

A COMPARATIVE STUDY ON INDONESIA MINIMARKET PRIVATE LABEL BRANDS

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ABSTRACT

This study aims to identify differences in consumer perceptions regarding product quality, price perceptions, and perceived value of Indomaret and Alfamart private label products. The population is consumers of private-label products belonging to Alfamart and Indomaret in Indonesia. There are 200 consumers as a sample of this study that took by nonprobability sampling with purposive sampling methods. The study analysis method uses variant Levene's similarity test. The study results show that there are differences regarding the perceived quality, perceived price, and perceived value of Indomaret and Alfamart private-label products. Consumers prioritize quality over price so it becomes an opportunity for private label products to always provide better quality products than before.

ABSTRAK

Penelitian bertujuan untuk mengidentifikasi perbedaan persepsi konsumen mengenai kualitas produk, persepsi harga, dan persepsi nilai produk private label merek Indomaret dan Alfamart. Populasi dalam penelitian ini adalah konsumen produk private label milik Alfamart dan Indomaret di Indonesia. Sebanyak 200 orang konsumen diambil secara nonprobability sampling dengan purposive sampling methods. Analisis data menggunakan metode analisis Variant Levene's. Hasil penelitian menunjukkan bahwa terdapat perbedaan mengenai persepsi kualitas, persepsi harga dan persepsi nilai. Konsumen lebih mementingkan kualitas dibanding dengan harga sehingga menjadi peluang bagi produk private label untuk menyediakan produk yang semakin berkualitas.

INTRODUCTION

Retail is one of the chains of distribution channels that play an essential role in delivering goods and services to end customers. According to Risch (1991), retail is derived from a French word, *retailer*, with the prefix *re* and the verb *tailer* meaning to cut again. Gilbert (2003) defines *retail* as any business that directs its marketing effort towards satisfying the final customer based upon the organization of selling goods and services as a means of distribution. Of these terms, retail is a business that becomes the last chain of the distribution channel. There are two kinds of retail; there is traditional retail and modern retail. Modern retail is more advanced in several aspects than traditional retail, such as location selection, loyalty consumer program, focused on merchandising and target market, brand selection, supplier selection, sales recording and evaluation, and profit per product evaluated to establish a retail mix strategy, payment by cash or using a credit card, more attention to efficiency, merchandise budgeting is planned, financial management carried out, and business development is planned (Utami, 2014).

Based on APRINDO (Indonesian Retailers Association), the modern retail business in Indonesia continues to increase (Fortunata, 2014). The growth of modern retail can be captured from the increasing number of modern retailers in Indonesia yearly. Modern retailers are also increasingly daring to expand to areas that are not only downtown but also urban. Modern retail is categorized into three groups based on its business scale: Supermarkets, Hypermarkets, and Minimarkets (Krafft & Mantrala, 2010). Supermarkets and hypermarkets have lost growth compared to Minimarkets. The Minimarket has the fastest growth due to the distance between Minimarkets and consumers in residential areas. Based on Euromonitor International data, the number of minimarkets in Indonesia increased by 39% from 2015 to 2020. It was recorded in 2016 that the number of new minimarkets was 2,318 outlets, to 31,460 in 2017 and 32,701 in 2018. This number increased to 34,715 in 2019 and to 36,146 in 2020. Retail growth grew by 3.7% in 2022 (www.ceicdata.com, 2022). Indomaret will be the retail store with the most outlets in Indonesia in 2023. Indomaret outlets have reached 19,133 units (50.5%) with a sales value of US\$6.2 billion. Alfamart occupies the second position and has 16,060 outlets (41.5%) with a sales value of US\$5.44 billion. The minimarket duo at Indomaret and Alfamart will have covered 92% of the total minimarket outlets in Indonesia by 2023 (www.databoks.katadata.co.id, 2023).

According to Utomo (2011), Indomaret and Alfamart are interesting to study because the competition between Indomaret and Alfamart has a very high intensity and chases each other compared to other retailers. The highest competition between Indomaret and Alfamart creates a stereotype in society that if there is an Indomaret somewhere not far from it, there must also be an Alfamart. The growth of these two minimarkets is also the highest compared to other retailers. Physically, the expansion carried out by each retailer benefits economic growth, but it has become a new chapter in business competition in the modern retail sector. It takes the right strategy so as not to lose to its competitors. Facing increasingly high competition, every modern retailer needs to increase the strength of its company. Increasing strength is done by bringing out the differences or uniqueness of the company compared to competitors. This uniqueness is expected to create a good consumer perception of retailers' strategies (Lamey, Deleersnyder & Steenkamp, 2018).

One of the strategies carried out by Alfamart and Indomaret is to make private-label products. A private label is a product whose brand is designed and developed using the retailer's name and only sold by the company (Davies in Susanti & Suprihatmi, 2012). According to Harcar, Kara & Kucukemiroglu (2006), a private label is merchandise that uses a distributor or retailer's brand name or is created exclusively for distributors or retailers. The existence of a private label aims to meet consumer needs and increase the profit margins of modern retail businesses (Lamb, Hair & McDaniel, 2019). Private labels are greatly helping to rebalance the image of a retailer, contributing to differentiation, deepening the

competitive advantage, and strengthening customer loyalty to the retail chain (Valaskova, Kliestikova & Krizanova, 2018). In realizing the private label strategy, the retailer cooperates with the supplier based on the contract. Private label products are relatively lower than national brand products due to various costs such as production costs, packaging costs, and lower promotion costs (Susanti & Suprihatmi, 2013). A national brand, commonly called the national brand, is a product produced by a manufacturer using the manufacturer's brand name (Kotler & Armstrong, 2018). These two minimarkets already have Private Label products. The following is a list of Indomaret and Alfamart Private Label products in 2022.

Table 1.1 Indomaret and Alfamart Private Label Products in 2022

Ritel	Private Label	Product
Alfamart	Pasti, Scorlines, Paroti, Alfamart, Shamu, heritage coffee	Sugar, rice, snack, tissue, kapas, roti tawar, shock, cotton, softener, mineral water, seaweed, malkist, jam, wet wipes, toilet tissue, air freshener, hand wash, carbol, lamp, adult diapers, health mask, floor brush, clothes brush, shoes brush, shoes, face shield, blade, fork, salt, popcorn, beef floss, pepper, dates, coffee, fried onion
Indomaret	Indomaret, UFO	Sugar, rice, car shampoo, tissue, cotton, mung beans, carbol, hand wash, softener, cotton buds, hijab mask, coconut milk, toilet tissue, facial tissue, kwaci, emping, wet wipes, meises, candleberry, coriander, pepper, blueberry, eucalyptus oil, dark cocholate, cabin air disinfectan, hand sanitizer, dehydrated mix fruit, sandals, cassava chips, kuku macan, salted peanut, almond, brown sugar, nata de coco, kemplang, popcorn, apple tea, oolong tea, v-neck shirt, lap, kanebo, mat, blade, candle, ballpoint, HDPE plastics, shock, soap, rengginang, dental floz, paper plate, bowl plate, dental tooth, straw, jam, soes, baloon, air freshener, lighter solid, air disinfectan spray, fine granulated sugar, telon oil, milk chocolate biscuit, candy gummy, cling wrap, body wash, plastic trash, undershirt, bagelen, toilet camphor, massage oil, glutinous rice, fried noodles, carbol, shrimp chips, baked beans, seaweed, tempura, lemon tea, sugar stick, softener, food saver, koro beans, nail clipper, cashew milk, stationery, umbrella, duct tape, dish soap, toothpick, lump sugar, eco-friendly bag, rain coat, men and women underwear, note book, adult diapers, tooth brush, envelope, ropes, tempeh chips, fried onions, crackers, glue stick, brown rice, spoon, knife, cutter, black tea, kacang atom, towel, beef floss, floor soap, mop, hair comb, bath sponges, hand soap, cooking oil, vinegar, scissors, broom, loose leaf, paper glass, salt, brown sugar, wafer stick, green tea, handkerchief, gallon

Source: Alfamart.co.id (2022); Klikindomaret.com (2022)

The private label phenomenon has now developed widely in Indonesia, based on the Nielsen survey in 2008 stated that more than 40% of consumers in Indonesia still thought that it was better to buy national brand products than private label products (Kumar & Steenkamp, 2007); (Najib & Santoso, 2016). The perception that national product is better than private-label product This is a problem for private-label products, especially for retailers, Indomaret and Alfamart. This problem is caused by consumer perceptions that Private Label products are considered less quality and usually purchased by consumers with a limited budget (Seurat Group in Najib & Santoso, 2016). However, based on a survey by Euromonitor in 2011, more and more Indonesian consumers are accepting private-label products. Two factors cause this. The first factor is the increasing demand from low to middle-income consumers for private-label products, which are more affordable. The second factor is the increasing number of modern retail stores in many cities in Indonesia and quite aggressive promotions from retail business owners to encourage private label channels (Darmawan, Mukhamad, & Mintarto, 2016). This aggressive promotion encourages greater public recognition and acceptance of private-label products (Euromonitor in Susanti & Suprihatmi, 2012). Based on that, private label is continuous improvement to meet consumer needs. According to Doyle & Murgatroyd (2011), private labels significantly shape competitive market dynamics. Private-label products were primarily characterized by low quality and low cost. However, the image of private label products has changed significantly over the last decade, product quality has improved, and emphasis has been placed on packaging and product design.

Many factors influence consumers to buy the private label, such as brand image (Vysekalová & Mikeš, 2009), product quality (Lin et al., 2016), packaging (Fraser, 2009), and value shape perceptions of private label products in the eyes of consumers (Valaskova, Klietkova & Krizanova, 2018; Saporso & Wijaya, 2011). According to Schiffman & Kanuk (2008), perception is a process that allows a person to choose, organize, and interpret the stimuli received into a meaningful and complete picture of his world. Thus, consumer perceptions are far more critical for marketers than their knowledge of objective reality. In perception, many consumers use their senses to capture stimuli from objects around the environment.

Perception has a broad discussion, but this research only focuses on the perception of price, product quality, and value. According to Lee, Illia & Lawson-Body (2011), price perception is a consumer's judgment and the associated emotional form regarding whether the price offered by the seller and the price compared to other parties is reasonable, acceptable, or justifiable. Perceived quality is the customer's perception of the overall quality of a product or service concerning the intended purpose. Perceived value is the consumer's overall assessment of the perceived utility of the product on the perception of what is received and what is given (Zeithaml, et al, 1990).

Based on the formulation of the problem above, there are three research objectives: a) to determine the differences in consumers' perceptions of the quality of Indomaret and Alfamart private label products; b) To find out the differences in consumers' perceptions of the price of Indomaret and Alfamart private label products; and c) To determine differences in consumers' perceptions of Indomaret and Alfamart private label products' value. This research has one hypothesis, H_0 , there is no difference in Indonesian consumers' perceptions of Alfamart and Indomaret private labels. H_a , there is a difference in Indonesian consumer perceptions about Alfamart and Indomaret.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Consumer Behavior

According to Lamb, Hair & McDaniel (2019), consumer behavior is a customer's purchasing decision process, as well as for using and disposing of purchased goods and services, including the factors influencing buying decisions and product use (Peter & Olson, 2014). Engel et al. (TH) added that consumer behavior is an action that is directly involved in obtaining, consuming, and ending a product or service,

including the processes that precede and follow this action. Sangadji & Sopiah (2013) said several purposes of studying and analyzing consumer behavior are: a). To implement the marketing concept to influence potential customers, b). To understand the complex influences when consumers consume the products purchased, c). To increase the confidence of managers (marketers) in predicting consumer responses after marketing strategies are defined and implemented. Many factors influence consumer behavior both from outside the consumer, such as reference groups, advertising and other marketing activities, socio-cultural environment, demographics, and internal factors such as personality, memory, learning processes, beliefs, motivations, attitudes, and perceptions (Kotler & Keller, 2016); Schiffman & Kanuk (2008).

Consumer Perceptions

For marketers, consumer perceptions are far more important than their knowledge of objective reality. In perception, many consumers use their senses to capture stimuli from objects around the environment. Perception is one of the psychological factors (besides learning motivation, beliefs, and traits) that can influence individuals and organizations in determining purchase satisfaction. According to Schiffman & Kanuk (2008), perception is a process that makes a person choose, organize, and interpret the stimuli received into a meaningful and complete picture of his world. Kotler & Armstrong (2018) stated that a person's product perception could vary under the same circumstances. The perception variety is caused by perceptual processes (related to sensory stimuli), namely selective attention, selective distortion, and selective retention. Priansa (2017) identified factors influencing consumer perceptions: a)—perceived object. Objects cause stimuli that affect the senses or receptors. A stimulus can come from outside the perceiving individual, but it also can come from within the individual concerned, directly hit the receiving nerve, and works as a receptor. b). Senses, Nerves, and Nervous System. The sensory organs or receptors are tools for receiving stimuli; there must also be sensory nerves to transmit the stimulus received by the receptors to the center of the nervous system, namely the brain as the center of consciousness. As a tool to hold a motor response is needed, which can shape one's perception, c). Attention to being aware of or holding perceptions is necessary to pay attention, which is the foremost step to holding perceptions. *Attention* is the focus or concentration of all individual activities aimed at a set of objects. Consumer Perception Indicators in this study used three indicators, namely: perceived quality, perceived price, and perceived value (Harcar et al., 2006).

Perceived quality is the customer's perception of the overall quality of a product or service concerning the intended purpose. Perceived quality is operationalized with four statement items: good quality, durable, reliable, and guaranteed (Yunitasari & Yuniawan, 2012)—perceived price. According to Lee, Illia & Lawson-Body (2011), price perception is a consumer's judgment and the associated emotional form regarding whether the price offered by the seller and the price compared to other parties is reasonable, acceptable, or justifiable. Price is a factor that is always considered by consumers in making purchasing decisions (Shiffman & Kanuk in Susanti & Suprihatmi, 2013). Price perceptions are operationalized with four item statements: purchase intensity, purchase amount, purchase satisfaction, and variations of similar products purchased. Perceived value is the consumer's overall assessment of the perceived utility of the product on the perception of what is received and what is given (Zeithaml, et al., 1990). Perceived value is operationalized with four statement items: convenience, usability, benefits, and needed.

Private Labels

A private label is a product whose brand is designed and developed using the retailer's name and only sold by the company (Davies in Susanti & Suprihatmi, 2012); Keller (2003). According to Harcar, Kara & Kucukemiroglu (2006), a private label is a merchandise that uses a distributor or retailer's brand name or is created exclusively for distributors or retailers. Private labeling aims to meet consumer needs and increase the profit margins of modern retail businesses (Liem, 2013). There are some advantages of private labels, such as competitive prices, profit margins that tend to be more significant compared to national brand products, having a specific and unique brand according to the retailer's name, so it always remembers, low responsibility for product quality or complaints because the private label produced by 3 PM (3rd Party Manufacturing) so all aspects for production permits, quality management, and specific ingredients will be the responsibility of 3 PM. Likewise, with product complaints from consumers, the product is according to "market needed" and "seasonal" (Tjandrasa, 2006). In addition to generic products always available at any time, such as mineral water, tissue, sugar, chili sauce, and cleaning cotton, some products are made specifically on request for specific periods, for example, during Eid and Christmas. Although they have many advantages, private label products have some disadvantages also, such as effortless packaging, and the quality of private label products is generally lower than branded products. The private label product is also the strategy of the retail business, namely positioning their products to have lower quality compared to national brand products to reduce prices and limited marketing and product distribution channels in this modern retailer (Hyman et al., 2008). Kotler & Armstrong (2018) said there are five private label product strategies: Store Brands, Store Sub-Brands, Umbrella Brands, Individual Brands, and Exclusive Brands. Store Brands using the retailer's name on Private label product packaging.

For example is a clothing product owned by one of the famous singers, Ariel (Noah), named ARL. Store Sub-Brands using a brand containing two names, the retailer's and product's names. An example is a food business owned by artist Ruben Onsu, Geprek Bensu. Umbrella Brands, Private Label Products given by independent brands, have nothing to do with the retailer's name. For example, is the cake business owned by artist Laudia Chintya Bella, Bandung Makuta. Individual Brands are brand names used for only one product category. For example is a product from Alfamart minimarket, namely Paroti. Exclusive Brands are brand names used for the same category. An example is the product of Daniel Wellington watches.

Hypothesis Development

Both Indomaret and Alfamart have private-label products that have consumers. Some people think that whether Indomaret or Alfamart private label product has the same quality, same price, and value, so H_0 is there are no differences between private label product Indomaret and Alfamart about perceived quality, perceived price, and perceived value. While H_1 is, there are differences between private label products Indomaret and Alfamart about perceived quality, perceived price, and perceived value.

RESEARCH METHOD

This study used a comparative quantitative approach. This survey used primary data from closed questionnaires distributed offline to Indomaret and Alfamart consumers in Indonesia. The questionnaire used a Likert scale of 1-5, from strongly agree to disagree strongly. The population in this study consisted of two groups, namely Indomaret consumers and Alfamart consumers who know private label products, which spread across Indonesia. Samples were taken by non-probability sampling using a purposive sampling technique. Respondent criteria in this study are: knowing Indomaret or Alfamart brand products, consumers shopping for Indomaret or Alfamart private label products, and those aged > 17 years.

The samples were calculated using the Hair et al. formula (2011), where the number of indicators was multiplied by 5 to 10 times. Test the instrument's requirements using the product-moment correlation validity test and reliability test using the Alpha Cronbach formulation. The Data Analysis Requirements Test used in this study was the Variant Levene's Test similarity test. Before the t-test (independent t-test), a variance similarity test was first carried out with the F test (Levene's Test). This test is used to identify whether the variants of the two groups are the same or different. The F test means that if the variants are the same, use Equal Variances Assumed; if the variants are different, use Equal Variances Not Assumed. After Levene's test, we went to two sample variants test (Levene's Test for Equality of Variances). Then Hypothesis testing was carried out for the H_0 : There is no difference in consumer perceptions of Indomaret and Alfamart private label products. H_a : There are differences in consumer perceptions of Indomaret and Alfamart private label products. The following is the return rate of the questionnaire.

Table 3.1 Questionnaire Return Rate

Distributed Questionnaires	225
Returned Questionnaires	200
Unfill Questionnaires	25
Proccessable Questionnaire	200

RESULT AND DISCUSSIONS

Respondent Characteristics

Data from 200 consumers of Alfamart and Indomaret private label products found that most Indomaret consumers (40%) and Alfamart (38%) were aged 31-40 years. Respondents were male 48% and female 52%. From these data found that the largest consumers of private-label products were women.

Table 4.1 Private Label Consumers Based on Age

Age (Years old)	Indomaret		Alfamart	
	Amount	Presentage (%)	Amount	Presentase (%)
17-30	34	34	28	28
31-40	40	40	38	38
41-50	22	22	20	20
> 50	4	4	14	14
Total	100	100	100	100

Source: primary data, 2022.

Most of the consumers of these two retailers are civil servants/state-owned companies, 28% (Indomaret) and 22% (Alfamart). This data showed that consumers who buy Private Label Products have a fixed income. The data regarding the livelihoods of consumers of Indomaret and Alfamart private-label products are as follows:

Table 4.2 Private Label Consumers Based on Occupation

Occupation	Indomaret		Alfamart	
	Amount	Presentage (%)	Amount	Presentage (%)
Civil servant/state owned company	28	28	22	22

Private company	18	18	24	24
entrepreneur	14	14	22	22
student	28	28	24	24
Freelancer	12	12	14	14
Total	100	100	100	100

Source: primary data, 2022

Based on monthly consumption spending, the majority of Indomaret private label consumers are 1-2 million rupiah per month (40%) when Alfamart are 2-3 million rupiah per month (34%). This showed that monthly consumption spending Alfamart private label was higher than Indomaret.

Table 4.3. Consumer Characteristics Based on Consumption/Month in Rupiah

Consumption/ month	Indomaret		Alfamart	
	Amount	Presentage (%)	Amount	Presentage (%)
< 1 million	12	12	22	22
1-2 million	40	30	30	30
3-4 million	38	48	34	34
> 5 million	10	10	141	14
Total	100	100	100	100

Source: primary data, 2022

Table 4.3 above explains that Indomaret and Alfamart respondents' highest characteristics come from 1-2 million and 3-4 million income. That is, consumers who have purchased Indomaret and Alfamart private label products are not consumers with a low budget and may choose a national brand, but they still need to select private labels.

Table 4.4 Questionnaire Answer

Questions	Answer from Indomaret Consumers					Answer from Alfamart Consumers				
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Private-label products can trusted	20	40	26	12	2	20	20	34	20	6
Private-label products have a good quality	14	42	24	14	6	2	38	36	14	10
Private label products have same quality compare to national brand	16	28	22	34	0	4	28	34	34	0
Private-label products have more durability	22	48	28	2	0	16	24	24	34	2
Private-label products have an affordable price	16	36	28	20	6	4	38	32	26	0
The price is equal to the quality	22	48	28	2	0	6	60	28	6	0
The price is more reasonable	34	44	20	0	2	38	48	6	2	6
private-label products are more affordable	14	38	38	10	0	0	36	54	10	0
Private-label products are compiled on a neat shelf	24	46	30	0	0	20	48	32	0	0
Private-label products are familiar with the environment	46	34	18	2	0	34	40	18	8	0
Private-label products have clear information about how to use them	58	32	10	0	0	30	54	16	0	0
Private-label products are available at every retail	46	34	20	0	0	30	42	28	0	0

Source: primary data, 2022.

From 100 Indomaret consumers found that the most answers were consumer perceptions that Indomaret brand products had clear information about how to use them (58%) and the lowest answer of 14% was that Indomaret brand products had good quality and more affordable than national brand products. This showed that consumers still unsure about the quality. However, the average consumer agreed that Indomaret brand products are more durable than national brand products and the price offered was in accordance with their quality (48%).

Meanwhile, from 100 Alfamart consumers, the answer that the price offered by Alfamart brand products was more reasonable than national brand products (38%), and statements regarding Alfamart brand products were more affordable than national brand products, which received the lowest response of 0.0%. This means that Alfamart consumers are able to buy products that are not Alfamart private label. However, the average consumer agreed that the price offered by Alfamart brand products was in accordance with the quality (60%).

The results of the similarity test of variance (Levene's test) showed that the two samples had same variance with the following calculation results:

Table 4.5 Levene's test of equality of Variances

Indicators	Levene statistics	Sig
Quality perceptions based on means	2,212	0,147
Price perceptions based on means	0,537	0,465
Value perceptions based on means	0,361	0,549

Source: data analysis, 2022

Based on the data above, the paper can concluded that: The calculation results of Levene's test of equality of variances on the quality perception showed in the line based on mean, was 2,212 with a p value (sig) of 0.140 > 0.05, then Ho accepted. This showed that the two samples had same variance. The calculation results of Levene's test of equality of variances on the price perception showed in the line based on mean, which is 0.537 with a p value (sig) of 0.465 > 0.05, then Ho accepted and showed that the two samples had same variance. The calculation results of Levene's test of equality of variances on the value perception showed in the line based on mean, which is 0.361 with a p value (sig) of 0.549 > 0.05 so that Ho accepted and showed that the two samples had same variance

Through independent Sample t-test to test two averages of two independent samples (unbound), the following results obtained:

Table 4.6 Independent Sample t-test result

Indicators		t	Sig (2 tailed)
Quality perceptions based on mean	Equal variances assumed	2,111	0,037
Price perceptions based on mean	Equal variances assumed	2,100	0,038
Value perceptions based on mean	Equal variances assumed	2,444	0,016

Source: data analysis, 2022

Based on independent sample t-test of perceived quality from independent sample t-test table t count > t table or 2.111 > 1.984 or probability value (sig) 0.037 < 0.05, then Ho rejected, means there is a real and significant difference in perception regarding the quality of Indomaret Private label products with

Alfamart. Based on independent sample t-test of price perceptions showed that the value of t count > t table or $2.100 > 1.984$ or probability value (sig) $0.038 < 0.05$. That is, H_0 rejected, means that there was a real and significant difference in perception regarding the prices of Indomaret and Alfamart retail private label products. From independent sample t-test of perceived value, the research got t count > t table or $2.444 > 1.984$ or probability value (sig) $0.016 < 0.05$, then H_0 rejected, means there was a real and significant difference perceived value of private label products between Indomaret and Alfamart.

Table 4.7 Statistics Group

Ritel		N	Mean
Quality perceptions based on mean	Indomaret	100	27,52
	Alfamart	100	25,12
Price perceptions based on mean	Indomaret	100	30,04
	Alfamart	100	28,44
Value perceptions based on mean	Indomaret	100	33,84
	Alfamart	100	32,08

Source: data analysis, 2022

Based on the table above, it found that the average consumer perception regarding the quality of Indomaret private label products is 27.52, and Alfamart is 25.12. Based on these calculations, consumers perceive that the quality of Indomaret private label products is better than Alfamart. The average value of consumer perceptions of price also shows that consumers think the price of Indomaret private label products is higher than Alfamart. The average perceived value of the product also shows that the value of Indomaret private label products is greater than that of Alfamart.

The independent sample t-test results obtained a perceived quality of 0.037, a perceived price of 0.038, and a perceived value of 0.016. The t-test score means there was a difference between the perceived quality, perceived price, and perceived value of Indomaret and Alfamart private label products. Based on the results of partial hypothesis testing, it can be concluded that there were differences in quality perceptions of Indomaret and Alfamart private label products, so the better the quality of private label products owned by the company, the better the perceptions of these products will form. Perceived quality has an important role in building a brand. In the view of consumers, quality is a subjective response of consumers to product phenomena, so it tends to be relative. According to Durianto in Yuniarti & Ahyar (2006), perceived quality is the customer's perception of the overall quality of a product or service concerning the intended purpose. The perceived quality was in line with the research conducted by Teviana & Riyanti (2015), entitled Comparative Analysis of Consumer Perceptions of Indomaret and Alfamart Minimarkets in Islamiyah, Medan Area District, Medan City, which stated that there were differences in quality perceptions of Indomaret and Alfamart private label products.

Based on the results of partial hypothesis testing, there were differences in the price perception of Indomaret and Alfamart private label products, so that can explain why the price offered by private label products will shape the perception of the product price. According to Shiffman & Kanuk in Susanti & Suprihatmi (2013), price perception is always considered by consumers in purchasing decisions. When choosing among existing brands, consumers will evaluate prices in absolute terms by comparing price standards as a reference for purchasing. This research aligned with Teviana & Riyanti (2015), which stated differences in price perceptions of Indomaret and Alfamart private label products.

The results of partial hypothesis testing concluded that there were differences in the value perception of Indomaret and Alfamart private label products. The results of consumer answers on perceived value tend to agree and strongly agree. The answer means that the value contained in private label products can represent or represent consumer expectations for private label products so that it can be explained that the better the product produced and the easier it is to use the product, the consumer will have a good perception of the product. The good perception was clarified by the notion of perceived value according to Zeithaml in Hermawan & Budhi (2013), which states that perceived value is the consumer's overall assessment of the product's perceived utility on the perception of what is received and what is given. The value obtained from a product becomes very important for consumers. If consumers think the benefits received are greater than their pay, the private-label product has a positive value.

CONCLUSION

The conclusions of this study were: There were differences in consumer perceptions of the quality of Indomaret and Alfamart private label products. There were differences in consumer perceptions of the price of Indomaret and Alfamart private label products. There were differences in consumer perceptions of the value of Indomaret and Alfamart private-label products. Based on the result, this paper recommends that in an effort to increase good consumer perceptions of private label products of Indomaret and Alfamart, both should improve product quality and product value so that quality and product value of private label could be better. The price perceptions also indicated that consumers are more concerned with quality than brands. There was an opportunity for private label brands to provide quality products that could compete with national brands regardless of price.

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