

ABSTRACT

The research is caused by onset of phenomena a variety of retail that issued private label products. Indomaret as one of retail minimarket which spread almost all over Indonesia begin to makes for private label products to fulfill the community needs by providing any items.

The purpose of this research is to find out the effect of brand awareness, perceived quality, perceived value towards of consumer desire for buying that influence on purchasing decisions. The research was conducted on consumers who have purchased private label products around Banyumanik Semarang, and until the specified amount of 100 respondents by using quantitative analysis methods, with the data that has fulfilled by test validity, test reliability, and test the assumptions of classical.

The variables consist of the purchase decision (Y2), consumer desire for buying (Y1), brand awareness (X1), perceived quality (X2), perceived value (X3). Hypothesis testing using t-test indicates that three of independent variables observed prove to significantly affect towards intervening variable of consumer desire for buying, and then consumer desire for buying also proven to significantly on the dependent variable purchase decision, and by the f-test can be known that three variables is worthy to test the intervening variable interest that affecting purchasing decisions.

Keywords : Private Label, Purchasing Decisions, Consumer Desire for Buying, Brand Awareness, Perceived Quality, Perceived Value