

## **ABSTRACT**

*The modern retail industry in Indonesia has experienced rapid growth in recent decades. Indomaret, with over 22,000 outlets across Indonesia, has become one of the largest pioneers of modern retail in Bandung City. As part of its innovation and marketing strategy, Indomaret has created a Private Label Brand (PLB) product, which is a branded product marketed at more competitive prices compared to national brands.*

*Consumer behavior is a series of actions and reactions of social subjects in the field of consumption, encompassing economic interests and social interactions. Consumer behavior theory discusses how individuals make purchasing decisions based on psychological, social, and situational factors. In this context, factors such as store image, familiarity with Private Label Brand (PLB) products, the quality of electronic Word of Mouth (e-WOM) information, product quality perception, risk perception, and price awareness play significant roles in shaping consumer attitudes and willingness to buy PLB products.*

*In this study, the author used a quantitative research method and analyzed the data descriptively. Conclusions were drawn to provide an overview of the factors influencing consumer willingness to purchase PLB products. Structural Equation Modeling (SEM) was used to test the hypotheses. The analysis was conducted using SmartPLS 4.0 and SPSS software for data processing.*

*The results of the study show that store image, e-WOM, familiarity with PLB products, quality perception, and price awareness have a positive influence on consumer attitudes toward PLB products. These attitudes also significantly affect their willingness to purchase PLB products. On the other hand, risk perception negatively impacts consumer attitudes and willingness to buy.*

*Based on the analysis, this study concludes that store image has the most significant influence among the factors affecting consumer willingness to purchase PLB products at Indomaret. Therefore, it is recommended that Indomaret focus on strengthening store image by improving service quality, cleanliness, store layout, and maintaining a good reputation to provide a pleasant shopping experience. Additionally, highlighting the quality of PLB products through value-based marketing campaigns can help attract more consumers.*

**Keyword:** *Consumer Behavior, PLB Products, Purchase Willingness, Indomaret in Bandung City.*