

**CONSUMER PREFERENCES IN THE SELECTION OF  
INDOMARET PRIVATE LABEL PRODUCTS  
(Case Study in Indomaret at Bengkalis Sub-District –  
Bengkalis Regency)**

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**ABSTRACT**

**Purpose** – Consumer interest in shopping for Indomaret private label products will be very high if they are satisfied with the products offered by the Indomaret mini market. The satisfying experience felt when buying a certain product will support consumers to repurchase. Therefore, the research objectives to be achieved in this study are to determine the factors that can influence consumer preferences for the selection of private label Indomaret products in Indomaret Bengkalis District, to determine the most dominant factors influencing consumer preferences towards the selection of private label Indomaret products and to knowing the lowest factor of consumer preference towards the selection of Indomaret private label products.

**Methodology** – Methodology - In this study, the research population is all consumers who have experience shopping for private label Indomaret products in Bengkalis District, Bengkalis Regency. The method of data collection was carried out by researchers by means of a survey through a questionnaire instrument. Research questionnaires were delivered to respondents by distributing online questionnaires on internet links uploaded by researchers and some questionnaires were also distributed offline. The number of samples obtained as many as 100 respondents overall. The sampling technique used is a non-probability sampling technique with the type of purposive sampling.

**Findings** – The results obtained indicate that price perception is the most dominant factor influencing consumer preferences for the selection of Indomaret private label products, while value perception is the lowest or least dominant factor influencing consumer preferences in the selection of Indomaret private label products, where both factors are included in the high category.

**Limitations and future research**– This research basically has several limitations, namely in the distribution of online questionnaires distributed in group chats, researchers received very minimal responses and sometimes the answers given by respondents did not indicate the correctness and propriety and limited sources of information used as reference material. It is hoped that in the future this research can continue to be developed further in accordance with the times.

**Keyword:** Consumer Preference, Private Label