

## ***ABSTRACT***

*Indonesian retail business has been growing with the increase in the number of retailers that exist. The presence of these retailers emerge private label products in indonesia. Private label is one of retailer's strategy to be competitive in the market. The purpose of this study is to analyze the effect of consumer's perceived value consisting of involvement, brand loyalty, perceived price, perceived quality, familiarity, and risk perception toward consumer's intention to buy Carrefour's private label product in Semarang City. In this study, the author used six independent variables: involvement, brand loyalty, perceived price, perceived quality, familiarity, risk perception, and one dependent variable that is intention to buy.*

*After doing a literature review and hypothesis formulation, the primary data is obtained by spreading questionnaires to 100 respondents who met the criteria, which are obtained using convinience sampling technique. Then the data is analyzed both quantitatively and qualitatively. Qualitative analysis is the interpretation of the data obtained in the field and analysis of open answers given by the respondents, whereas the quantitative analysis include: validity test, reliability test, the classic assumption test, multiple linear regression analysis, F-test, t-test, and analysis coefficient of determination.*

*The result of this study shows that brand loyalty ( $X_2$ ), perceived price ( $X_3$ ), and perceived quality ( $X_4$ ) proved significantly affect intention to buy ( $Y$ ). Brand loyalty affect the consumer intention to buy higher than the effect of perceived price and perceived quality.*

*Keywords : Customer Perceived Value, Private Label, and Intention To Buy*