ABSTRACT

Teguh Setia Wibawa 21207798 "Influence of Store Image and Private Label Against Purchase Decisions On Minimarket Yomart Cikoneng Ciamis", under the guidance of Oman Sukirman, SE., MSi

The development of more modern era, making human needs is increasing as well. Human needs are growing along with the various changes that occur at this time, especially socio-economic conditions of society. One of the most dominant business activity and a much-needed presence during this development is the modern retail business activities. People are starting to be interested to shop in modern retail stores like Minimarket. author of this study, trying to figure out how Store Image and Private Label Against Purchase Decisions On Branch Minimarket Yomart Cikoneng Ciamis.

The method used in this research using descriptive method and verifikatif. After conducted a literature review and hypothesis formulation, data is done through a method of questionnaires distributed to 92 respondents in the consumer Yomart Minimarket Ciamis Cikoneng branch by using stratified random sampling. While the analysis performed by data processing using SPSS 19 for windows. Then analysis the existing DTA using validity, reliability, determination, path analysis / path and hypothesis testing using f and t test.

Results of analysis of data from this study shows the results of this study can be received well. Store Image partially affect the Private Label on Yomart Minimarket Cikoneng Ciamis by 63.9%, partially Store Image influence Against Purchase Decisions on Yomart Minimarket 19%, Private Label affect Against Purchase Decisions on Yomart Minimarket at 35% and the last, Store Image and Private Label as well as the overall purchase decision have relevance and influence significantly 52.7%.

Keywords: Store Image, Private Label, Purchase Decision