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**THE ANALYZE OF CUSTOMERS WILLINGNESS TO BUY INDOMARET'S PRIVATE LABEL PRODUCTS AT INDOMARET KAUDITAN****ANALISIS TENTANG MINAT BELI PELANGGAN TERHADAP PRODUK PRIVATE LABEL INDOMARET DI INDOMARET KAUDITAN**

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**Abstract:** Increasing consumption of goods and services creates the rapid growth of retail business in Indonesia from year to year. Modern retail business is experiencing rapid growth in the last few years. Therefore, The objective of this research is to analyze customer willingness to buy Indomaret's private label products. This research used quantitative analysis. The population in this research refers to the consumers of Indomaret Kauditan and samples used in this study of 100 respondents. The results showed Store image, perceived price, perceive quality and perceived value have a significant effect on willingness to buy Indomaret's private label products simultaneously. Store image has significant effect on willingness to buy Indomaret's private label products partially. Perceived price does not have a significant effect on willingness to buy Indomaret's private label products partially. Perceived quality does not have a significant effect on willingness to buy Indomaret's private label products partially. Perceived value has significant effect on willingness to buy Indomaret's private label products partially. Indomaret Kauditan should pay attention to the price and quality of the products, thereby can increase customers willingness to buy Indomaret's private label products.

**Keywords:** *willingness to buy, store image, perceived price, perceived quality, perceived value*

**Abstrak:** Peningkatan konsumsi barang dan jasa menciptakan pertumbuhan pesat bisnis ritel di Indonesia dari tahun ke tahun. Bisnis ritel modern mengalami pertumbuhan pesat dalam beberapa tahun terakhir. Oleh karena itu, Tujuan dari penelitian ini adalah untuk menganalisis kesediaan pelanggan untuk membeli produk label pribadi Indomaret. Penelitian ini menggunakan analisis kuantitatif. Populasi dalam penelitian ini mengacu pada konsumen Indomaret Kauditan dan sampel yang digunakan dalam penelitian ini sebanyak 100 responden. Hasil penelitian menunjukkan citra Toko, harga yang dirasakan, kualitas yang dirasakan dan nilai yang dirasakan memiliki pengaruh yang signifikan terhadap kesediaan untuk membeli produk label pribadi Indomaret secara bersamaan. Citra toko memiliki pengaruh signifikan terhadap kesediaan untuk membeli produk label pribadi Indomaret secara parsial. Harga yang dipersepsikan tidak memiliki pengaruh yang signifikan terhadap kesediaan untuk membeli produk label pribadi Indomaret secara parsial. Kualitas yang dipersepsikan tidak memiliki pengaruh signifikan terhadap kesediaan untuk membeli produk label pribadi Indomaret secara parsial. Nilai yang dirasakan memiliki pengaruh signifikan terhadap kesediaan untuk membeli produk label pribadi Indomaret secara parsial. Indomaret Kauditan harus memperhatikan harga dan kualitas produk, sehingga dapat meningkatkan keinginan pelanggan untuk membeli produk label pribadi Indomaret.

**Kata kunci:** *minat beli, citra toko, persepsi harga, persepsi kualitas, persepsi nilai*

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**INTRODUCTION****Research Background**

Nowadays, retail business in Indonesia grows every year so it makes competition between retailers today very tight. This growth is caused by increasing purchasing power from customers and this is what drives business people to be more innovative in providing superior products and services to gain competitive advantage in order to win market share.

Brands are make it easier for consumers make choices and help ensure the quality of the product they buy. Many retailers are trying to develop their own brand in competition with other national brands commonly called private brands and are used as products substitution of national brand products that generally offer higher price. Private brands are brand products that are made by the inventor it self and it can only be sold by the owner of the products.

One retail business that develops private label products is PT Indomarco Prismatama by opening Indomaret as their retailer. Indomaret was founded in 1988 with the vision of "becoming a superior retail network" and the motto "easy and economical" is the modern shop operating skills. Indomaret forms the concept of managing outlets with locations near consumer housing. Indomaret focuses on providing basic needs and daily needs and serving the general public in a pluralistic manner. Until March 2019, Indomaret has 16,736 outlets, consisting of 60% owned by themselves and 40% owned by the community. (Indomaret.co.id, 2019).

At Indomaret, private label brand items occupy golden shelves (special shelves) to make consumers easily visible. The price savings offered by Indomaret can reach 10% - 20% of the price of nationally labeled products. Private label products is a product that has not been widely known by consumers, consumer perceptions about private label products are needed to increase sales of Indomaret's private label products. Consumer assessment of a product will affect consumers' willingness to buy the products. The consumers willingness to buy is information that is needed by the company in its efforts to obtain a market.

**Research Objective**

This research aims are to analyze the influence of:

1. Store image, perceived price, perceived quality and perceived value on consumer willingness to buy Indomaret's private label products simultaneously.
2. Store image on consumer willingness to buy Indomaret's private label products partially.
3. Product prices on consumer willingness to buy Indomaret's private label products partially.
4. Product quality on consumer willingness to buy Indomaret's private label products partially.
5. product value on consumer willingness to buy Indomaret's private label products partially.

**THEORETICAL REVIEW****Marketing**

Marketing is a social process in which individuals and groups obtain what they need and want by creating, offering, and freely exchanging valuable products and services with others (Kotler and Keller, 2013).

**Consumer Behavior**

Consumer behavior can be defined as behavior of consumers in searching, purchasing, using, evaluating, and disposing products and services that are expected to satisfy their needs (Kotler, 2003).

**Brand**

Brand is one of the company's strengths in offering its products to consumers and to be able to get consumer loyalty to products manufactured by the company. According to Kotler and Armstrong (2008).

**Private Label**

According to Harcar, et al. (2006), "store brand" or "private label brands" are merchandise that uses the brand name of a distributor or retailer or brand name that is created exclusively for distributors or retailers. Private label products can be perceived with Store Image, Perceived Price, Perceived Quality and Perceived Value (Baneke, et. Al., 2013).

### Store Image

According to Simamora (2003), store image is the personality of a store that describes what consumers see and feel about the store.

### Perceived Price

Prices represent the amount of money paid for a product or service, or the amount of value that consumers exchange for benefits because they use the product or service (Kotler and Armstrong, 2008).

### Perceived Quality

According to Kotler and Armstrong (2008), quality is defined as the overall nature of a product or service that affects its ability to satisfy expressed or implied needs.

### Perceived Value

Perceived value can be felt by consumers when consumers compare the performance of products based on their utility with costs incurred, such as financial, psychological, and efforts to obtain these products (Oliver, 1999).

### Willingness to Buy

According to Howard (1994), willingness to buy is something that is related to the consumer's plan to buy a particular product and how many units of product are needed in a certain period.

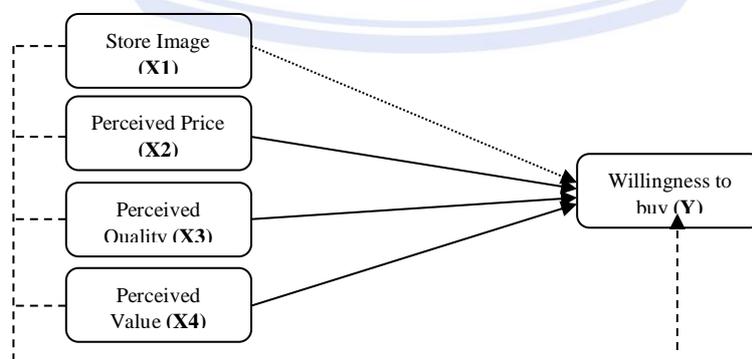
### Previous Research

Mostafa and Elseidi (2018) studied about consumers' perceptions of store image, familiarity with PLBs, quality and risk level of PLBs and price consciousness were scrutinised. The results lend support to seven hypotheses out of eight, as well as confirm attitudes towards PLB products as a critical determinant of consumers' willingness to buy it.

Siddique (2013) studied about to investigate the relationship between consumer decision-making styles and actual purchases of private label products in a Thai market context, using price consciousness, quality consciousness, brand consciousness, value consciousness, and risk perception as factors for investigation. The results indicate a significant relationship between price-conscious and brand-conscious consumers, and private label purchases and show that the relationship between quality-conscious, value-conscious, and risk-adverse consumers and private label purchases is insignificant.

Beneke, et. al., (2013) studied about the influence of perceived product quality, relative price and risk, respectively, on perceived product value and, ultimately, consumers' willingness to buy private label household cleaning products. Research results shows that perceptions of product quality and perceived value the product has its influence significant impact on buying interest in private label products and risk perception significance of perceptions of product quality and perceived value product.

### Conceptual Framework



**Figure 1. Conceptual Framework**

*Source : Data Processed, 2019*

**Type of Research**

This research is descriptive and verification type of research where it will analyze and investigate the influence of store image, perceived price, perceived quality and perceived value on willingness to buy Indomaret's private label products at Indomaret Kauditan. This study is a quantitative research, which uses multiple regression method.

**Population and Sample**

Sekaran and Bougie (2009:262) Population is generalized to the object/subject which have a certain quantity and characteristic that is required by researcher to studying and to gain conclusion. The population in this research is Indomaret's customers in Kauditan. Sample is part of the number and characteristics of the population (Sugiyono, 2014:118). With the formula  $n = Z^2 / 4Moe^2 = n = 1,96^2 / 4(0,10)^2 = 96.04$  rounded to 96. The number of samples which is required to be used is 96 people but the researcher decides to use 100 samples in anticipation of the error questionnaire that cannot be used in the research and data processing.

**Data Analysis Method****Validity and Reliability Test**

Validity test used to measure the validity of the questionnaire. To analyze it, Pearson Product Moment is used. If probability of correlation is less than 0.05 (5%) then the research instruments is considered valid. The reliability test used Alpha Cronbach. If Alpha is less than 0.6 then it is considered as unreliable.

**Multiple Regressions Analysis Method**

Sekaran and Bougie (2009:350) defined Multiple Regression as a statistical technique that simultaneously develops a mathematical relationship between two or more independent variables and an interval-scaled dependent variable. The formula of multiple linear regressions is as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

Y: Willingness to Buy X1: Store Image X2: Perceived Price X3: Perceived Quality X4: Perceived Value  
a : The Regression Constant  $\beta$ : Coefficient regression e: Error(Residual)

**Classical Assumption**

A linear regression model should meet some basic assumption below:

**Heteroscedasticity**

Heteroscedasticity test aims to test whether in the regression model variance occurs from one observation to another (Ghozali, 2011).

**Multicollinearity**

Multicollinearity test aims to test in the regression model found the correlation between independent variables (Ghozali, 2011).

**Normality**

The normality test aims to test whether in the regression model, dependent variable, independent variable or both have a normal distribution or not. A good regression model is to have normal data distribution or distribution of statistical data on the diagonal axis of the graph of normal distribution (Ghozali, 2011).

**Hypotesis Testing**

The purpose of hypothesis testing is to determine accurately if the null hypothesis can be rejected in favor of the alternate hypothesis (Sekaran and Bougie, 2009) In order to test the hypotesis, statical analysis such as  $F_{test}$  and  $T_{test}$  has to be calculated.  $F_{test}$  and  $T_{test}$  will be usefull in a situation when the researcher needs to find out relationship between dependent and independent variables. When  $F_{test}$  and  $T_{test}$  are gained and compared t  $F_{table}$  and  $T_{table}$ , the hypotesis could be examined.

**RESULT AND DISCUSSION****Validity Test****Table 1. Result of Validity Test**

		<b>Correlations</b>					
		<b>Store_Ima</b>	<b>Perceived_</b>	<b>Perceived_</b>	<b>Perceived_</b>	<b>Willingness</b>	
		<b>ge</b>	<b>Price</b>	<b>Quality</b>	<b>Value</b>	<b>_to_Buy</b>	<b>Total</b>
Store_Image	Pearson Correlation	1	,618**	,524**	,596**	,653**	,770**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100
Perceived_Price	Pearson Correlation	,618**	1	,748**	,793**	,635**	,875**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100
Perceived_Quali ty	Pearson Correlation	,524**	,748**	1	,884**	,651**	,890**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100
Perceived_Value	Pearson Correlation	,596**	,793**	,884**	1	,734**	,933**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100
Willingness_to_ Buy	Pearson Correlation	,653**	,635**	,651**	,734**	1	,852**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100
Total	Pearson Correlation	,770**	,875**	,890**	,933**	,852**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Data Processed, 2019

Based on table 1, it can be seen the value of Pearson correlation is above 0.5. Therefore, the all questions are valid.

**Reliability Test****Table 2. Result of Reliability test**

<b>Cronbach's Alpha</b>	<b>N of Items</b>
,820	6

Source: SPSS Data Processed, 2019

Based on table 2, Cronbach's Alpha of this research is 0.820 and it indicates that the data in this research is reliable.

**Coefficient of Simple Correlation (R) and Coefficient of Determination (R<sup>2</sup>)****Table 3. Result of R and R<sup>2</sup> Analysis**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,781 <sup>a</sup>	,610	,594	2,419

a. Predictors: (Constant), Perceived Value, Store Image, Perceived Price, Perceived Quality

Source: SPSS Data Processed, 2019

The coefficient of correlation (R) is 0.781 meaning the level of relationship between independent and dependent variable is considered as a substantial positive relationship. The coefficient of determination (R<sup>2</sup>) is 0.610 means that only 61% variation of Willingness to Buy (Y) is able to be explained by Store Image (X1), Perceived Price (X2), Perceived Quality (X3) and Perceived Value (X4) while the remaining 39% are explained by other variables that are not examined in this study.

**Multiple Linear Regression Analysis****Table 4. Multiple Linear Regression Analysis Output**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,030	1,727		-,017	,986
	Store Image	,400	,101	,332	3,971	,000
	Perceived Price	,012	,125	,011	,099	,921
	Perceived Quality	,012	,134	,012	,086	,931
	Perceived Value	,525	,157	,516	3,347	,001

a. Dependent Variable: Willingness to Buy

Source: SPSS Data Processed, 2019

The analysis output is described in table 4. The multiple regression equation is as follows:

$$Y = -0.030 + 0.400 X_1 + 0.012 X_2 + 0.012 X_3 + 0.525 X_4 + e$$

Where:

- $\alpha$  : Alfa or constant
- $\varepsilon$  : Error
- Y : Willingness to Buy
- $\beta_1$ - $\beta_4$  : The regression coefficient of each variable
- $X_1$  : Store Image
- $X_2$  : Perceived Price
- $X_3$  : Perceived Quality
- $X_4$  : Perceived Value

That multiple linear regression equation can be interpreted as follows:

1. Constant (a) -0.030 shows the value of dependent variable when independent variables are zero. The number means, if all independent variables are equal to zero, Willingness to Buy (Y) is predicted to be -0.030. Negative number means we can't predict the dependent variable because it will be no sense if we predict the willingness to buy (Y) but we don't have any data from people's perceived (X1,X2,X3,X4).
2. Coefficient value of Store Image (X1) is 0.400. It means that if Store Image (X1) is increased by one scale or one unit, Willingness to Buy (Y) will be increased by 0.400 with assumption that the other independent variables from the regression model are constant.

3. Coefficient value of Perceived Price (X2) is 0.012. It means that if Perceived Price (X2) is increased by one scale or one unit, Willingness to Buy (Y) will be increased by 0.012 with assumption that the other independent variables from the regression model are constant.
4. Coefficient value of Perceived Quality (X3) is 0.012. It means that if Perceived Quality (X3) is increased by one scale or one unit, Willingness to Buy (Y) will be increased by 0.012 with assumption that the other independent variables from the regression model are constant.
5. Coefficient value of Perceived Value (X4) is 0.525. It means that if Perceived Value (X4) is increased by one scale or one unit, Willingness to Buy (Y) will be increased by 0.525 with assumption that the other independent variables from the regression model are constant.

**Classical Assumption**

**Multicollinearity**

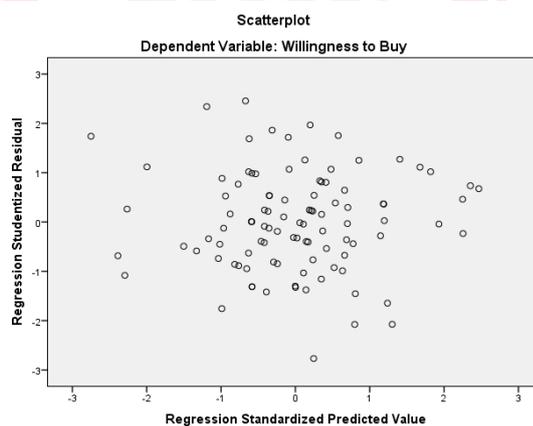
**Table 5. Result of Multicollinearity Test**

		Coefficients <sup>a</sup>					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	-,030	1,727		-,017	,986		
	Store Image	,400	,101	,332	3,971	,000	,586	1,706
	Perceived Price	,012	,125	,011	,099	,921	,328	3,052
	Perceived Quality	,012	,134	,012	,086	,931	,212	4,714
	Perceived Value	,525	,157	,516	3,347	,001	,172	5,800

a. Dependent Variable: Willingness to Buy  
 Source: SPSS Data Processed, 2019

The table 5 shown that the VIF value of each variables is less than 10, it means this research is free from multicollinearity.

**Heteroscedasticity**

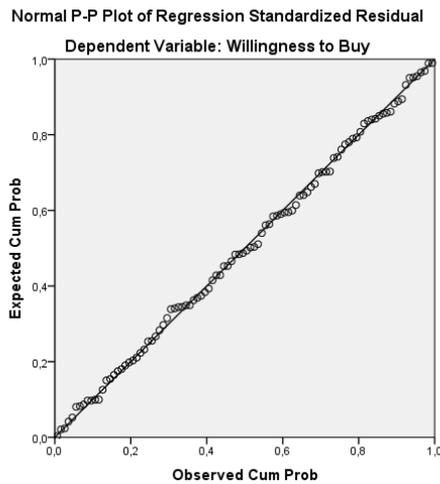


**Figure 2. Heteroscedasticity Test Output**  
 Source: SPSS Data Processed, 2019

In the figure 2 shows that the dots spreading in 0. This proves that the model is free from heteroscedasticity.

**Normality**

To identify the normality of the model, the figure 3 will show the graphic result for the normality test.



**Figure 3. Heteroscedasticity Test Output**  
 Source: SPSS Data Processed (2019)

Figure 3 shows that the data is represented by the dots are spreading near the diagonal line. It means that the model is normal.

**Hypothesis Testing**

**Table 6. Simultaneous Test (F-test) Output**

Sourced: Processed Data, 2019

Table 6 shows the value of Fcount. To determine the value of Ftable :  
 $DF1 = k - 1$

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	870,557	4	217,639	37,208	,000 <sup>b</sup>
	Residual	555,683	95	5,849		
	Total	1426,240	99			

a. Dependent Variable: Willingness to Buy

b. Predictors: (Constant), Perceived Value, Store Image, Perceived Price, Perceived Quality

$DF2 = n - k$

$DF1 = 5 - 1 = 4$

$DF2 = 100 - 5 = 95$

Ftable = 2.47.

k: the number of variable

n: the number of respondents

Based on the ANOVA F-test results on table 6, Fcount value is 37.208 with a significance level of 0.000. Since  $Fcount > Ftable (37.208 > 2.47)$   $H_a$  is accepted and  $H_0$  is rejected. It means that Store Image (X1), Perceived Price (X2), Perceived Quality (X3) and Perceived Value (X4) have simultaneous effect on Willingness to Buy (Y).

**T-test****Table 7. T-test Output**

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-,030	1,727		-,017	,986
	Store Image	,400	,101	,332	3,971	,000
	Perceived Price	,012	,125	,011	,099	,921
	Perceived Quality	,012	,134	,012	,086	,931
	Perceived Value	,525	,157	,516	3,347	,001

a. Dependent Variable: Willingness to Buy

Sourced: *Processed Data, 2019*

1. Tcount value of Store Image (X1) is equal to 3.971 with a significance level of 0.000 Sig value is less than probability value of 0.05 or  $0.000 < 0.05$ , so  $H_a$  is accepted and  $H_0$  is rejected. Store Image (X1) has Tcount of 3.971 and Ttable of 1.98. The results show that  $Tcount > Ttable$  ( $3.971 > 1.98$ ), so  $H_0$  is rejected. It means that Store Image (X1) has the partial effect on Willingness to Buy (Y).
2. Tcount value of Perceived Price (X2) is equal to 0.099 with a significance level of 0.921 Sig value is more than probability value of 0.05 or  $0.921 > 0.05$ , so  $H_a$  is rejected and  $H_0$  is accepted. Perceived Price (X2) has Tcount of 0.099 and Ttable of 1.98. The results show that  $Tcount < Ttable$  ( $0.099 < 1.98$ ), so  $H_0$  is accepted. It means that Perceived Price (X2) does not have a partial effect on Willingness to Buy (Y).
3. Tcount value of Perceived Quality (X3) is equal to 0.086 with a significance level of 0.931 Sig value is more than probability value of 0.05 or  $0.921 > 0.05$ , so  $H_a$  is rejected and  $H_0$  is accepted. Perceived Quality (X3) has Tcount of 0.086 and Ttable of 1.98. The results show that  $Tcount < Ttable$  ( $0.086 < 1.98$ ), so  $H_0$  is accepted. It means that Perceived Quality (X3) does not have a partial effect on Willingness to Buy (Y).
4. Tcount value of Perceived Value (X4) is equal to 3.347 with a significance level of 0.001 Sig value is less than probability value of 0.05 or  $0.001 < 0.05$ , so  $H_a$  is accepted and  $H_0$  is rejected. Perceived Value (X4) has Tcount of 3.347 and Ttable of 1.98. The results show that  $Tcount > Ttable$  ( $3.347 > 1.98$ ), so  $H_0$  is rejected. It means that Perceived Value (X4) has the partial effect on Willingness to Buy (Y).

**Discussion**

Increasing consumption of goods and services creates the rapid growth of retail business in Indonesia from year to year and it increases the development rate of Indomaret. As the evident, Indomaret having 16,736 stores in Indonesia (Indomaret, 2019). That development of indomaret is caused by several factors that sustain sales at Indomaret. Indomaret's development also cannot be separated from its own sales such as Indomaret's own private label. Based on previous studies, four factors that affect the customers Willingness to Buy indomaret's private label products are Store Image, Perceived Price, Perceived Quality and Perceived Value. These four factors play important role to create customers willingness to buy at Indomaret Kauditan. One of previous research shows that, there are external factors that have an important role impacting consumer buying interest compared to the role of internal factors (Richardson, 1994).

**CONCLUSION AND RECOMMENDATION****Conclusion**

1. Store Image, Perceived Price, Perceived Quality and Perceived Value are proved to have a significant influence on Willingness to Buy Indomaret's private label products simultaneously.
2. Store Image is proved to have a significant influence on Willingness to Buy Indomaret's private label products partially.
3. Perceived Price is proved does not have a significant influence on Willingness to Buy Indomaret's private label products partially. It means.

4. Perceived Quality is proved does not have a significant influence on Willingness to Buy Indomaret's private label products partially.
5. Perceived Value is proved to have a significant influence on Willingness to Buy Indomaret's private label products partially.

### Recommendation

In this research, retailers must pay attention to the perceived price and perceived quality because from this research found that the price of the Indomaret's private label products is still quite expensive than other retailer's private label products and also indomaret's must increase the quality of the products because from this research found that the customers still doubting the quality of Indomaret's private label products. Don't forget also to pay attention on the store image and perceived value, they would help retailers to survive the business.

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