

**THE INFLUENCE OF PRIVATE BRAND AND NATIONAL BRAND ON BRAND LOYALTY WITH PERCEIVED QUALITY AS AN INTERVENING VARIABLE ON TISSUE PRODUCTS IN SOLORAYA**

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**Abstract**

This study examines the influence of private label and national brands on brand loyalty for Indomaret tissue products in the Soloraya region, using perceived quality as a mediating variable. The research employs a quantitative method with primary data collected from 250 respondents through a closed-ended questionnaire. The analysis uses the Partial Least Squares (PLS) model to test relationships between variables. The findings reveal that private label and national brands significantly influence perceived quality, with private label brands showing a greater contribution. Perceived quality plays a crucial role in enhancing brand loyalty, both directly and as a mediator between brands and loyalty. Although national brands have a stronger direct impact on brand loyalty, private label brands also demonstrate potential in fostering loyalty through positive perceived quality. This study contributes to retail management by emphasizing the importance of perceived quality as a key factor in improving consumer loyalty. Future research is recommended to broaden the scope of products and regions to achieve more representative results.

**Keywords:** Brand Loyalty, Perceived Quality, Private Label Brand, National Brand, Indomaret

## INTRODUCTION

Today's retail business has experienced a shift from the concept of independent local stores or shops on the main street to the concept of national and international stores in the form of modern shopping centers, supermarkets, convenience stores, and so on (Sunyoto & Mulyono, 2022). Retail business is an economic activity that sells people's daily needs at retail, both traditional and contemporary. The term "retail management" refers to the act of managing a range of goods and services to meet the needs of retail customers (Chaniago & Bandung, 2021). Sales are a key component in the world of e-commerce. Retail sales and their methods heavily influence the economy, and retail trends often reflect overall national economic trends.

Hypermart, Alfamart, and Indomaret have used the concept of private label or private brand, which is a brand created and owned by the retailer of goods and services (Anas, 2019). Supplier companies make private label products through contracts with retailers, including quality specifications and competitive pricing (Sartika et al., 2021). They are often considered a cheaper alternative to nationally branded products (Dan et al., 2019), sold by only one retailer, and offers a wide distribution channel and a variety of affordable prices (Vellina & Nugroho, 2020). The characteristics of low price and good quality attract customers and increase the probability of purchasing private-label products (Mostafa & Elseidi, 2018). Most studies show that consumer perceptions of price and quality are the key differentiators between economy and premium private labels (Arantola & Juntunen, 2023). Meanwhile, national brands reflect the cultural, political, and business aspects of a country through marketing strategies tailored to each market, found in different regions, albeit with different market shares (Yadav et al., 2023). The growing retail business with the emergence of new outlets shows intense competition, even making industry players paranoid (Anas, 2019).

National brands are often preferred in social settings, as they are seen as more suitable for gatherings (Sorensen & Johnson Jorgensen, 2023). Indonesian consumers perceive national brands as offering better value for money (Hasanah, 2017). Indonesia's retail industry continues to grow, with Indomaret, managed by the Salim Group, leading the market with 19,996 outlets and sales of \$7.6 billion by 2022, surpassing Alfamart and Alfamidi

(Katadata, 2022). Since 2000, Indomaret has offered private-label products, including food, beverages, and daily necessities (Syahbana & Sartika, 2022). The wipes market in Indonesia is also expanding due to increased hygiene awareness and lifestyle changes, though consumers still find brand options lacking (Alwen Cleavelano & Winda Evyanto, 2024). Companies compete using private and national brand strategies in this sector.

Brand loyalty arises when brand differences are minimal and customer involvement is low, resulting in habitual purchasing rather than strong loyalty (Kotler et al., 2023). It is shaped by cognitive processes as consumers compare brands before repeat purchases (Nasir et al., 2022). High loyalty reduces marketing costs, supports business sustainability, enhances brand quality, encourages repurchases, and protects against competitors (Puteri, 2019; Afiftama & Nasir, 2024; Amankona et al., 2024). Strong loyalty requires trust, connection, and positive customer feedback (Ali et al., 2024; Widora & Nasir, 2023). Similarly, perceived quality, based on intrinsic and extrinsic cues, drives repurchase interest and private brand choices (Schiffman & Wisenblit, 2019; Widjajanta et al., 2020; Hasanah, 2017). Brand loyalty boosts manufacturer brand preferences (Kiss et al., 2022) and is influenced by brand community identity, which links brand identification to consumer behavior (Mills et al., 2022). Store image and positive attitudes also shape private brand purchases, underscoring strategies that enhance perceived value (Ruiz-Real et al., 2018).

Considering the history that has been explained, this research is focused on the Soloraya region, which is a strategic location with an extensive Indomaret distribution network. This study aims to analyze consumer behavior in buying Indomaret brand tissue products, including preferences for brand type, perceived quality, and frequency of purchase. The strength of this research lies in analyzing the relationship between brand loyalty with private brands and national brands, using perceived quality as an intervening variable. This research is driven by the diversity of results from previous studies, making it interesting to examine further in a regional context. Therefore, this study seeks to explore the effect of private brand and national brands on brand loyalty in Indomaret brand tissue products, by highlighting the role of perceived quality as a supporting variable in the relationship.

## RESEARCH METHOD

This study employs an explanatory research design. Explanatory research is a quantitative research method used to obtain data on events that occurred in the past or are currently happening, focusing on relationships between variables and testing hypotheses among variables based on samples drawn from a specific population (Sugiyono, 2023). This research adopts a quantitative approach. Quantitative research is a method used to test hypotheses based on the positivism philosophy, involving populations and samples, with statistical analysis as the primary tool (Sugiyono, 2023).

According to (Sugiyono, 2023), a population is the entire set of elements consisting of objects or subjects that possess specific quantities and characteristics defined by researchers as the generalization area. The population for this study comprises consumers who use Indomaret tissue products in the Soloraya area. This research includes 250 respondents as the sample. The sampling technique used in this study is non-probability sampling. According to (Sugiyono, 2023), non-probability sampling is a sampling technique that does not provide equal opportunities for every member of the population to be selected as part of the sample. The method applied is purposive sampling, a subjective or selective sampling technique based on specific criteria defined by the researcher (Sugiyono, 2023).

The data used in this study are primary. According to (Sugiyono, 2023), primary data refers to information directly obtained by researchers from first-hand sources in the field. The data for this research were collected from a sample of 250 respondents. The data collection method employed a questionnaire distributed through Google Forms. (Sugiyono, 2023) defines a questionnaire as a data collection technique involving written questions or statements provided to respondents for their answers. This research used a closed-ended questionnaire, where respondents could only select answers predetermined by the researcher for each question. The measurement scale used in this study is the Likert scale. According to (Sugiyono, 2023), the Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), is a scale specifically designed by researchers to measure attitudes, opinions, and behaviors of individuals or groups regarding social phenomena.

This research utilizes statistical techniques for data analysis, with hypothesis testing conducted using Partial Least Squares (PLS) and SmartPLS software. The outer model

evaluates validity and reliability, with indicators deemed valid if correlations exceed 0.70 loadings range from 0.50 to 0.60, and AVE values  $>0.5$  (I. Ghozali, 2021). Discriminant validity is assessed via cross-loading values  $> 0.70$ , while reliability is measured using Cronbach's Alpha and Composite Reliability  $> 0.7$  (I. Ghozali, 2021). Multicollinearity in formative constructs is analyzed through VIF, with values  $<10$  or  $<5$  and tolerance  $>0.10$  or  $> 0.20$  deemed acceptable (I. Ghozali, 2021). The inner model predicts latent variable relationships, with  $R^2 = 0.75$  considered moderate and  $R^2 = 0.25$  weak. Model fit is tested with bootstrapping, where SRMR  $<0.10$  or  $0.08$  is acceptable. Hypotheses are tested with T-tests, and T-statistic values  $>1.97$  are significant at the 0.05 level (I. Ghozali, 2021).

## RESULTS AND DISCUSSION

The following table displays the characteristics of the respondents according to their gender:

**Table 1**  
**Respondent Characteristics by Gender**

Gender	Number of Respondents	Percentage (%)
Female	139	55.6
Male	111	44.4
Total	250	100

Source: Processed primary data, 2024

According to Table 1, the analysis of respondent characteristics by gender shows that female respondents dominate brand loyalty, with 139 respondents or 55.6%, compared to male respondents, with 111 respondents or 44.4%.

The following table displays the characteristics of the respondents by age:

**Table 2**  
**Respondent Characteristics by Age**

Age (Years)	Number of Respondents	Percentage (%)
< 18 Years	7	2.8
18-22 Years	135	54
23-27 Years	78	31.2
> 27 Years	30	12

Source: Processed primary data, 2024

According to Table 2, the analysis of respondent characteristics by age shows that respondents aged 18–22 years dominate brand loyalty for Indomaret Private Brand/National Brand tissue products, with 135 respondents or 54%.

The following table displays the characteristics of the respondents according to their most recent educational level:

**Table 3**  
**Respondent Characteristics by Latest Education**

<b>Latest Education Level</b>	<b>Number of Respondents (People)</b>	<b>Percentage (%)</b>
Junior High School (SMP)	6	2.4
Senior High School (SMA/K)	147	58.8
Undergraduate (S1)	78	31.2
Postgraduate (S2)	19	7.6

Source: Processed primary data, 2024

According to Table 3, the analysis of respondent characteristics by the latest education level shows that high school graduates dominate brand loyalty for Indomaret Private Brand/National Brand tissue products, with 147 respondents or 58.8%.

The following table displays the characteristics of the respondents by their current occupation:

**Table 4**  
**Respondent Characteristics by Current Occupation**

<b>Current Occupation</b>	<b>Number of Respondents</b>	<b>Percentage</b>
Student	160	64
Private Employee	30	12
Civil Servant	12	4.8
Entrepreneur	48	19.2

Source: Processed primary data, 2024

According to Table 4, the analysis of respondent characteristics by current occupation shows that students dominate brand loyalty for Indomaret Private Brand/National Brand tissue products, with 160 respondents or 64%.

The following table displays the characteristics of respondents by the frequency of tissue purchases for a given month:

**Table 5**  
**Respondent Characteristics by Tissue Purchase Frequency in One Month**

<b>Purchase Frequency</b>	<b>Number of Respondents</b>	<b>Percentage</b>
1 time	56	22.4
2-3 times	128	51.2
4-5 times	58	23.2
≥5 times	8	3.2

Source: Processed primary data, 2024

According to Table 5, the analysis of respondent characteristics by tissue purchase frequency in one month shows that purchasing 2-3 times dominates brand loyalty for Indomaret Private Brand/National Brand tissue products, with 128 respondents or 51.2%.

The following table displays the characteristics of the respondents by income:

**Table 6**  
**Respondent Characteristics by Income**

Income	Number of Respondents	Percentage
≤ Rp 500,000	38	15.2
Rp 500,001 - Rp 1,500,000	46	18.4
Rp 1,500,001 - Rp 2,000,000	72	28.8
≥ Rp 2,000,000	94	37.6

Source: Processed primary data, 2024

According to Table 6, the analysis of respondent characteristics by income shows that respondents earning  $\geq$  Rp 2,000,000 dominate brand loyalty for Indomaret Private Brand/National Brand tissue products, with 94 respondents or 37.6%.

The following table displays the characteristics of the respondents according to the tissue brand they used:

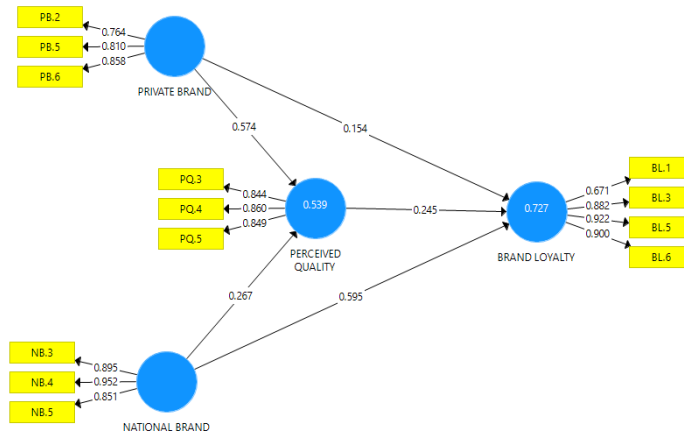
**Table 7**  
**Respondent Characteristics by Tissue Brand Used**

Tissue Brand Used	Number of Respondents (People)	Percentage (%)
Indomaret Private Brand	125	50%
National Brand	125	50%

Source: Processed primary data, 2024

According to Table 7, the analysis of respondent characteristics by the tissue brand used shows an equal distribution, with 125 respondents (50%) using Indomaret Private Brand tissues and 125 respondents (50%) using National Brand tissues.

The outer model analysis in this investigation produced the following findings:



**Figure 2**  
**Outer Model of Users of Indomaret Private Brand and National Brand Tissue Products**

A stated by (Ghozali, 2021) Test the convergent validity of the reflective indicator with the SmarPLS 3.0 program by looking at the loading factor value for each construct indicator for each variable, which must be  $> 0.70$ . If it meets the requirements, it will be considered valid. The results of the convergent validity analysis value in this study are shown in the following table:

**Table 8**  
**Results of Convergent Validity Analysis of Users of Indomaret Private Brand and National Brand Tissue Products**

	Convergent Validity	Information
PB.3	0,705	Valid
PB.4	0,720	Valid
PB.5	0,720	Valid
PB.6	0,831	Valid
NB.2	0,799	Valid
NB.3	0,911	Valid
NB.4	0,883	Valid
NB.5	0,748	Valid
BL.2	0,835	Valid
BL.3	0,903	Valid
BL.4	0,890	Valid
BL.5	0,908	Valid
BL.6	0,872	Valid
PQ.1	0,812	Valid
PQ.2	0,810	Valid

PQ.3		Valid
PQ.4	0,811	Valid
PQ.5	0,808	Valid
PQ.6	0,789	Valid
	0,822	

Source: Processed primary data, 2024

Based on the data in Table 8 above, it can be seen that the results of the analysis show that all variables have a value of  $> 0.70$ . So, it is said that the indicator is valid and has met convergent validity.

This study uses a reliability test that aims to prove the accuracy, consistency, and precision of the instrument in measuring the construct. The Reliability Test to measure the construct using Cronbach's Alpha and Composite Reliability methods is said to be valid if the Composite Reliability and Cronbach's Alpha values are  $> 0.70$  (Ghozali, 2021). The Composite Reliability and Cronbach's Alpha values are presented in the following table:

**Table 9**  
**Results of the Reliability Test Analysis of Indomaret Private Brand and National Brand Tissue Products**

Variables	Cronbach's Alpha	Composite Reliability	Information
Brand Loyalty	0,866	0,911	Reliable
National Brand	0,884	0,928	Reliable
Perceived Quality	0,809	0,887	Reliable
Private Brand	0,742	0,852	Reliable

Source: Processed primary data, 2024

According to Table 9, it is known that the Cronbach's Alpha value of the Brand Loyalty variable is 0.866, the National Brand variable is 0.884, the Perceived Quality variable is 0.809, and the private brand variable is 0.742. The Composite Reliability value of the Brand Loyalty variable is 0.911, the National Brand variable is 0.928, the Perceived Quality variable is 0.887, and the Private Brand variable is 0.852. It can be concluded that all constructs have good reliability and meet Cronbach's Alpha and Composite Reliability values  $> 0.70$ .

According to (Ghozali, 2021) In the calculation, the bias is seen from the Variance Inflation Factor (VIF) value with a correlation value of  $<10$  or  $<5$ . The VIF value is presented in the table below:

**Table 10**  
**Results of Multicollinearity Test for Users of Private Brand and National Brand Tissue Products**

	VIF
BL.1	1,359
BL.3	2,560
BL.5	5,398
BL.6	4,520
NB.3	2,523
NB.4	4,659
NB.5	2,806
PB.2	1,362
PB.5	1,560
PB.6	1,571
PQ.3	1,679
PQ.4	1,872
PQ.5	1.770

Source: Processed primary data, 2024

According to Table 10, it is known that. All indicators have a value <10. Thus, it is concluded that this study does not violate the multicollinearity assumption test.

According to (Ghozali, 2021) Discriminant validity test with Heterotraid-homotraid (HTMT) all values < 0.90 are said to be all constructs are declared discriminantly valid. The following convergent validity values are presented as follows:

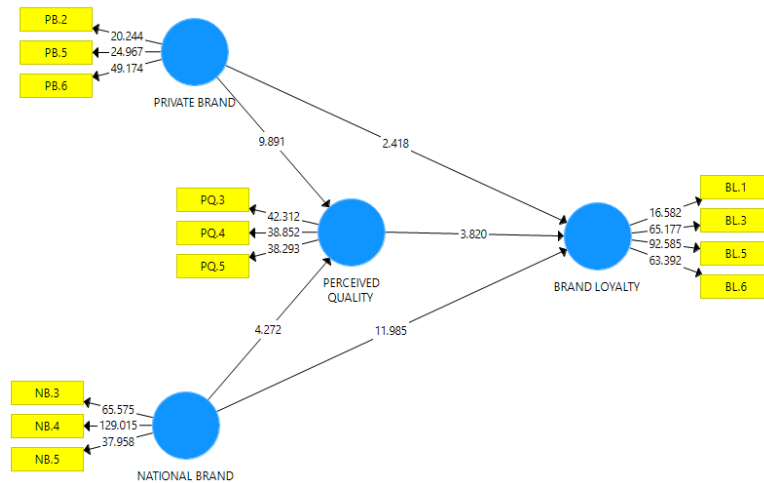
**Table 11**  
**Results of Discriminant Validity Analysis of Private Brand and National Brand Tissue Product Users**

	Brand Loyalty	National Brand	Perceived Quality	Private Brand
Brand Loyalty				
National Brand	0,899			
Perceived Quality	0,792	0,606		
Private Brand	0,732	0,538	0,888	

Source: Processed primary data, 2024

According to Table 11, it is known that the relationship between the National Brand variable and Brand Loyalty has a value of 0.899. The discriminant value of Perceived Quality to Brand Loyalty is 0.792. The discriminant value of Private Brand to Brand Loyalty is 0.732. The discriminant value of Perceived Quality to National Brand is 0.606. The discriminant value of Private Brand to National Brand is 0.538. The discriminant value of Private Brand to Perceived Quality is 0.888, so it is known that each variable meets the HTMT value of < 0.90 so it can be said that all constructs are declared discriminantly valid.

According to (Ghozali, 2021) The inner model shows the relationships or strength of estimates between latent variables or constructs based on substantive theory. The measurement of the inner model uses the R Square (R2) test and the model's feasibility test (Goodness of Fit). The results of the Inner Model analysis are carried out using the Bootstrapping method.



**Figure 3**  
**Inner Model of Private Brand and National Brand Tissue Products**

As stated by (Ghozali, 2021) The R2 value ranges from 0 to 1 which indicates a good level of determination. With the criteria of R2 value 0.75, strong, 0.50 moderate, and 0.25 weak. Here are the results of the R Square value:

**Table 12**  
**Results of the R Square Test for Users of Private Brand and National Brand Tissue Products**

	R Square	R Square Adjusted
Brand Loyalty	0,727	0,723

Source: Processed primary data, 2024

Table 12 shows the R Square value of Brand Loyalty and Perceived Quality variables. The R. Square value of the Brand Loyalty variable is 0.727 or 72.7%, this means that changes in the loyalty variable (Y) can be explained by the Private Brand variable (X1) and the National Brand variable (X2). The remaining 0.273 or 27.3% can be explained by other variables not studied.

A stated by (Ghozali, 2021). The SRMR value criteria for a good fit model is  $< 0.10$  or  $< 0.08$  and the NFI value is  $> 0.90$ . The model feasibility test or goodness of fit can be seen through the Standardized Root Mean Square (SRMR) and NFI values. The SRMR value is shown in the following table:

**Table 13**  
**Results of Model Feasibility Test (Goodness of Fit)**

	Saturated Model	Estimated Model
SRMR	0,081	0,081
d_ULS	0,601	0,601
d_G	0,390	0,390
Chi-Square	567,108	567,108
NFI	0,765	0,765

Source: Processed primary data, 2024

Based on the results in Table 13, the SRMR value is 0.081 and the model fits well because it is below  $< 0.10$  or  $< 0.08$ . The NFI value of 0.765 is stated as marginal because it is below 0.90. Based on the feasibility value, it can be concluded that the model fits well.

The results of processing this hypothesis test are carried out on the bootstrapping option in the SmartPLS 3.0 software. The Direct and Indirect Effect Test is a hypothesis test that looks at the direct influence between variables and mediating variables on the influenced variables. The criteria for the direct effect significance value are the T Statistics value  $> 1.96$  and significant with a P-Value of 0.05 (Ghozali, 2021). The findings of the direct and indirect effect test analysis are presented in the following table:

**Table 14**  
**Results of Direct Effect Test Analysis of Private Brand and National Brand Tissue Products**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Information
Private Brand Perceived Quality ->	0,574	0,571	0,058	3,891	0,000	Significant
National brand perceived quality ->	0,267	0,270	0,062	4,272	0,000	Significant
Perceived quality Brand Loyalty ->	0,45	0,247	0,064	3,820	0,000	Significant
Private brand -> Brand Loyalty	0,154	0,159	0,064	2,418	0,016	Significant

National brand -> Brand Loyalty	0,595	0,588	0,050	11,985	0,000	Significant
Private Brand->Perceived Quality -> Brand Loyalty	0,141	0,141	0,038	3,670	0,000	Significant
National Brand ->Perceived Quality ->Brand Loyalty	0,065	0,067	0,024	2,765	0,006	Significant

Source: Processed primary data, 2024

The results of the analysis show that private brands have a significant influence on perceived quality with a coefficient of 0.574, T-Statistics 3.891, and P-Values 0.000. This shows that the quality of private brands can significantly increase consumer perceptions of quality. Meanwhile, national brands also have a positive effect on perceived quality with a coefficient of 0.267, T-Statistics 4.272, and P-Values 0.000, although the effect is smaller compared to private brands.

Perceived quality has been proven to be significant in increasing brand loyalty with a coefficient of 0.45, T-Statistics 3.820, and P-Values 0.000. This shows that the higher the perceived quality felt by consumers, the more likely they are to remain loyal to the brand. In addition, private brands have a direct influence on brand loyalty, with a coefficient of 0.154, T-Statistics 2.418, and P-Values 0.016. Although this influence is smaller than national brands, it confirms that private brands can create consumer loyalty directly.

National brands have a greater direct influence on brand loyalty with a coefficient of 0.595, T-Statistics 11.985, and P-Values 0.000. This shows that consumers tend to be more loyal to national brands. In addition, perceived quality is also a significant mediator in the relationship between private brands and brand loyalty, with a coefficient of 0.141, T-Statistics 3.670, and P-Values 0.000. A similar influence occurs in the relationship between national brands and brand loyalty through perceived quality, although with a smaller coefficient, namely 0.065, T-Statistics 2.765, and P-Values 0.006. Overall, these results indicate that both private brands and national brands have direct and indirect influences on brand loyalty, with perceived quality playing an important mediator in increasing consumer loyalty to both types of brands.

This study reveals important findings about the influence of private and national brands on perceived quality and brand loyalty, both directly and indirectly through perceived

quality as a mediating variable. Private brands significantly affect perceived quality, appealing to cost-sensitive consumers by offering quality at lower prices (Kotler et al., 2022). Consumers with positive perceptions of private label products are more likely to purchase them, as supported by (Ikrimah et al., 2023). National brands also positively impact perceived quality by continuously improving product features and maintaining high standards, helping them compete effectively against private brands (Kotler & Armstrong, 2018)

Perceived quality is a key factor in enhancing brand loyalty. Consumers who perceive products as high-quality are more likely to remain loyal to those brands (Muhammad Faisal & Febsri Susanti, 2023; Schiffman, Leon G & Wisenblit, 2019). Private brands foster loyalty through strategic pricing and strong store branding, building trust and delivering value. National brands, however, have a stronger impact on loyalty due to their consistent quality and innovative offerings, which strengthen consumer relationships (Yadav et al., 2023).

Finally, perceived quality mediates the relationship between both private and national brands and brand loyalty. Products that meet or exceed consumer expectations foster long-term loyalty, emphasizing the importance of perceived quality in creating strong and enduring consumer-brand relationships (Koranti & Wicaksana, 2021). These findings highlight the critical role of perceived quality in driving loyalty across different brand strategies.

## **CONCLUSION**

The findings of this investigation indicate that private brands have a positive and significant influence on perceived quality, indicating that private brands can build good quality perceptions in the eyes of consumers. National brands also have a positive and significant influence on perceived quality, reflecting the important role of national brands in creating good quality perceptions. In addition, perceived quality is proven to have a positive and significant influence on brand loyalty, indicating that good quality perceptions can increase consumer loyalty to a particular brand.

Private brands were found to have a significant direct effect on brand loyalty, indicating that consumers are more loyal to private brands that deliver quality as expected. The same is true for national brands, where consumers are more loyal to national brands that

maintain quality and reputation. Perceived quality also acts as a significant mediating variable in the relationship between private brands and national brands on brand loyalty, strengthening the indirect relationship between brands and consumer loyalty.

The results of the analysis also show that the R-Square value proves that the brand loyalty variable can be explained by the private brand and national brand variables, although other variables are not examined in this study. Finally, the results of the goodness of fit test using SRMR and NFI indicate that the research model used is fit and feasible.

This study was only conducted on tissue products in the Soloraya area, so the results have limitations in terms of generalization to other products or wider areas. Further research is recommended to cover a wider range of product categories and regions so that the results are more representative.

The sample size used in this study is still limited and does not reflect the entire population of tissue consumers in the Soloraya area. To increase the validity of the results, future studies can use larger and more diverse samples. In addition, the data in this study are cross-sectional, so they only represent consumer behavior in a certain period. Future research is expected to use a longitudinal approach to understand the dynamics of changes in consumer behavior over a longer time.

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