

ANALISIS PERBEDAAN PERSEPSI KUALITAS PRODUK DAN CITRA MEREK *PRIVATE LABEL* DAN *NON PRIVATE LABEL* PADA INDOMARET DI KECAMATAN JOMBANG

ABSTRAKSI

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Penelitian ini bertujuan 1) Untuk menjelaskan dan menganalisis perbedaan persepsi konsumen terhadap kualitas produk *private label* dengan produk *non private label* Indomaret di kecamatan Jombang Dan 2) Untuk menjelaskan dan menganalisis perbedaan persepsi konsumen terhadap citra merek *private label* dengan produk *non private label* Indomaret di kecamatan Jombang. Penelitian termasuk penelitian kuantitatif dengan pendekatan komperatif. Analisis kuantitatif adalah analisis data yang menggunakan data berbentuk angka-angka yang diperoleh sebagai hasil pengukuran atau penjumlahan (Nurgiyantoro dkk, 2004). Berdasarkan hasil penelitian bahwa 1) Terdapat perbedaaan persepsi kualitas produk *private label* Indomaret dengan produk *non private label* dan 2) Terdapat perbedaaan persepsi citra merek produk *private label* Indomaret dengan produk *non private label*

Kata Kunci: persepsi, konsumen, kualitas produk, citra merek, *private label*, produk *non private label*

ANALYSIS OF PERCEPTION DIFFERENCES PRODUCT QUALITY AND BRAND IMAGE PRIVATE LABEL AND NON PRIVATE LABEL ON INDOMARET IN SUB DISTRICT JOMBANG

ABSTRACT

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This study aims 1) To explain and analyze the difference of consumer perception on the quality of private label product with Indomaret non private label product in Jombang district and 2) To explain and analyze the difference of consumer perception toward private label brand image with Indomaret non private label product in Jombang sub district. Research includes quantitative research with a comparative approach. Quantitative analysis is the analysis of data using data in the form of numbers obtained as a result of measurement or addition (Nurgiyantoro et al, 2004). Based on result of research that 1) There is difference of perception of quality of Indomaret private label product with non private label product and 2) There is difference of perception of brand image of Indomaret private label product with non private label product

Keywords: perception, consumer, product quality, brand image, private label, non private label product