

ABSTRACT

The study aims to discuss the private label products of Indomaret. The focus of this study was to analyze whether price, quality, and Placement of products on consumer buying interest on private label products specifically for Indomaret in Tembalang regional.

This study uses correlational analysis based on field data acquisition. Data used in the study is the result of questionnaires distributed to people who ever shopped in Indomaret Tembalang area.

These results indicate that there are significant price, product quality, and placement on Indomaret consumer buying interest in Tembalang. These effects have a small percentage is 19,4%. Which means there are other factors that affect consumer buying interest towards private label products of Indomaret in Tembalang.

Keywords: price, quality, products, and placement