

## ABSTRACT

*The retail industry is a strategic industry in Indonesian economic development. Increasingly retail businesses in society are making a very tight competition. Businessmen engaged in retailing have to compose the right strategy to face the competition. One strategy that retailers commonly use is private label product aim for lower middle class society. Even so, there are still people from upper middle class who bought private label products. One Indonesian retailers who also take part in the private label competition is "Toserba Griya". Batununggal, Bandung of Toserba Griya is one of some Toserba Griya in Bandung with majority of consumers from upper middle class which also provide private label products under the brand "YOA".*

*The aim of this study was to determine the dominant factors that determine the decision of private label products purchasing to consumers Toserba Griya yoa Batununggal Branch Bandung.*

*This study is a descriptive study, involving 100 consumers of Toserba Griya Bandung branch Batununggal with sampling using non-probability sampling type of incidental sampling. The collected data was then processed by using factor analysis method.*

*Results of this study are known to produce the dominant factor determining purchase decisions YOA private label products to Toserba Griya Batununggal Bandung branch consumers obtained through factor analysis. The dominant factor is search and experience item that have a factor loading value about 0,750.*

*Keywords: Factor Analysis, Retail, Private label*