Original Research Article

Model Repurchase Intentions: Analysis of Brand Awareness, Perceived Quality, Brand Association, and Brand Loyalty (Case Study *Private Label* on Store Alfamidi In Tangerang)

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Abstract

The existence of products with *private label* brands is a priority for the ritailer, because in addition to helping to increase the number of visits and sales in the store, it can also increase customer loyalty. The rapid development of *private labels* can be seen from the increasing number of types of *private label* products being marketed. But the development of sales of *private label* products at Alfamidi in 2017 is still not satisfactory and tends to stagnate. The condition of the consumption level of Alfamidi's *private label* products is still low, even though the company has approached various promotional activities. In this study is to obtain a model of repurchase intention and to know the effect of brand awareness, brand association, perceived quality, brand loyalty on the intention to repurchase *private label* products . This research was conducted with a quantitative approach and data collection techniques for questionnaires surveying 100 respondents at the Alfamidi research site in Tangerang City. The results showed that there was a significant influence between brand awareness, brand association, perceived quality, brand loyalty towards the intention to repurchase *private label* products . However, there is a negative relationship between brand awareness and repurchase intention. The contributions of the four variables amounted to 47.4% towards the intention to repurchase. This indicates that there are still 52.6% of other variables that are factors in influencing the intention to repurchase . This indicates that the brand is not a major consideration for consumers in buying *private label* products at Alfamidi stores . There are other factors such as products, prices, places, promotions and distribution channels.
Keywords: *Intention of Repurchase,* Brand Awareness, Brand Association, Perception of quality, Brand loyalty , *Private Label*.

INTRODUCTION
Research Background

Retail business in Indonesia today has become an informal industry sector that is developing very rapidly, along with economic progress, especially in big cities in Indonesia. Supporting actors in these developments are the opening of opportunities in terms of market penetration, the development of manufacturing businesses that supply their products to retailers, and government efforts to encourage economic growth [1]. The development of consumers in the retail business, which initially only prioritized the daily necessities available, has changed with increasing needs related to issues of comfort, cleanliness, security in shopping, and the completeness of the items provided in the decision process [2]. To answer the challenges of changing consumer wants and needs, and to maintain the sustainability of the retail industry in order to survive and even develop in the community, retailers are required to find the right strategy. One of them is by increasing and maintaining repurchase intentions by consumers and avoiding the behavior of switching products. Furthermore, Huang *et al.*, [3]. Repurchase intention is important because it is not only the possibility of its tendency to repurchase the product, but also includes the intention to recommend the product to relatives and friends.

In effort to motivate consumers' intention to buy back again and again, it can be done by strengthening brand equity in their products. This is the reason that the core of a brand equity is creating experience, impressive service, reducing risk and motivating their intention to buy back again and again [4] . The idea of brand equity can give an idea that the owner of a well-known brand is able to provide benefits and a better level of consumer confidence compared to brands that are not well-known [5]. In

addition, brand equity with dimensions in it, brand awareness, brand asossociation, perceived quality and brand loyalty in addition to increasing efficiency in marketing activities, can also create consumer resistance to price changes and the resistance of marketing activation from its competitors [6].

Seeing this phenomenon, some retailers in Indonesia try to package the products they sell with their own packaging and brand or *Private Label*. For retailers selling *private label* products is a profitable business, besides being able to strengthen and build image and loyalty, private label products also provide high margins, flexibility in pricing, and have more control over the attributes and quality of goods. As for consumers, private label products are an alternative product purchase needed, because they offer prices that

are relatively cheaper than national brands with a comparison of the difference in cheaper prices in the range of 10% - 30% [7] .

Alfamidi Store is one of the retail businesses in Indonesia that also provides *private label* products in its outlets. In this case Alfamidi cooperates with various companies, including providing opportunities for Small and Medium Enterprises (SMEs) to develop *private label* products [8]. However, the development of sales of *private label* products at Alfamidi Shop is still unsatisfactory, even based on data during January - December 2017 in Figure-1, sales of *Private label* products found at Alfamidi Stores in Tangerang City have a tendency to decline in sales.
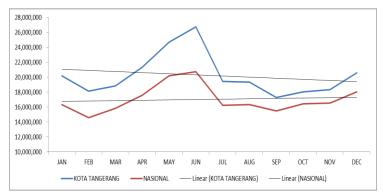

Fig-1: *Private label* **sales growth in Alfamidi and National Tangerang City on 2017**
Source: Alfamidi Data for 2017

Based on the survey conducted by researchers on 32 respondents in the Alfamidi Adam Malik in Tangerang City, using *non probability sampling techniques* and using *accidental sampling*

techniques related to the brand in the intention to repurchase *private label* products under the Alfamidi brand, the researcher obtained the following results:
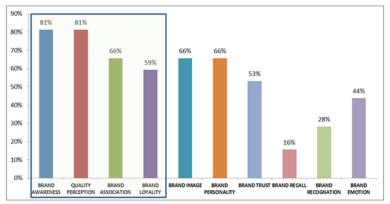

Fig-2: Results Related to Brand Considerations on the intention to Repurchase
Source: Prasurvey data at Adam Malik City Store in Tangerang (April 2018)

In these results, consideration of Brand Awareness, Quality Perception has the highest value (81%) followed by consideration of Brand Association, Brand Images and Brand Personality (66%). Based on this, researchers intend to find out more about the elements of brand equity from *private label* products , especially from the point of view of consumers

with The research question is how the model of repurchase intention relates to brand awareness, perceived quality, brand association and brand loyalty on private label products at Alfamidi Shop?

Research Purposes
As for the objectives to be stamped in this research are :

- To find out and analyze the effect of brand awareness to intention to repurchase *private label* products in Alfamidi.
- To find out and analyze the influence of brand associations on intention to repurchase *private label* products at Alfamidi.
- To find out and analyze influence perception of the quality of the intention to repurchase *private label* products in Alfamidi.
- To find out and analyze the effect of brand loyalty to the intention to repurchase *private label* products in Alfamidi.
- To find out and analyze influence of brand loyalty, brand association, perceived quality, and brand loyalty against the intention to repurchase *private label* products in Alfamidi.

LITERATURE REVIEW
Repurchase Intention

Balla *et al.,* [9] states that there are various definitions relating to the concept of repurchase intention. There are at least two definitions when associated with the context and point of view, namely (1) in the context of service, intention to repurchase is defined as an individual assessment of the buy back services from the same company, taking into account the situation or the circumstances,(2) from the view of behavior, defines that the intention to repurchase as the possibility of customers stated the possibility of engaging in behavior pembe lian back in the future. Gounaris *et al.,* in Pather [10] defines the intention to repurchase as the inclination customers to buy products from the same manufacturer for a long period of time. Morgan & Hunt in Ibzan [11] stated that the other general term for repurchase is equity, which is often regarded as one of the most important variables in relationship marketing .

For companies the intention to repurchase is also an important thing to be concerned about, especially in an effort to increase sales of products and services. This is in line with Collier and Bienstock in Huang *et al.,* [3], which states that the intention to repurchase is likely not only in the form of a tendency to repurchase the product, but also includes the intention to recommend the product to his relatives and friends.

Brand Equity

Buil [12] in his paper argues that there are various definitions related to brand equity, that is from the consumer perspective based on the premise that the strength of the economy lies in the minds of consumers, and from a financial perspective, by considering brand equity as the monetary value of a brand for a company . Furthermore, it was stated in that Aaker defines brand equity as a series of brand assets and liabilities related to brands, names and symbols that add or reduce the value provided by products or services to companies and/or to the company's customers. These assets are brand awareness, perceived quality, brand association, brand loyalty, and other proprietary assets.

In addition, Keller in Chen and Tseng [13] stated that various studies have built three main perspectives related to brand equity, the financial perspective , perspective-based customers *(customer-based perspective),* and combined perspective. The brand equity of the financial perspective is based on additional future cash flows generated from the revenue of branded products compared to non-branded product revenues. On the other hand, customer-based brand equity is defined as the effect of differences in knowledge of the brand *(brand knowledge)*on customer responses to marketing the brand. While the combined perspective combines financial brand equity and customer-based brand equity.

Related to this, in this study using a consumer-based brand equity measurement *(customer-based perspective)* which consists of four key constructions: brand awareness, perceived quality, brand association, and brand loyalty. This brand equity dimension is widely accepted and used by many researchers Chen & Tseng [13], Kashif & Sarifuddin [4], Wei-Tsong & Hui-Min [14] and Girard *et al.,* [15] .

Brand Awareness

Consumers tend to buy well-known brands, because they feel safe and comfortable with something known before. In other words, a brand that is known to have the possibility of being reliable, stability in business, and quality that can be accounted for. In Sadat [16], it is stated that the definition of brand awareness is the ability of consumers to recognize or recall that a brand is related and is a member of a particular product. So that a customer who is aware of a brand will automatically be able to decipher brand elements without having to be helped.

Chon in Kashif [4], brand awareness plays an important role in the selection of goods or services for consumers when associated with brand equity, because the first step to creating brand equity is first to create brand awareness in the minds of consumers. According to Aaker in Pather [10] create brand awareness in the minds of consumers value in four ways, (1) The anchor point link various associations, (2) familiarity, (3) Signals of Substance , (4) consider the brand .

Perceived Quality

According to Zeitham in Kashif [4] states that perceived quality is defined as customer perceptions of the overall quality or superiority of a product or service offered by a brand. This response

is a perception that is formed from customer experience while interacting with the brand and through communication built by marketers.

Aaker and Zeithaml in Yee *et al.*, [17] says that the perception of quality is not the quality of a brand or product in the real sense. But more precisely is the consumer's assessment of the entity or overall service excellence of the product. Consumers often judge the quality of a product or services from a variety of information or attributes associated with these products. Further, related to perceived quality at a product has two types of attributes in its assessment, namely an intrinsic attribute . which emphasizes more on product physical characteristics such as product performance, features, reliability, suitability, durability, serviceability and aesthetics ; and extrinsic attributes, which is an attribute that is external to the product itself, such as price, brand name, brand image, corporate reputation, image manufacturers, overview of retail stores and countries of origin.

Brand Association
According to Keller [18] choosing a brand that is easy to remember is something valuable, but it is often necessary that the brand also has a broader meaning for the customer than just a part of the product category. Because brands are a form of solid communication that can be used as a means to strengthen important attributes or benefit associations that shape the positioning of their products. Furthermore, it was stated that brand associations often represent the value of a brand, because brands are a means by which consumers feel that the brand satisfies their needs.

This is in line with that stated by Scott M Davis in Sadat [16] which states that brand associations

describe the strength of the benefits offered by a brand to customers. Positive brand associations and attachments to brands can make it easier for customers to process and recall various information about brands that will be very useful in the process of purchasing decisions. Furthermore, brand associations will be increasingly strong along with increasing experience in consuming or exposing the brand.
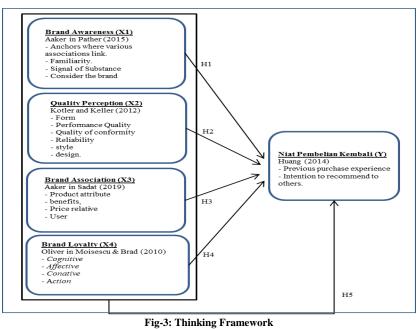
Brand Loyalty
Oliver in Alhaddad [19] states that brand loyalty is defined as a firm commitment to buy back or re-popularize preferred products/services consistently in the future, so that the same brand or purchase of the same brand is still decided, although there are situational influences and marketing efforts that have the potential to cause behavioral shifts. An almost identical definition is delivered by Aaker in Alhaddad [19], which states that brand loyalty is a situation that reflects how likely the customer will switch to another brand, especially when the brand is making changes, both in price and in product features .

In general, in the traditional marketing regulation dividing brand loyalty concepts into two different dimensions, namely behavior and attitude. Furthermore Oliver in Moisescu & Brad [20] developed the concept dimension of brand loyalty into Cognitive, Affective, Conative and Action.

Conceptual Framework
Based on the research objectives, a literature review on Brand Awareness, Quality Perception, Brand Association and Brand Loyalty towards Repurchase Intention and analysis of the relationship between dimensions and supported by previous research, the framework of this research is as shown below:

Fig-3: Thinking Framework
Source: Authors from journals, textbooks and other publications

Hypothesis

Under the framework, the hypothesis in this study are:

- There is a positive and significant influence between brand awareness and intention to repurchase private label products.
- There is a positive and significant influence between Perceived Quality with Intent to Repurchase products Private lab el.
- There is a positive and significant influence between the Association of Brands with the intention of repurchasing Private label products.
- There is a positive and significant influence between Brand Loyalty and Intention to Buy Private label products.
- There is a positive and significant influence between Brand Awareness, Quality Perception, Brand Associations, Brand Loyalty and Intention to Buy Private label products.

RESEARCH METHOD

This study uses the technique of questionnaire data collection, and uses Non probability Sampling with Accidental Sampling techniques. To determine the number of respondents, based on calculations using the Slovin formula, the sample respondents in this study were 100 respondents from two Alfamidi in the Tangerang City area.

The analysis technique used in this study is quantitative analysis, the analysis tools are descriptive statistics and multiple linear regression. This is because in this study involved more than two variables studied, namely Brand Awareness, Quality Perception, Brand Association, Brand Loyalty and Repurchase Intention. Before multiple linear regression analysis is carried out, a prerequisite test is first performed or a classic assumption test is known so that the regression model is unbiased and reliable. Besides that the classic assumption test is useful for completing the statistical tests that have been done, namely the t-test, F-test and determination. Classic assumption test consists of Normality Test, Multicollinearity Test and Heteroscedasticity Test.

RESULT AND DISCUSSION
RESULTS

Before the forward regression analysis, the instrument has been tested for validity with the results valid and reliable reliability test results, as well as has fulfilled the requirements based on classical assumptions . The following are the results of the linear regression analysis that has been done.

Analysis of Multiple Linear Regression

Multiple linear regression analysis is used to test the hypothesis of the effect of partial and simultaneous independent variables on the dependent variable. Based on multiple linear regression coefficients with the SPSS 25 program the results are as follows:

Table-1: Calculation of Multiple Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.441	0.384		1.148	0.254
	Brand Awareness	-0.049	0.122	-0.042	-0.403	0.688
	Quality Perception	0,429	0.107	0.408	4.023	0.000
	Brand Association	0.272	0.110	0.238	2.468	0.015
	Brand Loyality	0.225	0.087	0.244	2.587	0.011
Source: Results of processing data using IBM SPSS Statistics 25 (2019)						

The results of multiple regression analysis in Table-1 can be obtained by the multiple regression equation in this study as follows:

$$Y = 0.441 + -0.049 X1 + 0.429 X2 + 0.272 X3 + 0.225 X4 + e$$

The regression equation above can be interpreted as follows:

Constants of 0.441 means if Brand Awareness (X1), Quality Perception (X2), Brand Association (X3) and Brand Loyalty (X4) the value is 0, then the intention to repurchase (Y) is 0.441. With the following explanation:

- Brand Awareness Variables have a negative coefficient direction on the intention to repurchase.

- Quality Perception Variables, Brand Associations and Brand Loyalty have a positive coefficient direction on the intention to repurchase.
- The constant value shows the effect of variables X1, X2, X3 and X4 on Y, if the X1 variable is one unit it will have an effect of one unit on variable Y.

Analysis of Coefficient of Determination / Determination Coefficient (R^2)

For the ability to model in explaining the effect of variable Brand Awareness (X1), Perceived Quality (X2), Trademark Association (X2) and Brand Loyalty (X4) on the Repurchase Intentions can be seen from the coefficient of determination R^2 as follows:

Table-2: Analysis of Coefficient of Determination / Determination Coefficient (R^2)

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.689[a]	.474	.452	0,35422
Source: Results of processing data using IBM SPSS Statistics 25 (2019)				

R value of 0.689 shows that there are multiple correlations (Brand Awareness, Quality Perception, Brand Association and Brand Loyalty) with the intention to repurchase. As for the value of R Square of 0.474 shows the magnitude of the role or contribution of variables (Brand Awareness, Quality Perception, Brand Association and Brand Loyalty) towards the intention of repurchase of 47.4% and the remaining 52.6% percent is influenced by other variables not examined in this study.

Hypothesis Testing

The following are the partial regression test results (t test) that have been done:

Table-3: Partial Regression Test Results (t-Test)

Model	t	Sig.
(Constant)	1.148	0.254
Brand Awareness	-0.403	0.688
Quality Perception	4.023	0.000
Brand Association	2.468	0.015
Brand Loyalty	2.587	0.011

Source: Results of data processing using IBM SPSS Statistics 25 (2019)

Based on Table-3 above, to find out whether the independent variables partially influence or not on the dependent variable, it can be seen as follows:

H1 : Brand Awareness has a significant effect on the intention to repurchase.
Ho = Partially the Brand Awareness variable does not significantly influence the intention to repurchase.
H1 = Partially the Brand Awareness variable has a significant effect on the intention to repurchase.

The way of decision making is as follows:
If the probability / significance is > 0.05, then Ho is accepted
If the probability / significant is < 0.05, then Ho is rejected

As for determining t table is by using the formula df = nk where n = number of respondents, k = many variables (free and independent) in this case 100-5 = 95 and with 2-sided testing (significance = 0.025) so that the results obtained for t table is 1.99 .

Furthermore, based on Table-3 above , it can be seen from the Brand Awareness variable the value of t -0.403 < t-table 1.99 and the significance level of 0, 688> 0.05 or Ho is accepted and H1 rejected , it can be stated partially that the Brand Awareness variable does not affect the intention to repurchase . This means that IP hypothesis 1 (H1) rejected or Ho accepted.

H2 : Perception of Quality has a significant effect on the intention to repurchase.
Ho = Partially Quality Perception variable does not significantly influence the intention to repurchase.

H2 = Partially the Quality Perception variable has a significant effect on the intention to repurchase.

The way of decision making is as follows:
If the probability / significance is> 0.05, then Ho is accepted
If the probability / significant is <0.05, then Ho is rejected

Furthermore, based on Table-3 above, it can be seen from the Quality Perception variable t count 4.023 > t-table 1.99 and the significance level 0.00 <0.05 or Ho rejected and H2 accepted, then it can be stated partially the Quality Perception variable has a significant effect on Intention of Repurchase . This means that Hypothesis 2 (H2) is accepted or proven.

H3: Brand Associations have a significant effect on the intention to repurchase.
Ho = Partially Brand Association variable does not significantly influence the intention to repurchase.
H3 = Partially the Brand Association variable significantly influences the intention to repurchase.

The way of decision making is as follows:
If the probability / significance is> 0.05, then Ho is accepted
If the probability / significant is <0.05, then Ho is rejected

Furthermore, based on Table 3 above, it can be seen from the Brand Association variable the value of t-table 2.468 > t-table 1.99 and the significance level of 0.02 <0.05 or Ho is rejected and H3 is accepted, then the Brand Association variable can be partially

significant effect on Intention of Repurchase . This means that Hypothesis 3 (H3) is accepted or proven.

H4: Brand Loyalty has a significant effect on the intention to repurchase.

Ho = Partially Brand variable Loyalty does not significantly influence the intention to repurchase.

H4 = Partially Brand variable Loyalty has a significant effect on the intention to repurchase.

The way of decision making is as follows:

If the probability / significance is > 0.05, then Ho is accepted

If the probability / significant is < 0.05, then Ho is rejected

Furthermore, based on Table-3 above, it can be seen from the Brand Loyalty variable the value of 2.587 > t-table 1.99 and the significance level of 0.01 <0.05 or Ho is rejected and H4 is accepted, it can be stated partially Brand Loyalty variables have a significant effect on Intention of Repurchase. This means that Hypothesis 4 (H4) is accepted or proven.

Simultaneous Regression Testing (F-test)

The F-test is carried out with the aim to find out whether the independent variables simultaneously have a significant effect on the dependent variable. The results of the simultaneous regression test (F-test) are as follows:

Table-4: Simultaneous Regression Test Results (F-test)

ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	10.752	4	2.688	21.423	.000[b]
Residual	11.920	95	0.125		
Total	22.672	99			
a. Dependent Variable: Repurchase intention					
b. Predictors: (Constant), Brand awareness, quality perception, brand association, brand loyalty.					

Source: Results of data processing using IBM SPSS Statistics 25 (2019)

H5: Brand Awareness, Quality Perception, Brand Association and Brand Loyalty jointly influence the intention of Repurchase simultaneously.

Ho = Brand Awareness, Quality Perception, Brand Association and Brand Loyalty together have no significant effect on the intention to repurchase.

H5 = Brand Awareness, Quality Perception, Brand Association and Brand Loyalty together have a significant effect on the intention to repurchase.

The way of decision making is as follows:

If the probability / significance is> 0.05, then Ho is accepted

If the probability / significant is <0.05, then Ho is rejected

Based on Table-4 above in column F the value of Fcount is 21.423, in the Sig column is the probability value or is significant at 0.000 or 0% significance. Ftable value for the significant level of (α) = 5% *two tailed* with sample 100 obtained df numerator using k-1 or number of variables (free and bound) minus 1 ie df numerator 5-1 = 4, and df denominator uses nk or number the sample is reduced by the number of variables, namely df denominator 100-5 = 95, then Ftable is 2.47.

Assessment is based on the F test: if Fcount> Ftable then Ho is rejected means significant, from the calculation of the results of the above analysis is

21.423> 2.47 then Ho is rejected means significant.Based on the probability: if the significance is <0.05, then Ho is rejected, and based on the results of the analysis obtained a value of 0,000 <0.05 means that Ho is rejected and H5 is accepted. Thus it can be concluded that Brand Awareness, Quality Perception, Brand Association and Brand Loyalty together have a significant effect on the intention to repurchase . This means that Hypothesis 5 (H5) is accepted or proven.

DISCUSSION
Variable influence of brand awareness on the intention to repurchase private label products

Effect of Brand Awareness variable to Repurchase Intentions show on Brand Awareness variables has direction negative coefficient and also does not affect the intention to repurchase. This is in accordance with Lawu, B., [21] who in his research stated that the Brand Awareness variable had no effect on repurchase intention. But the results of this study are different from Pham, L *et al*., [22] and Pather, P. [10] both of which state that the brand awareness of the product under study has a significant effect on the intention to repurchase.

The existence of differences related to the relationship of brand awareness with intention to repurchase may be due to differences or distinctiveness of the object of study under study. Where the low level of brand awareness of the object under study or in other words the object under study is not the product / object known to the public, it may be one of the causes. In the

research of Lawu, B., [21] the object of research was the refill ink product of the Veneta System brand, while in this study the object under study was a *private label* product, whose sales area was limited, not yet a consumer choice when shopping, and still struggling with other national brand products [23]. Even though according to Aaker and Keller, the greater brand awareness of the products sold, the greater the consumer's trust in the product and the greater the consumer's intention to re-purchase the product [24].

Variable influence of Quality Perception on Intention of Repurchase of private label products

The effect of the Quality Perception variable on Repurchase Intention shows that the Quality Perception variable has a positive coefficient direction on Repurchase Intention, so that it can be said that the higher the perceived quality, the repurchase intention increases. Similarly, when the partial regression test (t-test) or significance done, also strengthen it, namely Quality Perception significant effect on repurchase intention. Both of these results are in harmony with research from Rasouli Dizaji, M., [25], Lin, A., [26], Pham, L., [22], Pahter, P., [10], Lawu, B. [21] and Prastiwi, S. [27] which state that perceived quality has a significant effect on repurchase intention.

The Association Association's variable influence on the intention to repurchase private label products

The influence of Brand Association variables on Repurchase Intention shows that the Brand Association variable has a positive coefficient direction on Repurchase Intention, so that it can be said that the higher the Brand Association, the repurchase intention will increase. Likewise, when the Partial Regression Test (t test) or significance is done, it also reinforces this, namely stating that the Brand Association variable has a significant effect on the intention to repurchase. The two results shown are in line with the research from Rasouli Dizaji, M., [25], Pham, L., [22], Pahter, P., [10], Lawu, B., [21], and Prastiwi, S. [27] which states that brand associations have a significant effect on repurchase intention.

The Influence of Brand Loyalty variables on the intention to repurchase private label products

The effect of the Brand Loyalty variable on Repurchase Intention shows that the Brand Loyalty variable has a positive coefficient direction on Repurchase Intention, so that it can be said that the higher the Brand Association, the repurchase intention increases. Likewise, when the Partial Regression Test (t-test) or significance is done, it also reinforces this, namely the Brand Loyalty variable has a significant effect on the intention to repurchase. The two results shown are in line with the research of Pham, L., [22], Pahter, P., [10], Lawu, B., [21], and Prastiwi, S. [27] which state Brand Loyalty has a significant effect against repurchase intention.

Effect of variable Brand Awareness, Quality Perception, Brand Association and Brand Loyalty on the Intention of Repurchasing private label products

From the results of the F-Test conducted it can be seen that the variable Brand Awareness, Quality Perception, Brand Association and Brand Loyalty jointly have a significant effect on the variable Repurchase Intention. This is consistent with the research conducted by Rasouli Dizaji, M., (2012), Pham, L., [22], Pahter, P., [10], Lawu, B., [21], and Prastiwi, S., [27].

The value of the contribution of variables (Brand Awareness, Quality Perception, Brand Association and Brand Loyalty) to Repurchase Intention is 47.4% which indicates that there are other factors of 52.6% outside of this research variable that influence the intention to repurchase *private label* products . If this value is compared with the results of the pre-study that have been done before, the brand is not a primary consideration for consumers in buying *private label* products at Alfamidi stores. But it can also be caused by other factors such as Product, Price, Place, Promotion and Saluruan distribution [28].

One of the variables of this research is customer loyalty. Customer loyalty is influenced by many factors. The factors that influence customer loyalty that are in line with this research include the results of research: 1) Customer relationship management (CRM) and Service Quality have an effect on Brand Image and Customer Loyalty, both partially and simultaneously: PT Bank Mandiri Jakarta Unit 1, Case Study in Micro Credit Loan (Ali, Hapzi, 2018) [29]; 2) Service Quality and Customer Satisfaction affect the Image Brand and Customer Loyalty, both partially and simultaneously: Case Study on Giant Citra Raya, (Ali, Hapzi, 2018) [30] ; 3) Customer Loyalty can be maintained through the Development of Information Technology Services and Building Relationship with Customers, both partially and simultaneously, (Ali, Hapzi, 2010) [31].

CONCLUSIONS AND RECOMMENDATIONS
CONCLUSION

Based on the results of the research, it can be concluded as follows:

- Brand awareness does not affect the intention to repurchase. In this study shows that brand awareness has a negative coefficient of intention to repurchase. In addition to the peculiarities of the products studied, it was also due to the characteristics of the respondents in this study at the lower middle level who tended to be low on brand awareness.

- Quality Perception has a significant effect on the intention to repurchase. Extrinsic dimensions are the strongest compared to their intrinsic dimensions. Extrinsic indicators which include price, brand name, brand image, company reputation, retail store description, more perceive consumer knowledge to stores under the Alfamidi brand, so that it easily connects with *private label* products sold.

- Brand Associations have a significant effect on the intention to repurchase. The strong correlation is on the benefit dimension against repurchase intentions. This provides an illustration of the existence of Alfamidi's *private label* products in addition to providing comfort, and their existence can provide benefits to consumers. This makes it easier for consumers to process and recall the *private label* brands sold at Alfamidi stores.

- Brand Loyalty has a significant effect on the intention to repurchase. The Cognitive dimension has a significant effect compared to other variables. In this dimension, the consumers of Alfamidi already know the existence of *private label* products sold in the store. Even based on previous knowledge and experience, consumers have also made comparisons between *private label* products with other national brands.

- Brand Awareness, Quality Perception, Brand Association and Brand Loyalty together have a significant effect on the intention to repurchase. This indicates that there is already awareness of the brand by consumers of *private label* products sold at Alfamidi stores, perceptions of the quality perceived in previous purchase experiences can create loyalty to the brands they sell.

SUGGESTIONS / RECOMMENDATIONS
The following are some suggestions based on the results of the research:

Suggestions for Future Research
The suggestions that can be given for further research are as follows:
- Research related to brands from *private label* products still has not attracted much interest to be discussed, so in an effort to get a comparison and strengthen the theory and influence of the variables studied, it is necessary to do research on the location of Alfamidi stores in other regions or other retail stores and sell *private label* products in it.

- In the research findings it was known, Brand Awareness, Quality Perception, Brand Association and Brand Loyalty contributed 47.4% to the intention to repurchase. This indicates that there are still 52.6% of other variables that are factors in influencing the intention to repurchase. So, further studies are needed by adding other variables in the study, such as the factors of Product, Price, Place, Promotion and Distribution Channels.

Suggestions for Companies
Based on the results of the research and conclusions as mentioned before, the suggestions that the author can convey to PT Midi Utama Indonesia Tbk. in increasing sales of Alfamidi *private label* products are as follows:
- There must be an effort from Alfamidi to increase the awareness of its *private label* product brand. This is very important because the greater brand awareness of *private label* products, the greater the consumer's trust in product quality and the desire to repurchase the products they sell in the future. This increase can be done with promotional activities continuously in the store and utilizing various communication channels such as social media, newspapers, billboards and TV advertising in increasing brand awareness.

- The perception of product quality implies the need for improvements and improvements in product reliability. The prices of *private labels* sold at Alfamidi have perceived prices to be more competitive than products with other national brands, but related to the strength of the product and guarantee of the life of the product is one that consumers consider to be improved. This can be done with good *quality control*, as well as periodic checks regarding the freshness and expiration of private label products sold.

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