

PENGARUH STORE IMAGE PERCEPTION, STORE BRAND PRICE IMAGE,
TERHADAP STORE BRAND PURCHASE INTENTION DENGAN PERCEIVED
RISK TOWARD STORE BRAND SEBAGAI VARIABEL MEDIASI PADA
CARREFOUR DI JAKARTA

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The store brand is one of strategy that retailers used for competing in the market which is getting lighter every single day. Based on previous research, there were several factor that influence purchase intention. This study aims to determine the effect of store image perception, store brand price image, and perceived risk toward store brand purchase intention at Carrefour in Jakarta. The research method used in this study is PLS-SEM, and the data collected by structured questionnaires. Sample that used in this study is 204 respondents. And as the result, the direct effect of store image is the only variable that wasn't had a significant influence on purchase intention.

Keywords: Store brand, image, price, perceived risk, purchase intention