

ABSTRACT

Superindo is a supermarket in Indonesia. This supermarket has been developing since 1997. This supermarket has been developing since 1997. As of July 2020, Superindo already has 183 outlets including 6 franchises, namely Superindo Express. Superindo outlets are spread across major cities in Java and southern Sumatra. Private label is an internal brand of a company that was created to increase product sales and be able to compete with national commercial products. The purpose of this study was to determine consumer response to Superindo's private label products at the Metro Bandung branch. The research method used is a quantitative method. Quantitative research methods can be interpreted as research methods based on positivism philosophy, used to examine certain populations or samples, data collection uses research instruments, data analysis is quantitative or statistical in nature, with the aim of testing established hypotheses. The result of this study is that the consumer response to Superindo's private label products has obtained good results and a positive response from consumers.

Keywords: Private Label, Consumer Response, Superindo.