

CONSUMER PREFERENCES IN THE SELECTION OF ALFAMART PRIVATE LABEL PRODUCTS (Case Study in Alfamart of Bengkalis Sub-District – Bengkalis Regency)

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Abstract

This study aims to determine the factors that can influence consumer preferences in the selection of Alfamart private label products, see what factors are the most dominant and less dominant influencing consumer preferences in the selection of Alfamart private label products. The survey method was carried out by researchers through a questionnaire instrument. The questionnaire was submitted to the respondent, the online questionnaire was uploaded on the internet link, and the offline questionnaire was given directly to the respondent. The number of samples obtained is 100 respondents. The sampling technique used is a non-probability sampling technique with purposive sampling type. The results obtained indicate that the perceived exclusivity factor is the dominant factor that has the highest influence on consumer preferences in the selection of Alfamart private label products, while the perceived value factor is the dominant factor that influences consumer preferences in the selection of Alfamart private label products, where both factors are included in low category. Limitations and future research, this year, has some limitations in the research questionnaire. Researchers need extra staff because of the respondent's lack of interest in filling out online and offline questionnaires so that they ask for help from respondents who fill in to be able to help with their requests to other prospective respondents. It is hoped that in the future this research can continue to be developed in accordance with the times.

Keyword : Consumer Preferences, Private Label