

THE INFLUENCE OF PRICE, QUALITY, AND RISK PERCEPTION ON BUYING INTEREST IN ALFAMART PRIVATE LABEL PRODUCTS IN BANDAR LAMPUNG

Pupung Dzulhijatussarah^{1*}, Defrizal Defrizal²

^{1,2}Faculty of Economics and Business, Bandar Lampung University, Indonesia

*Corresponding Author:

pupung.20011193@student.ubl.ac

Abstract

In the current 4.0 era, retailers are starting to be required to provide various product needs that are of high quality, appropriate prices, and have more value. One of them is Alfamart which innovates to package products with its own brand (private label products). This study used quantitative methods, involving 100 respondents as a sample. During this process, the instruments in the study were tested for validity and reliability. Followed by the classic assumption test consisting of a normality test and a multicollinearity test. Furthermore, conducting a hypothesis test includes multiple linear regression analysis, coefficient of determination (R^2), t test and f test. The results of this study are PH variables (price perception) have a negative and insignificant effect on buying interest in private label products, while PK (quality perception) and PR (risk perception) have a positive and significant effect on buying interest in private label products. Then price perception, quality perception and risk perception together simultaneously affect the buying interest of private label products. Therefore, Alfamart should continue to maintain competitive prices to ensure that the prices set reflect the value of the products the company offers. And the products meet the quality standards desired by consumers. If consumers are satisfied with the products sold, trust in the product will increase, and will reduce the impact of consumer concerns on the products that have been purchased.

Keywords: Price, Quality, Risk, Buying interest, Private Label

1. Introduction

PT Sumber Alfaria Trijaya, Tbk (Alfamart) is a modern minimarket business engaged in retail trade. Since its establishment in 1999, Alfamart has continued to experience development until now. Alfamart has the support of more than 100,000 workers, cooperates with more than 400 goods providers, serves more than 10,200,000 loyal consumers, and has partnerships with more than 3,600 franchise outlets (Warabala.alfamart.co.id, 2020). Competition continues to grow in today's era, retailers are starting to be required to provide a variety of needs, ranging from the needs of raw materials, beauty equipment, home appliances and various types of food. This is what causes consumers to assess every product they need. Among them, first in terms of price, second in quality, and third in terms of the risks they will get. Now many retailers are starting to try to package the products sold by companies using their special brands, which are often referred to as private labels. According to Aeni et al. (2023) Private label is a brand owned by a retailer and sold or distributed by their own outlets or outlets. Usually, companies take goods from suppliers then the goods are packaged and affixed with the logo of the company's brand, so the company also gets additional income. The phenomenon that can be seen in the interest in buying private label

products is the influence of product brand competition, namely Indomaret private label product brands and other retail. This will affect the buying interest of different consumers on the assessment of each product, so Alfamart still has to innovate both from the quality of its products, prices or benefits that will be obtained by direct consumers.

In a report by the United States Department of Agriculture (USDA) entitled "Indonesia: Retail Foods, July 2023 Edition" Alfamart is listed as the best-selling modern retail in Indonesia in 2022 in the category of food, beverage, and household goods sales. Based on Euromonitor data cited in its report, Alfamart recorded sales of \$7.62 billion in 2022, an increase of 40% compared to 2021. With this success, Alfamart narrowly won against Indomaret after losing for four consecutive years (Ahdiat, 2023). Here is the data from "Indonesia: Retail Foods, July 2023 Edition", namely:

Table 1. Top Indonesian Food Retailers (2022)

Brand Name	2022	
	Sales Value (US\$ million)	Number of Outlets
Alfamart (Sumber Alfaria Trijaya Tbk PT)	7,622	17,394
Indomaret (Salim Group)	7,605	19,996
Alfa Midi (Sumber Alfaria Trijaya Tbk PT)	1,100	2,273
Hypermart (Matahari Putra Prima Tbk PT)	445	103
Super Indo (Koninklijke Ahold Delhaize NV)	383	189
Transmart Carrefour (Trans Retail Indonesia PT)	318	63
Carrefour (Trans Retail Indonesia PT)	263	70
Lotte Mart (Lotte Group)	256	49
Circle K (Alimentation Couche-Tard Inc)	181	634
Farmer's Market (Supra Boga Lestari Tbk PT)	109	38
Ramayana (Ramayana Lestari Sentosa Tbk PT)	77	76
Others	83,018	3,943,103
Total	101,376	3,983,988

Source: Indonesia Retail Foods, (2023).

According to a Euromonitor survey in Santoso et al. (2016) There are two factors that contribute to the increasing acceptance of Indonesian public response to private label products: first, the increasing demand for low-cost private label products from low- to medium-cost communities; Second, the number of modern retail venues is growing in various cities in Indonesia. Many retailers in Indonesia are actively running promotions to encourage private label channels. Therefore, it is crucial for retailers to understand what factors influence consumer tendencies in buying private label products.

In research conducted by Setyarko, (2016) looks into how aspects including price perception, promotion, service quality, and simplicity of use affect purchase interest and finds that pricing perception has a negative and insignificant effect on buying interest. Then promotion, buying interest is positively and significantly impacted by service quality usability. Next, Yovina & Saputri, (2016) which, with a research site at Carrefour Kiara Condong Bandung, looks at how risk perception, familiarity, price perception, quality perception, engagement, and loyalty affect private label products in the form of office supplies and domestic necessities. The research found that

engagement, price perception, familiarity, loyalty, and risk perception had a positive and significant effect on buying interest. Prawira's research, (2019) investigates how buying interest is influenced by perceptions of product quality, brand image, and price. The study discovered that buying interest was positively and significantly impacted by brand image, engagement, loyalty, price perception, familiarity, and risk perception. And based on the findings found by Yovina & Saputri, (2016), quality perception has a negative and insignificant effect on consumer buying interest. However, findings from research conducted by Prawira, (2019) show that quality perception has a positive and significant effect on consumer buying interest. The differences in hypotheses that emerged in previous studies attracted attention and became a reason to be re-examined in this study. Therefore, the examiners designed a new research model that examines the direct impact of price, quality, and risk perception variables on buying interest.

Given this phenomenon, researchers aim to determine "The Effect of Price, Quality, and Risk Perceptions on Buying Interest in Alfamart Private Label Products". Thus, the following are the study's goals: 1) to ascertain how price perception affects consumers' interest in purchasing Alfamart private label products; 2) to ascertain how quality perception affects consumers' interest in purchasing Alfamart private label products; 3) to ascertain how risk perception affects consumers' interest in purchasing Alfamart private label products; and 4) to ascertain how price perception, quality perception, and risk perception affect consumers' interest in purchasing Alfamart private label products.

2. Theoretical Background

Price perception according to Asnawi et al. (2022) is a marketing game that has elements of strategy, if a company sets a price that is so high, the product may be difficult to reach the market or may have a low selling value. Pricing according to Warganegara & Dita, (2021) is an important strategy for various companies, increasingly fierce global competition. Price not only impacts financial performance, but also has a significant impact on purchasing perception and brand positioning. Therefore, when determining prices, the company must have a careful strategy to ensure that the price set describes the value of the products that the company offers. According to Krisdayanto et al. (2018) Product price perception has indicators including: Price competitiveness, price affordability, price compatibility with services, advantages, and discounts.

Quality perception according to Asshidin et al. (2016) is providing value to consumers involves providing reasons that motivate them to buy a product and differentiating that brand from competing brands. So the product issued must be able to perform its function in accordance with what consumers want and have additional uniqueness from the product that can distinguish it from competing products. In Tjiptono's opinion in Pattinasarany, (2020) the perception of product quality has indicators including: Performance, features, conformity with specifications, and aesthetics.

Risk perception according to Manalu & Santa Clara, (2023) can be interpreted as consumer evaluation of all possibilities and consequences or impacts that may be caused. Risk according to Barusman & Redaputri, (2019) is the potential for difficulties or losses, focused on "important uncertainties." Risk management involves the choice of various alternatives to reduce the impact of risk. So, in the context of risk perception, the relationship with consumer concerns evaluations of a product can have an impact on a person's social standing or image, as well as products that have been acquired but are

not functioning as intended. According to Masoud, (2013) risk perception has indicators including: Risks associated with money, goods, shipping, time, society, and security.

Buying interest according to Fernos & Ayadi, (2023) is a consumer's desire for an item which then causes interest to take action by purchasing a product. So, buying interest is more to consumers who are interested and always looking for information about a product, such as consumers seeing suggestions, reading reviews and giving product recommendations to others. According to Ferdinand in Wahyuni Purbohastuti & Hidayah, (2020) Indicators of buying interest include: preferred interest, transactional interest, refractory interest, and exploratory interest.

By referring to these theories, the following is a description of the research's framework:

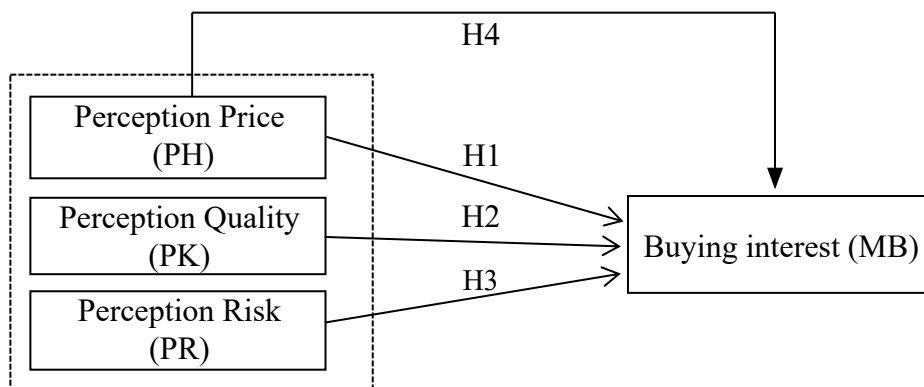


Figure 1. Research frame of mind

Source: Alharits & Wahyono, (2022) modified by the author

Based on the review of theories that have been submitted previously, it is possible to put out the following research hypothesis:

- H₁ : There is a negative influence between price perception and interest in buying Alfamart private label products in Bandar Lampung.
- H₂ : There is a positive influence between quality perception on buying interest in Alfamart private label products in Bandar Lampung.
- H₃ : There is a positive influence between risk perception and interest in buying Alfamart private label products in Bandar Lampung.
- H₄ : There is a simultaneous influence between price perception, quality perception, and risk perception on the purchase interest of Alfamart private label products in Bandar Lampung.

3. Methods

This research will use quantitative methods and focus on Alfamart in Bandar Lampung City as the object of research. The nonprobability sampling method combined with purposive sampling techniques is the one to be applied. Since the size of the population cannot be determined with precision, researchers will use the Lemeshow formula to calculate the total number of respondents so that there is a total conclusion of 96 respondents who will be rounded to 100 respondents. Purpose of this study, a source of data must meet the following criteria:

- 1) The people of Bandar Lampung city.
- 2) Consumers who have made purchases and used Alfamart private label products.
- 3) Consumers who know Alfamart's private label products.

The following is the calculation of the population of the Lemeshow formula in Anisa, (2020), namely:

$$n = \frac{Z^2 P(1 - P)}{d^2}$$

$$n = \frac{1,96 \times 0,5 (1 - 0,5)}{0,10^2} = 96,04$$

Information:

n = Size or number of samples required

Z = Z-score with a 95% confidence interval or 1.96

p = Maximum approximation of 0.5

d = Alpha (0.10) or sampling error used 10%

The primary data gathering techniques used in this study was having respondent's complete questionnaires. The data collection medium that will be disseminated to each respondent is google forms which are carried out online. The question instrument to measure this variable uses Likert scale answers in Anisa, (2020) with values of 1-5, Specifically, 1 denotes severely disagree, 2 disagree, 3 is unsure, 4 indicates agree, and 5 indicates definitely agree. Then the data is processed using the Statistical Product and Service Solution (SPSS) software program version 25. During this process, the instruments in the study were tested for validity and reliability. Followed by the classic assumptions test consisting of a normality test and a multicollinearity test. Furthermore, conducting a hypothesis test is to determine the strength of the independent variable against the dependent variable, this hypothesis test includes multiple linear regression analysis, coefficient of determination (R^2), t test to find out the hypothesis partially and f test to find out the hypothesis as a whole (simultaneous). The following formula can be used to create the regression equation for this study:

$$MB = a + b1PH + b2PK + b3PR + e$$

Information:

MB = Buying Interest

a = constant

PH = Price Perception

PK = Quality Perception

PR = Risk Perception

b1 = Regression coefficient of variable PH

b2 = Regression coefficient of variable PK

b3 = Regression coefficient of variable PR

e = Standard error

Table 2. Operational Variables

Research Variables & Definitions	Indicators	Scale
Price Perception (PH) That is a marketing game that has elements of strategy, if a company sets a price that is so high, the product may be difficult to reach the market or may have a low selling value. (Asnawi et al. 2022)	1. Affordability. 2. Price compatibility with services. 3. Suitability of price with benefits. 4. Discounts. 5. Price competitiveness. (Krisdayanto et al. 2018)	Likert 1-5

Quality Perception (PK) Providing value to consumers involves providing reasons that motivate them to buy a product and differentiating that brand from competing brands. (Asshidin et al. 2016)	1. Performance. 2. Feature. 3. Compliance with specifications. 4. Aesthetic. (Tjiptono in Pattinasarany, 2020)	Likert 1-5
Risk Perception (PR) That is, it can be interpreted as a consumer evaluation of all possibilities and consequences or impacts that may be caused. (Manalu & Santa Clara, 2023)	1. Risks associated with money 2. Goods 3. Shipping 4. Time 5. Society 6. Security (Masoud, 2013)	Likert 1-5
Buying Interest (MB) That is the desire of consumers about an item which then causes interest to take action by making the purchase process of a product. (Fernos & Ayadi, 2023)	1. Transactional Interest. 2. Reference Interest. 3. Preferential interests. 4. Exploratory Interests. (Ferdinand in Wahyuni Purbohastuti & Hidayah, 2020)	Likert 1-5

4. Results and Discussion

4.1 Respondents' Responses

Table 3. Price Perception Frequency Distribution (PH)

Interval	Category	F	%
21-25	Excellent	20	20
17-20	Good	54	54
13-16	Enough	20	20
9-12	Bad	5	5
5-8	Very Not Good	1	1
Total		100	100

Source: Data processed 2023

From the table that has been presented above from 100 respondents, it can be concluded that 20 respondents or 20% stated the perception of prices in the very good category, as many as 54% categorized good, then 20% categorized enough, then only 5% categorized not good and 1% categorized very bad. So, it can be concluded that the price perception is in the good category.

Table 4. Quality Perception (PK) Frequency Distribution

Interval	Category	F	%
47-55	Excellent	22	22
38-46	Good	48	48
29-37	Enough	23	23
20-28	Bad	5	5
11-19	Very Not Good	2	2
Total		100	100

Source: Data processed 2023

From the table that has been presented above from 100 respondents, it can be concluded that 22 respondents or 22% stated the perception of quality in the very good category, as many as 48% categorized good, then 23% categorized enough, then only 5% categorized not good and 2% categorized very not good. Thus, the perception of quality falls into the good category.

Table 5. Risk Perception (PR) Frequency Distribution

Interval	Category	F	%
31-36	Excellent	10	10
25-30	Good	43	43
19-24	Enough	42	42
13-18	Bad	4	4
7-12	Very Not Good	1	1
Total		100	100

Source: Data processed 2023

From the table that has been presented above from 100 respondents, it can be concluded that 10 respondents or 10% stated risk perception in the very good category, as many as 43% categorized good, then 42% categorized enough, then only 4% categorized not good and 1% categorized very bad. So, it can be concluded that the risk perception is in the good category.

Table 6. Frequency Distribution of Buying Interest (MB)

Interval	Category	F	%
31-36	Excellent	13	13
25-30	Good	45	45
19-24	Enough	36	36
13-18	Bad	5	5
7-12	Very Not Good	1	1
Total		100	100

Source: Data processed 2023

From the table that has been presented above, out of 100 respondents, it can be concluded that 13 respondents or 13% expressed interest in buying in the very good category, as many as 45% categorized good, then 36% categorized enough, then only 5% categorized not good and 1% categorized very bad. Thus, purchasing interest falls under the good category.

4.2 Validity Examination

The validity test is designed to determine the level of the validity and reliability of a questionnaire as a measurement tool for each indicator in this study.

Table 7. Test Results for Validity

Variables	Items Statement	R Count	R Table	Information
Price Perception (PH)	PH.1	0,635	0,1975	Valid
	PH.2	0,708		Valid
	PH.3	0,634		Valid
	PH.4	0,653		Valid

	PH.5	0,682		Valid
Quality Perception (PK)	PK.1	0,704	0,1975	Valid
	PK.2	0,670		Valid
	PK.3	0,712		Valid
	PK.4	0,666		Valid
	PK.5	0,723		Valid
	PK.6	0,657		Valid
	PK.7	0,690		Valid
	PK.8	0,741		Valid
	PK.9	0,700		Valid
	PK.10	0,729		Valid
	PK.11	0,712		Valid
Risk Perception (PR)	PR.1	0,573	0,1975	Valid
	PR.2	0,576		Valid
	PR.3	0,702		Valid
	PR.4	0,712		Valid
	PR.5	0,728		Valid
	PR.6	0,723		Valid
	PR.7	0,477		Valid
Buying Interest (MB)	MB.1	0,611	0,1975	Valid
	MB.2	0,745		Valid
	MB.3	0,761		Valid
	MB.4	0,674		Valid
	MB.5	0,600		Valid
	MB.6	0,595		Valid
	MB.7	0,609		Valid

Source: SPSS data analysis 25, 2023.

From the table that has been presented above, it can be concluded that all questions that are indicators for measuring variables in this study are considered valid because they have values $r_{count} > r_{table}$.

4.3 Test for Reliability

The reliability test is performed to measure the consistency of the questionnaire with all variable indicators, if the Cronbach Alpha (α) value obtained > 0.6 then the questionnaire can be said to be reliable or reliable.

Table 8. Reliability Testing Findings

Variables	Cronbach's Alpha	Information
PH	0,851	Dependable
PK	0,925	Dependable
PR	0,863	Dependable
MB	0,873	Dependable

Source: SPSS data analysis 25, 2023.

From the table that has been presented above, it can be seen that the value of Cronbach Alpha (α) > 0.60 . Thus, it can be argued that the indicators of the variables or constructs used in this study are extremely dependable.

4.4 Normality Test

According to Ghozali in Alharits & Wahyono, (2022), the goal of this normality test is to determine whether confounding variables or residues in a regression model follow a normal distribution.

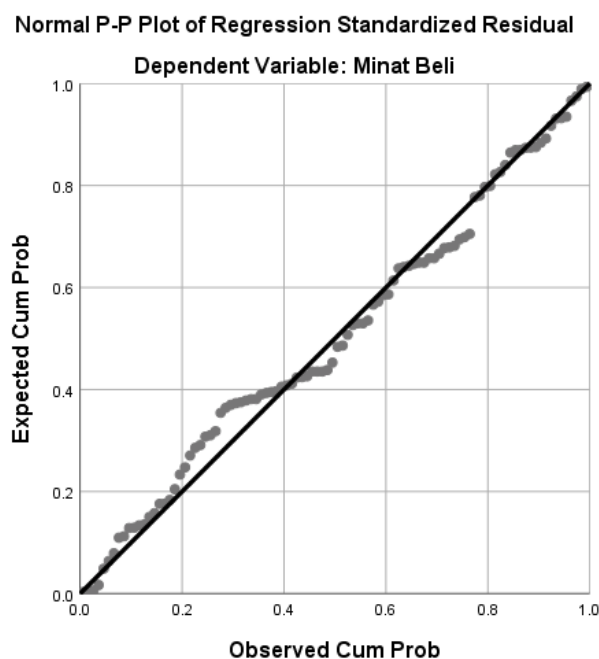


Figure 2. Normal P-P Plot

Source: SPSS data analysis 25, 2023.

From the picture presented above, if on the Normal P-P Plot chart there are points that follow the diagonal line and these points do not spread far, so this study can be said to be normal.

4.5 Multicolonicity Test

According to Ghozali in Putri & Susanti, (2022) Multicollinearity testing is the process of analyzing how existing regression equations relate to each other as independent variables. To see the existence of multicollinearity in the regression equation can be determined using tolerance values and variational inflation factors (VIF). If the VIF value is below or < 10 and the Tolerance value is above > 0.1 , it can be concluded that multicolonicity does not occur.

Table 9. Multicolonicity Test

		Coefficients ^a	
		Collinearity Statistics	
Type		Tolerance	VIF
1	(Constant)		
	Price Perception	0,281	3,561
	Quality Perception	0,191	5,245
	Risk Perception	0,243	4,118

Source: SPSS data analysis 25, 2023.

The table above shows that the VIF values of the variables PH, PK, and PR are all < 10 , and the Tolerance Value of the variables PH, PK, and PR are all > 0.1 , As a result of this investigation, it may be concluded that multicolonicity does not exist.

4.6 Analysis of Multiple Linear Regression

Multiple Linear Regression analysis is used to determine the amount to which the independent variable influences the dependent variable.

Table 10. Multiple Linear Regression Test Results

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Type		B	Std. Error	Beta	T	Sig.
1	(Constant)	2,547	1,381		1,845	0,068
	Perception Price (PH)	-0,058	0,133	-0,042	-0,439	0,662
	Perception Quality (PK)	0,348	0,073	0,552	4,778	0,000
	Perception Risk (PR)	0,393	0,105	0,384	3,754	0,000

a. Dependent Variable: Purchase Interest (MB)

Source: SPSS data analysis 25, 2023.

From the table presented above, an equation is obtained in the form of a formula, namely $MB = a + b_1PH + b_2PK + b_3PR + e$ and if you use the results of the regression coefficient table, you can find $MB = 2.547 (a) - 0.058 (PH) + 0.348 (PK) + 0.393 (PR) + e$. The above equation can be interpreted as follows:

- 1) The constant (a) has a value of 2.547, meaning that it indicates that without the influence of the variables PH, PK and PR or the whole variable is assumed to be 0, then the value of MB is 2.547.
- 2) The regression coefficient for price perception (PH) has a negative value of -0.058, meaning that there is a unidirectional relationship between price perception (PH) and buying interest (MB). In other words, every increase of one unit of price perception (PH) will lead to a decrease in buying interest of -0.058.
- 3) The regression coefficient for quality perception (PK) has a positive value of 0.348, meaning that it states that there is a unidirectional relationship between quality perception (PK) and buying interest (MB). In other words, every increase of one unit of quality perception (PK) will lead to an increase in buying interest of 0.348.
- 4) The regression coefficient for risk perception (PR) has a positive value of 0.393, meaning states that there is a unidirectional relationship between risk perception (PR) and buying interest (MB). In other words, every increase of one unit of risk perception (PR) will lead to an increase in buying interest of 0.393.
- 5) Standard error is a random variable with a probability distribution that represents all factors affecting MB but is not included in the equation.

4.7 Coefficient of Determination (R^2)

The coefficient of determination (R^2) test is performed using the following calculation:

Table 11. Coefficient of Determination (R^2)

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.869a	0,756	0,748	2,507

Source: SPSS data analysis 25, 2023.

From the table presented above, it was found that the relationship (correlation) of perception of price, quality, and risk simultaneously was $R = 0.869$. Then the magnitude of the influence of PH, PK, and PR on MB is $R \text{ Square} = 0.756$ which means that buying interest is influenced by perceptions of price, quality, and risk by 75.6% while the remaining 24.4% is influenced by other variables.

4.8 Test T (Partial)

The t test is a partial coefficient test that determines if the independent variable has a substantial impact on the dependent variable. With the provisions of the conditions that are said to have a significant effect if the $\text{sig} < \alpha$ (0.05).

Table 12. Partial Test Results (T Test)

Variables	T_{count}	T_{table}	Sig	Alpha
Price Perception (PH)	-,439	1,985	0,662	0,05
Quality Perception (PK)	4,778	1,985	0,000	0,05
Risk Perception (PR)	3,754	1,985	0,000	0,05

Source: SPSS data analysis 25, 2023.

From the table that has been presented above, the findings of the study can be summarized as follows:

- 1) The effect of price perception on buying interest.
The results of the study showed that the level of significance of 5% ($\alpha = 0.05$) had a value of $0.662 > 0.05$ and $t_{\text{count}} (-.439) < t_{\text{table}} (1.985)$ so that H_1 was not accepted and H_0 was accepted. This shows that partially, price perception variables have a negative and insignificant effect on buying interest. This finding supports the results of previous research by Setyarko, (2016) which states that price perception has a negative and insignificant effect on buying interest.
- 2) The influence of quality perception on buying interest.
The results of the study showed that the level of significance of 5% ($\alpha = 0.05$) has a value of $0.000 < 0.05$ and $t_{\text{count}} (4.778) > t_{\text{table}} (1.985)$ so that H_2 is accepted and H_0 is not accepted. This shows that partially, the quality perception variable has a positive and significant effect on buying interest. This finding supports the results of previous research by Prawira, (2019) which stated that quality perception has a positive and significant effect on buying interest.
- 3) The influence of risk perception on buying interest.
The results of the study showed that the level of significance of 5% ($\alpha = 0.05$) had a value of $0.000 < 0.05$ and $t_{\text{count}} (3.754) > t_{\text{table}} (1.985)$ so that H_3 was accepted and H_0 was not accepted. This demonstrates that partially, risk perception variables have a positive and significant effect on buying interest. This finding supports the results of previous research by Yovina & Saputri (2016) which stated that risk perception has a significant effect on buying interest.

4.9 F Test (Simultaneous)

The F test is used to measure how significantly the independent variable affects the dependent variable. With the provisions of the conditions that are said to have a significant effect if the $\text{sig} < \alpha$ (0.05).

Table 13. Simultaneous Test Results (Test F)

ANOVA ^a						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1866,913	3	622,304	98,987	.000 ^b
	Residuals	603,527	96	6,287		
	Total	2470,440	99			
a. Dependent Variable: Purchase Interest (MB)						
b. Predictors: (Constant), Risk Perception (PR), Quality Perception (PK), Price Perception (PH)						

Source: SPSS data analysis 25, 2023.

From the table presented above, it shows that the F_{count} value is 98.987 with probability (sig) = 0.000. The value of F_{count} (98.987) > F_{table} (2.70) and the sigma value lower than the probability value of 0.05 or the value of $0.000 < 0.05$ then H_4 is accepted and H_0 is not accepted, thus it can be stated that price perception, quality perception and risk perception together simultaneously affect buying interest.

4.10 Discussion

Therefore, the following discussion can be given:

- 1) For Alfamart, especially branches around Bandar Lampung, it should continue to maintain competitive prices and always have a careful strategy to ensure that the prices set reflect the value of the products the company offers. In addition, companies also need to sell products that are in line with what consumers want and have additional uniqueness from the product that can distinguish it from competitors' products. If consumers are satisfied with all products sold by a company, then their trust in the products sold by the company will increase, and they will be able to buy products This is with confidence, and will reduce the impact of consumer concerns or losses on products that have been purchased.
- 2) The authors recommend additional testing variables for future studies. Then based on previous results, the study found that brand image can influence buying interest. Therefore, as a further research model development, future research should add brand image variables to examine the influence of private label products on buying interest. Therefore, it is important for future research to find more accurate theoretical sources in order to better understand and explore the problems that may affect buying interest in private label products at various retailers in Indonesia.

5. Conclusion

According to the test results, the following results can be concluded:

- 1) Price perception has a negative and insignificant effect on buying interest in private label products.
- 2) Quality perception has a positive and significant effect on buying interest in private label products.
- 3) Risk perception has a positive and significant effect on buying interest in private label products.

- 4) Price perception, quality perception and risk perception together simultaneously influence the buying interest of private label products.

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