

## **ABSTRACT**

*According to previous research, studies on private label products should be conducted by examining private label products and areas that are different from previous studies. The purpose of this study was to analyse the influence of store image and perceived product quality against private label brand image and purchase intention, with perceived risk and price consciousness as an intervening variable.*

*This research was conducted to consumer of Super Indo Ngesrep, Tembalang Region, with at least have purchased 2 times on private label Super Indo 365. The samples in this research as much as 102 respondents. With the method of collecting data through questionnaires and sampling method in this research is non probability sampling with judgement sampling technique. This research uses the Structural Equation Modeling analysis techniques, which are being estimated by the program AMOS 22.*

*The summary of this study showed that store image have an effect directly and indirectly against the private label brand image and purchase intention. Perceived product quality only have an effect against the private label brand image, but not against the purchase intention. Private label brand image have no effect against perceived risk and purchase intention. Perceived risk have no effect against price consciousness and purchase intention, so that perceived risk have fail to moderate the private label brand image to purchase intention. While price consciousness have an effect against purchase intention, which mean price consciousness have succeed to moderate perceived risk to purchase intention.*

*Keywords : retail Industry, retail management, store image, perceived product quality, private label brand image, purchase intention, perceived risk, price consciousness*