ABSTRACT

This research is conducted to examine store brand purchase intention: effects of risk, quality, familiarity, and store brand shelf space of Giant facial tissue in Surabaya. The model in this study used ten hypotheses.

This research is causal research with quantitative method. This study used purposive sampling approach, which the sample consists of respondents who have bought and experience Giant facial tissue at least twice within six months in Surabaya. There are 200 respondents in this study. The analysis in this study used a model of SEM (Structural Equation Modeling), and processed using SPSS 23.0 for WINDOWS and LISREL 8.0 for Measurement and Structural Model.

The result shows that store brand shelf space and store brand familiarity has influence on consumer perceived risk and perceived quality of store brand in Surabaya. Moreover, store brand shelf space, store brand familiarity, perceived risk, and store brand perceived quality has influence on consumer purchase intention of Giant facial tissue in Surabaya.

Keywords*: Shelf Space, Familiarity, Perceived Risk, Perceived Quality, Purchase Intention.*