

## ABSTRACT

Carrefour is one of the modern retail has a lot of private label products. In the face of competition among retail businesses, Carrefour continues to expand manufacture of private label. Consumers themselves are divided into two categories, first consumers who are loyal to certain brands and consumers are loyal to price. Carrefour seeks targeting two categories of consumers by providing two distinct product segments, one of them by presenting private label products. The Nieslen Company(2014) said that the consumer perception of private label brand in Asia Pacific is still very low due to several factors consumers' assessment of private label products, such as perceived quality, price perception, engagement, loyalty, familiarity and perceptions of risk. The purpose of this research was to determine the perception of consumers value such as perception of quality, perception of price, involvement, loyalty, familiarity and perception risk on private label product willing to buy in consumer Carrefour Kiarcondong Bandung. The research method is descriptive, with quantitative approach involving 100 respondents Carrefour private label customers in Kiarcondong Bandung, with decision analysis techniques using multiple linear regression. The collected data is then processed using multiple linear regression analysis. From the research results can be concluded that the descriptive analysis of consumer perception of the value which consists of the perception of quality (X1) obtained an average percentage score of 74.35%, the perception of price (X2) obtained an average percentage score of 81.47%, the involvement (X3) obtain the average percentage score of 68%, loyalty (X4) obtained an average percentage score of 73.8%, familiarity (X5) earned an average score of 66%, and perceived risk (X6) average gain -rata score of 69.9%. Descriptive analysis of consumer willing to buy overall earned an average score of 69.45%.The silmutan seen can be concluded that perceived quality,perception of price, involvement, loyalty, familiarity and perceptions of risk have the effect of 88% while the remaining 12% is influenced by other variables not examined in this research. Partial price perception, Involvement, loyalty, familiarity and risk perception significantly influence buying interest of private label product and quality perception does not significantly influence buying interest of private label products.

***Keywords: Familiarity, Involvement, Loyalty, Price Perception, Perceived Quality, Perceived Risk, willing to Buy***