INTENTION TO PURCHASE THE PRIVATE LABEL BRAND: THE ROLES OF FINANCIAL RISK PERCEPTION, PRICE, AND VALUE CONSCIOUSNESS FOR CONSUMERS OF HYPERMARKET IN SURABAYA

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ABSTRACT

The consumers' perception towards private label is considered important and therefore, it should be understood by the retailers. This is true when related to the price and quality of private labels. In addition, these factors are the main consideration when the consumers purchase the private label. This research focuses on investigating the effect of financial risk perception on value consciousness with price perception as moderating variable which is moderated also by purchase intention to private label. The criteria for the sample consist of such as women of 25 years old who shopped and bought private label in hypermarkets. This covers 150 respondents selected non-randomly. The results show that financial risk perception and value consciousness influence purchase intention. But, the price perception is not the moderating variable between financial risk perception and value consciousness. Thus, it can be concluded that price perception is not the moderating between financial risk perception and value consciousness toward purchase intention for private label brand for the consumers in hypermarkets in Surabaya.

Key words: *Financial Risk Perception, Value Consciousness, Price Perception, Purchase Intention.*

NIAT UNTUK MEMBELI MEREK PRIVATE LABEL: PERAN RISIKO KEUANGAN PERSEPSI, HARGA, DAN NILAI KESADARAN DARI KONSUMEN HYPERMARKET DI SURABAYA

ABSTRAK

Persepsi konsumen pada private label merupakan hal penting yang harus diketahui oleh peritel, terutama yang berkaitan dengan harga dan kualitas private label, mengingat hal tersebut menjadi pertimbangan utama konsumen pada saat membeli private label. Fokus penelitian ini adalah mengkaji lebih jauh mengenai Financial Risk Perception dan Value Consciousness dengan Price Perception sebagai variabel moderator yang dihubungkan dengan Purchase Intention pada private label. Terdapat 4 hipotesis penelitian yang akan dianalisis menggunakan regresi berganda dan hierarchycal regression. Kriteria sampel yang dipilih adalah, wanita, minimal berusia minimal 25 tahun yang sering berbelanja dan membeli produk private label di hypermarket. Sampel sejumlah 150 orang yang dipilih secara non random. Hasil penelitian menunjukkan bahwa Financial Risk Perception dan Value Conciousness berpengaruh terhadap Purchase Intention. Tetapi pada variabel Price Perception tidak memoderasi Financial Risk Perception dan Value Conciousness, sehingga dapat disimpulkan bahwa Price Perception bukan sebagai variabel moderator pada hubungan antara Financial Risk Perception dan Value Conciousness terhadap Purchase Intention private label brand pada konsumen hypermarket di Surabaya.

Kata Kunci: *Persepsi Risiko Keuangan, Nilai Kesadaran, Persepsi Harga, Niat Pembelian.*

INTRODUCTION

The retail world in Indonesia has progressed quite rapidly which is characterized by the increasing number of shopping centers in major cities. This affects their existence of retail businesses to face high competition. The competition among retail businesses is becoming stronger together with the entering foreign retails, considering the population of Indonesia as a potential market share for them.

When considering the consumers' image of a big brand, it must influence their purchase intentions towards the goods they want because they assume that when the brand is very famous it must have smaller risk (Van and Poel 1999 in Jin and Yong 2005). It is a fact that private label of a product is owned and named by retailers themselves, the so called-private label. This causes a higher margin than national one. In addition to a large profit margin, it can also improve control of vacuum rack and finally provide the retailers a great bargaining power in the distribution channel environment (Jin and Yong 2005:62).

For retailers which offer private label will get a higher margin, thus cut distribution channels, and also offer a variety of items that can attract customers (Delvecchio 2001). With the growing trend of private label among the retailers, such a condition enables the large retailers begin creating private label for the products that they rely on. For that reason, it general that when customers have started shopping bags are filled with private label of the products for private labels have started it high demand by the public, both food products and non-food products.

The above condition represents that private label or brands are considered competitors who are the real threat to national brand (Del Vecchio 2001). Some factors determining the success of products private label, among others, is related to strategy implementation in terms of quality of selected products, packaging, and communication (Delvecchio 2001). However, even when

retail has implemented the ideal strategy, they find possibility to fail their private label (Delvecchio 2001). So, it is important for the retailers to see the factors that influence the consumer's decision to purchase private label products.

The retail development in Indonesia started in 1998 when the retailer of Carrefour began to open a business in Jakarta. With the development of large-scale retail, the Matahari Group began opening retail outlets in Hypermarket format; given the earlier Matahari has already a supermarket. Not only Matahari group, but Giant also strengthens its position as the hypermarket that also multiplies outlets throughout Indonesia. This can be shown in Table 1.

The category of a large-scale retail hypermarket is represented by hypermarket format, such as Surabaya Giant and Carrefour, and Hypermart while a hypermarket of PT Matahari Putra Prima (not in the list of Table 1), is the third hypermarket after Giant and Carrefour. They are very competitive in their areas because they have the same services in the market. They can win the competition and have their own customers loyal; they require extra effort from retailers that consumers remain loyal to the products they offer. Customer loyalty to a particular brand also can induce tight competition among the stores and over the last few years they have to struggle against the national brands to private labels which have existed.

On the other hand, brand management are successful in creating obvious product, choice for consumers, and loyalty, which resulted in the expansion of market share. For consumers, brands can provide a reliable degree of specific product warranty. When consumers buy a product there is always a risk to take so the financial risk will affect a person's perception in the product purchase-decision process. In addition, consumers will compare the quality of the received products with their sacrifice incurred when buying a product. This is known as value consciousness.

Value consciousness make consumers perceive the products based on their memory

Table 1
Modern Retail Companies in Indonesia

Companies	Names of retailers	Business Format	Number of Outlets	Origins
PT Indomarco Prismatama	Indomaret	Minimarket	817	Local
PT Alfa Retalindo	Alfa Gudang Rabat,	Hypermarket	28	Local
	Alfa Minimarket	Minimarket		Local
PT Hero Supermarket,Tbk	Hero	Supermarket	90	Local
	Guardian	Specialty Store	67	Foreign
	Starmart	Minimarket	38	Foreign
	Giant	Hypermarket	2	Hong Kong Dairy Farm
PT Ramayana Lestari Sentosa,Tbk	Ramayana Robinson	Department Store Supermarket	83	Local
PT Matahari Putra Prima	Matahari	Supermarket	77	Local
	Matahari	Dept. Store	64	Local
PT Gelael Pasar Swalayan	Gelael	Supermarket	17	Local
PT Lion Superindo	Superindo	Supermarket	16	Local
				Partnership with Delhaize (Netherlands)
PT Akur Pratama	Yogya Toserba	Dept. Store	14	Local
PT Putera Serani Pionerindo	Tops	Supermarket	22	Ahold Group(Netherlands)
PT Makro Indonesia	Makro	Hypermarket	13	Netherlands
PT Rimo Catur Lestari,Tbk	Rimo	Dept. Store	11	Local
PT Sarinah	Sarinah	Supermarket	10	Locall
PT Contimas Utama Indonesia	Carrefour	Hypermarket	10	France
PT Goro Batara Sakti	Goromart	Supermarket,	9	Local
	Goro	Hypermarket	5	
PT Panen Lestari Internusa	Sogo	Dept.Store	6	Local
PT Metro Supermarket Realty,Tbk	Metro	Supermarket	5	Japan
PT Ritelindo Ritel	Toserba	Supermarket	5	Local
PT Pasaraya Nusa Karya	Pasaraya	Dept. Store	2	Local

Source: *Pilar Bisnis*, No. 13 year VI, July 2003 in Utami 2006.

toward the products they buy (Keller 1993; within Lin 2007). Price perception) can also influence consumers in making purchases because with the perception the consumers can get information about the overall price and such information can also give deep meaning for them. Thus, the researcher uses the perception of price as a moderating variable. Price perception is connected with the way how the pricing information is understood entirely by consumers and how it provides a deep meaning for them (Olson 2002:228).

This study analyze the effect of financial risk reception on private label brand pur-

chase intention, the effect of value consciousness on private label brand purchase intention, the effect of price perception as moderating variable of Financial Risk Perception and value consciousness towards private label brand purchase intention in Hypermarket consumers in Surabaya.

THEORETICAL FRAMEWORK AND HYPOTHESIS
Private Label Products
It is defined that product is anything that can be offered on the market to be watched, searched, used or consumed to satisfy the consumers' desires and needs. Thus, the

products offered to consumers must meet their needs and desires (Kotler and Armstrong 2004:276). According to Kotler and Armstrong (2004:280) the type of products consists of 4 factors such as the following.

Convenience Product: a product which is frequently purchased, with minimal planning, with small level of comparing among brands, small businesses which is conducted and requires low involvement of consumers, that is the ability of a product to perform its functions.

Shopping Product: The purchase is not routine, often planned, quite big effort, often comparing by the consumers in terms of brand, price, quality and models.

Specialty Product: strong preferences and brand loyalty level, very little effort to compare among brands and the price is less sensitive.

Unsought Product: low level of brand awareness, or if there is awareness of the brand it still has a negative image.

The private label brand is a strategy that can be chosen by the retailers when they want to implement a low-cost strategy (Delvecchio 2001). Over the past 25 years, the brand retailers have evolved into a private label generic which is sold at a certain price. Therefore, it can have value-added products with the quality and price equal to or higher than the leading manufacturing brand (Laaksonen & Reynolds 1994; Sprott and Shimp 2004 in Jin and Yong 2005).

According to Jin and Yong (2005), there are two dimensions as a way to measure brand planning which can be sold in stores, namely *"Visibility Private Label"* and *"Quality Private Label"*. The retail brand visibility is associated with the extent to which consumers can associate private label with the name of the store. One main reason is the possibility of developing a private label is that the retailers try to differentiate it from competitors by offering a variety of unique items that consumers obtained only if purchased at certain retail. This will certainly happen if consumers are aware of. They think that the goods can only be bought in the store.

On the contrary, the private quality label includes the level of the lowest quality to higher quality private label the retailers differentiate it from one another. The store often decides to sell private label products of more than one category. In that case, the diversity of private label products that are sold in the stores generates differences in the performance of each product category.

Financial Risk Perception

When buying a product, consumers also take the risk. Therefore, one of the ways to avoid such risk is that they choose brand names that they believe to be good (Delvecchio 2001). Solomon, Bamossy, and Askegaard (2002:36) define perception as the process by which a stimulus selected, organized, and then interpreted. Yet, Mowen and Minor (2002:82) argue that perception is the process by which an individual is exposed to receive information, pay attention to the information, and try to understand it.

Other proponents such as Schiffman and Kanuk (2010:201) describe a risk as a measure of uncertainty or fear which is perceived by consumers as a consequence of purchasing any products. The view of the risk level is the factor that can affect consumers' strategy to buy products. The process begins with responding the stimulus perception by the senses then the individual interprets it as the response and finally perceives it.

According to Schiffman and Kanuk (2010:202) financial risk is the risk that the product will have on its price that is not in accordance with the consumers' costs to get it. Consumer perceptions of the risks vary and it is influenced by the consumers themselves, products, situations, and cultures. In buying and consuming a product, consumers have different types of perceived risks. This perception of the risk is divided into several general types, namely: functional risk, financial risk and social risk (Dowling and Staelin 1994; Taylor 1974 in Delvecchio 2001), functional risk, physical risk, financial risk, social risk, psychological risk, time risk (2010:202).

The types of risks above are also associated with the possibility of negative consequences that the consumers may receive (Taylor 1974 in Delvecchio 2001). The attractiveness of a private label is at the lower prices which are seen by consumers as the limit of the financial risks they receive (Delvecchio 2001).

Value Consciousness
Value is indirectly considered for the quality but it is not absolutely conducted by the consumers. It is not always the absolute requirement. Buyers are less sensitive to the price of a product and therefore it is slightly like the value that is different from competitors' products. Prices may be perceived by consumers as a boundary and used for considering the quality of the product with the price when buying and when comparing the quality and price. This is the so-called value consciousness (Burton et al. 1998).

If consumers believe the image and quality of a product is good, they will be willing to sacrifice their money for purchasing the products. Berman and Evans (2001) argue that the value is a concept that means all the retailers in a variety of circumstances, for various reasons, such as the following.
1. A good offering is a must for any retail in that consumers must always believe that they are getting something valuable with their money.
2. Retailers should ensure that consumers receive the quality of a given value equal to the attitude expected by retail.
3. Value is a desired by all consumers; however the value of a good understanding is also different for different consumers.
4. Easy for the customers to compare the prices at each store.
5. Differences are natural for each retailer. Thus, competitive advantage in the form of a higher value should be given to the consumers.
6. A special value or price limit is mandatory.

Any transaction should be appropriate and enjoyable for all parties when they have similar thinking about the value that is given and received. The consumers' perspective is that of the value they have in terms of a series of values. This is the view of the consumer of all the benefits of buying things. Gilbert (2003:168) in Berman and Evans (2001) argues that the value can be categorized into four categories, as follows.
1. Value as a low price.
2. Value is anything in a product desired by consumers.
3. Value is a quality that taken from the price paid.
4. Value is that obtained from a given product.

Value consciousness in this study is defined as *"the quality obtained for the payment of a price"* (Lichtenstein et al. (1993) Value Consciousness is described as a consideration of quality which is not in absolute terms but in relation to the price of a particular brand. The differences in general are in the perception where price is the main factor of the success of private brand. Thus, the quality of private brand is more important than price when determining the discount rate distribution of private brand categories.

Quantity Perception for some consumers can be characterized as a comparison or ratio of acceptable quality for the price paid in the transaction of buying. Several studies have defined the concept of *"value"* in terms of being consistent with this perspective (Lichtenstein et al. 1993) as a result of awareness of the value or values in the consciousness of this concept which reflects the concern of consumers to the price paid to the quality received.

Price Perception
Schiffman and Kanuk (2010:69) state that, *"Perception is a process of an individual in selecting, organizing, and interpreting stimuli or information that comes into a whole consideration"*. Assessment of an expensive product price is said to be low or normal or even expensive by each individual is not necessarily the same, because it depends on the individual who is motivated by the perception of the environment and conditions of life of the individual.

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In line with the argument above, Zeithaml, et al. (1998:10, in Mahruzar 2001) state that, *"Price Perception is the price that is interpreted by consumers"*. Consumers often do not remember exactly the price of a product they have ever purchased, but they can remember that the price of the product they think is *"cheap"* or *"expensive"* or *"which is not in accordance with the quality"*. Nagle and Holden (1995:89, in Mahruzar 2001) state that, *"In fact, consumers in assessing the price of a product depend not only on the nominal value in absolute terms but through their perceptions towards the price"*. In general, consumers' perception of price depends on the perception of price differences and price references.

1. Perception of Price Differences

The buyers' attitude tends to always evaluate the price difference between the prices offered on the basis of price which has been known.

2. References Price

Another factor affecting the perception of the fairness of a price is a reference price of the customers gained from their own experiences (internal price references) and external information, namely from the other advertising and experience (external references price). The information is influenced much by: (1) the price of a product group (product line) which is marketed by the same company, (2) Comparison among the rival product prices, (3) The order of the products offered (top down selling), (4) the product price which has been offered to consumers (recalled price).

Purchase Intention

"Intention is a condition of an individual on the dimensions of subjective probability which includes the relationship between the man himself and some action." Purchase intention means that consumers have a tendency towards a particular product, and have proven to be a key factor for predicting consumer behavior (Fishbein and Ajzen 1975, in Lin 2007). Meanwhile, according to Olson (1993:582) the behavior of the consumer purchase intention is to buy the product, take the product, and get the preferred brand based on his past experience repeatedly.

Behavioral intention refers to a person's intention to perform the behavior specified. The strength of an intention is characterized by the possibility of a relationship among the people who will perform the behavior. Intention is assumed to be something that will soon become action. The observed relationship between behavior and intentions depends on 2 factors. First, it is the size of intention must match the size of the intention behavior in action, targets, time, and context. Second, an intention measure will predict behavior only if the intent is not changed before the observed behavior.

Hypotheses and Analysis

Private label products are considered a significant threat to national brands, mainly because the retailers can offer private label products at prices lower than national brands. At the retailers, offering private label products means the opportunity to earn greater profits, cut distribution channels, and provide a more complete diversity of products to consumers. Therefore, it is important for retailers to know the perception of financial risk perceived by consumers when considering the purchase of private label products.

If a consumer has a high perception of the financial risk perception, the desire to make a purchase private label will be high. This can take place because consumers view the purchase of private label having a low financial risk. This is because the price is cheaper for the private label products compared to the national brands. Thus it can be hypothesized as follows.

1. There is a positive effect of financial risk on purchase intention of private label brands by the consumers of Hypermarket in Surabaya.

For example, when consumers have a tendency to always compare prices before making a purchase private label and the level of consumer awareness is high (Consciousness

Figure 1
Model of Analysis
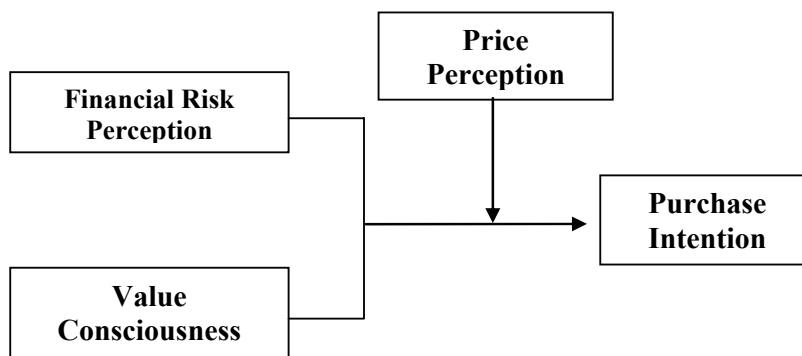
Source: Adopted and modified from the study by Jin, Byoungho, and Gu Yong Suh (2005) and Lee, Yong-Ki, Lee, Dae-Hong, Kwon, Yong-Ju, Park, Young-Kyun (2001).

value), they tend to purchase higher. Thus, it can be hypothesized again as the following.
2. There is a positive effect of value consciousness on purchase intention private label brand by the consumers of Hypermarket in Surabaya.
Since the consumers tend to compare the price, they can increasingly be aware that private label products have a low price. In addition, their perception towards the price of private label products will strengthen their desire to purchase (purchase intention). Therefore, when they perceive that the price of private label products is low, it will also affect their purchasing behavior (value consciousness). This, in turn, makes them perceive that the financial risk is high. Based on this argument, it can be hypothesized as the following.
3. The price perception variable moderates the relationship between Financial Risk Perception and consumer purchase intention in Hypermarket in Surabaya.
4. Price perception variable moderates the relationship between value consciousness and purchase intention in consumer Hypermarket in Surabaya.
Based on the basic theory and hypothesis above, the model of analysis asserted in this study can be drawn as in Figure 1.

RESEARCH METHOD
First of all, this is an empirical study with the sample taken from a population collected by means of questionnaire. It uses Hierarchical Linear Regression to see the effect of the variables. As such, a causality test is also conducted to explain the causal relationship among the variables through hypothesis testing. There are 4 hypotheses as asserted in this study.

Secondly, the data collection and size as referred to Roscoe (1975) in Sekaran (2000:296), it is stated that the rule of thumb for determining the sample size is described as the following.
1. The sample size is more than 30 and less than 500which is considered the proper number or size for a research.
2. The sub-group sample (male or female, junior or senior, etc.) has minimum size which is stipulated minimum to be 30.
3. In multivariate research (including multiple regression analysis), the sample size should be in several times (usually more preferably 10 times or more) than the number of variables in the study.
4. For a simple experimental research with tight experimental controls (matched pairs), the success of the study can be through small size such as 10 to 20.

The next is that, when referring to the above statement, the researchers use a population as the following.

The population used as the sample covers the consumers of Hypermarket in Surabaya, consisting of about 300 people (for 3 hypermarkets in Surabaya, about 100 people

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from Giant Hypermarket, 100 from Carrefour Hypermarket, and 100 people from Hypermart Hypermarket. Among 300 respondents, they are 300 women. This sample is taken by purposive sampling which cover 3 hypermarkets. The respondents are at least 25 year-old women who have shopped at the hypermarkets during the last 3 months.

The respondents are selected specifically for women and at least 25 years old, based on the assumption that at this age they are already married and a housewife who also make decision for shopping. The data were collected by questionnaires using specific criteria and distributed into 300 respondents.

The data collection is by survey of non-random purposive sampling method, because researchers define the limits specified in the election of members of the population based on the established criteria using the following criteria.
1. Women aged 25 and/or over
2. They are housewife and work
3. Doing routine shopping in hypermarkets
4. Have shopped for private label in the last 6 months

Development of Research Instruments
The research instruments and measurement scales used are developed and modified by various constructs and the basic approaches used in previous studies are conducted by means of consumer behavior particularly related to the research on purchase intention (see Table 2 in Appendices).

Analysis
The procedure for analysis is as follows.
1. The validity and reliability is done by using Cronbach Alpha coefficients.
2. The correlation analysis is for determining the strength and direction of relationships among the variables.
3. Hierarchical Regression Analysis is used to test Price Perception as a moderator of the relationship between the Financial Risk Perception and purchase intention and the relationship between the value consciousness and purchase intention. In detecting the ef-

fect of moderating variable towards Price Perception can be seen from R square change that is the change in the F value and significance of interaction models. If the change of Rsquare increases, it decreases calculated F significance value. The significance value of interaction model in this case is $\beta 4$ and $\beta 5$ that is below 5%, for the Price Perception as a moderating variable (Wulani 2004).

Data Analysis Techniques
To test the effect of Financial Risk Perception and Purchase Intention towards Value Consciousness, multiple regression analysis is implemented. This is intended to find out the direct effect of two independent variables on one dependent variable. The formula used in the equation to test this hypothesis is as follows.

$$Y = a + b + BX2\ X1 + E \qquad (1)$$

Y = Purchase Intention,
$X1$ = Financial Risk Perception
$X2$ = Value Consciousness

Hierarchical Regression Analysis
Hierarchical regression analysis is the statistical analysis used to determine the effect of independent variables on the dependent variable using one predictor and two or more predictors (http://www.visualstatistic.net/SPSS.20work book/ Hierarchical regretssion.htm).

Hypothesis 3 testing (Price Perception moderating Financial Risk Perception on Purchase Intention)
The steps are as follows:
Calculating multiple regressions. This calculation uses two predictors with the following formulation.

$$Rb^a = \alpha + \beta_1 SQ^b + \beta_2 CS^c \qquad (1)$$

In which:
a = Purchase Intention
b = Financial Risk Perception
c = Price Perception.
Calculating is done by using simple regression with one predictor of the Financial Risk Perception. The formula used is as follows.

$$Rb^a = \alpha + \beta_1 SQ^b \qquad (2)$$

Table 3
Respondent Characteristics (N=150)

Respondent Characteristics		Total	
		Respondents	**%**
Buying Frequency PLB	1 time	116	77.3
	2-3 times	27	18.0
	> 3 times	7	4.7
Jobs	Housemother	95	63.3
	Entrepreneurs	30	20.0
	Private employees	19	12.7
	Government employees	6	4.0
Total		**150**	**100.0**

Table 4
Mean and Standard Deviation Score of Research Variables

Variables	Mean	Standard Deviation
Financial Risk Perception	4.156	0.715
Value Consciousness	4.144	0.630
Price Perception	4.043	0.575
Purchase intention	4.103	0.707

Source: Processed data.

Comparing between the value α and β at equation

$$Rb^a = \alpha + \beta_1 SQ^b \qquad (3)$$

with the value of α and β at the equation

$$Rb^a = \alpha + \beta_1 SQ^b + \beta_2 CS^c. \qquad (4)$$

If the value of α and β at the equation $Rb^a = \alpha + \beta_1 SQ^b$ is higher than (>) the value of α and β at the equation $Rb^a = \alpha + \beta_1 SQ^b + \beta_2 CS^c$ and then the relationship is significant at (< 0.05), meaning the Price Perception is considered a moderating variable. So is as in Hypothesis 4, which is done with the same manner.

DATA ANALYSIS AND DISCUSSION
There were 300 distributed questionnaires, but only 150 were returned fully complete and valid for further process. The characteristics of the data are shown in Table 3.

Most of the frequency of buying the private label in once a month is 77.3%, as housewives (63.3%). Of 4 variables tested, Financial Risk Perception, Value Consciousness, Price Perception, purchase intention data are obtained in the form of mean and standard deviation of the respondents' answers. These results are shown in Table 4

As presented in Table 4, it can be seen that the value of Financial Risk Perception in the hypermarket is expressed in the condition that the mean score is 4.1560 meanings the answer is that they agree, Value Consciousness also shows 4.1440 / agree, Price Perception value in the range of 4.04347 or agree, and the mean score of respondent's assessment is based on the purchase intention in the hypermarket is considered good results (4.1034/ agree).

Validity and Reliability Test
All of the items have a coefficient of correlation with the total score significantly below 0.05 and the coefficient alpha value is above 0.6. Each item has a question at the smallest correlation value 0.578, with a significance level below 0.05.

Based on this evidence, it can be concluded that the items used to measure each variable is valid. Yet, the reliability value expressed by each variable has a value of Cronbach alpha> 0.6, i.e. 0.913 Financial Risk Perception, Value Consciousness 0.843, 0.698 Price Perception, and Purchase Intention 0.913. This means that the data obtained are ready for analysis.

Table 5
Results of Linear regression Calculation Financial Risk Perception and Value Consciousness towards Purchase Intention

Independent variable	B	Cal-t	Sig.
Constant	-0.345	-1.991	0.47
X_1 (Financial Risk Perception)	0.699	7.637	0.000
X_2 (Value Consciousness)	0.393	4.582	0.000
Dependent variable	Purchase Intention		
Cal-F	333.350		
R Square	0.822		
R	0.908		

Table 6
Linear Regression Result Financial Risk Perception, Value Consciousness, Price Perception on Purchase Intention

Independent variable	B	Cal-t	Sig.
Constant	-0.269	-1.459	0.148
X_1 (Financial Risk Perception)	0.784	6.734	0.000
X_2 (Value Consciousness)	0.379	4.383	0.000
M (Price Perception)	-0.091	-1.187	0.239
Dependent variable	Purchase Intention		
Cal-F	227.327		
R Square	0.825		
R	0.909		

Hypothesis Testing
Test F
This test is intended to determine whether the variable of Financial Risk Perception (X_1), Value Consciousness (X_2), and Price Perception (M) have simultaneously significant effect on purchase intention (Y). It was found as the following.

By using SPSS, the Calculated F is 227.327 and the results is that H0 is rejected and H1 accepted, because the F value is 227.327 > F (2.67), meaning that there is an effect of Financial Risk Perception (X_1), Value Consciousness (X_2), Price Perception (M) simultaneously on the purchase intention variable (Y).

t-Test
The t-Test with the calculated t is done using SPSS ant it yields the score of tb1 = 6.734, = 4.383 TB2, TB3 = -1.187. The results are as follows:
a. tb_2 = 4.383 > t_{tabel} = 1.98, so H_0 is rejected and H_1 accepted, meaning Value Conscious-ness (X_2) affects purchase intention (Y).
b. tb1 = 6.734> table = 1.98, then H0 is rejected and H1 accepted, it means that the variable of Financial Risk Perception (X_1) affects the purchase intention variable (Y).
c. -t_{able} = -1.98 ≤ Cal-t = -1.187 ≤ t_{able} = 1.98, so H_0 is accepted and H_1 rejected, meaning that Price Perception (M) does not affect purchase intention (Y).

Hierarchical Regression Analysis
The results of linear regression analysis on Financial Risk Perception, Value Con-sciousness, Price Perception, and purchase intention are presented in Table 5.

As shown in Table 5, the constant value is -0.345, the value of the regression coeffi-cient for the Financial Risk Perception is 0.699, regression coefficient Consciousness Value is 0.393, with the a regression equa-tion as follows.
$Y = -0.345 + 0.699 X_1 + 0.393 X_2$

The correlation coefficient (R) in Table 5 shows the value of 0.908, which means

Table 7
Multiple Regression Analysis of Financial Risk Perception, Value Consciousness, Price Perception on Purchase Intention

Independent variable	B	Beta	Cal-t	Sig.
Constant	1.059		2.190	0.031
X_1 (Financial Risk Perception)	1.179	0.984	1.937	0.056
X_2 (Value Consciousness)	-0.393	-0.351	-0.696	0.489
M (Price Perception)	-0.525	-0.429	-3.224	0.003
X_1M	-0.095	-0.514	-0.623	0.536
X_2M	0.212	1.154	1.499	0.138
Dependent variable		Purchase Intention		
Cal-F		147.444		
R Square		0.838		
R		0.916		
ΔR Square	0.838 – 0.825 = 0.013			

that Financial Risk Perception and Value Consciousness have a strong relationship with purchase intention, whereas for the co-efficient of determination (R^2) is 0.823 or 82.3% indicating that about 82.3% of the variation in purchase intention is explained by the independent variables of Financial Risk Perception and Value Consciousness.

The data process of Financial Risk Perception, Consciousness Value, and Price Perception towards purchase intention is shown in Table 6.

Again, when referring to Table 6, the constant value is -0.269, the value of regression coefficient of Financial Risk Perception (X_1) is 0.784, Value Consciousness (X_2) is 0.379, and Price Perception (M) is -0.091, so as the regression equation is as follows:
$Y = -0.269 + 0.784 X_1 + X_2 + 0.379 (-0.091) M$

The independent variables of Financial Risk Perception (X_1) and Value Consciousness (X_2) significantly effect purchase intention (Y) with a significance level of each variable that is (0.000), while the Price Perception (M) has no significant effect on purchase intention (Y) with a significance level at (0.239).

The data process of Financial Risk Perception (X_1), Value Consciousness (X_2), and Price Perception (M) on purchase intention is presented in Table 6. Based on Table 6, the constant value is 1.059, regression coef-

ficient of Financial Risk Perception (X_1) is 1.179, Value Consciousness (X_2) is -0.393, Price Perception (M) is -0.526, -0.095 for X_1M, X_2M totaled 0.212. Thus, it provides a regression equation as follows.
$Y = 1.059 + 1.179 X_1 + (-0.393) + X_2 (-0.526) M + (-0.095) + 0.212 X_1M X_2M$

The next is as in Table 7, which shows an increase in R square from stage 2 to stage 3 (ΔR squared) that is 0.013, but the interaction is not significant with the regression coefficient ($X_1M X_2M = 0.536$ and = 0.137). These results indicate that the Price Perception does not affect the relationship of moderating variable of Financial Risk Perception (X_1) between Value Consciousness (X_2) and purchase intention (Y). Therefore, the hypotheses 3 and 4 have no evidence or they are not supported.

Discussion
The fact is that the visitors of Hypermarkets in Surabaya on average consider the factors of Financial Risk Perception and Value Consciousness before purchasing products. This is due to normally they agree as presented in Table 4. This is important because consumers would have given the perception of their own before buying private label products, and Value Consciousness which will increase the intention to purchase private label products in hypermarkets in Surabaya.

The first hypothesis is that Financial

Risk Perception influences purchase intention is accepted. The analysis shows that the Financial Risk Perception has a positive and significant effect on purchase intention. This indicates that the purchase intention in Surabaya Hypermarket is influenced by Financial Risk Perception (Lee et al. 2001), because the consumer thinks the perception of risk in accordance with the value of private label products offered by the hypermarket.

As the respondents agreed with the indicator variables, namely: Hypermarket always give low prices for each product that the price given for private label, private label price affordable for all, consumers are sure to get the lowest price when buying private label and they also trust in the hypermarket which offers price of private label products with is the best deal in the market. Later on, this can strengthen the results of this study that in addition to in-store environment that is good, the atmosphere is in a nice shop, satisfactory service quality, good product characteristics, and the presence of in-store promotions, the perception of the financial risk. All will increase the private label the consumers intend to buy.

The second hypothesis that there is an effect of Consciousness on purchase intention in Hypermarket is accepted. The analysis shows that the Value of Consciousness has a positive and significant effect on purchase intention (Jin and Yong 2005). This indicates that the purchase intention in Surabaya Hypermarket is influenced by Value of Consciousness because consumers pay attention to a private label attached in their minds.

The ability of consumers to compare the price of private label products will encourage themselves to be aware that private label products are always cheaper compared to national brands. Their image on low prices for the private label products is easily accepted by society, easily remembered by consumers, and unique because the brand is not owned by other competitors. Consciousness on private label value is received by consumers and this will increase their inten-

tions to purchase.

The third hypothesis that Price Perception as a moderating variable between Financial Risk Perception and purchase intention is accepted. It is the fact that there is no significant interaction coefficient, although the value of R squared is increased. According to Baron and Kenny (1986) in Wulani (2004) a moderating variable is a qualitative or quantitative variable that affects the direction and/or strength of a relationship between the independent variables and the dependent variable.

The impact of a moderating variable is shown as an interaction between the main independent variables and a factor that explains the right conditions for this operation (the relationship between independent and dependent variables). However, in this study the result shows that Price did not moderate the Financial Risk Perception towards Purchase Intention.

Such evidence above indicates that the purchase intention of private label at Hypermarket in Surabaya is not induced by Price Perception in relation to Financial Risk Perception. This can happen because during these consumers purchase the private label products, they perceive that private label products are always cheaper than the national brands.

This can be seen in Table 4 of the description of respondents who have mean score of 4.156, which means the majority of respondents stated that they agree with the statement in the questionnaire such as " Hypermarket always give low prices for every product it releases for the private label, private label price affordable for all circles, Consumers believe of getting the lowest price when buying private label in hypermarket, consumers believe private label products Bid given by the hypermarket is the best deal in the market.

Financial Risk Perception is consumer perceptions of the product associated with the risk in accordance with the consumer to get the product. This means that if consumers find the cost incurred for getting the pri-

vate label product in accordance with the estimated risk (in terms of quality and price when compared to brand national), their perception of the private label price will not reinforce their desire to purchase.

The fourth hypothesis is that Price Perception as a moderating variable between Value Consciousness towards purchase intention can not be accepted. This shows no significant interaction coefficient, although the value of R squared is increased. This indicates that the purchase intention in Surabaya Hypermarket is not affected by Price Perception, due to the high Consciousness Value of a Hypermarket. This can make consumers really care about the price offered by the stores with their private label products.

The strong image is that private label prices re always cheaper than the national brands. Such a condition can create the consumers' perception strongly that private label products are at low price. In addition, they compare Value Consciousness (behavior comparing prices) so that they always try to find a cheaper price. In this case, so the perception of private label price does not strengthen the relationship between the purchase intention and value consciousness, because basically when comparing the prices, they has already strong perception of the low private label products in a hypermarket.

CONCLUSION, IMPLICATION, SUGGESTION AND LIMITATION
Through some evidences described in the discussion section, it can be concluded as the following.
1. There is a significant effect of financial risk perception on Purchase Intention. This means that if the there is perception of risk of an existing product; this will cause the consumers to have intent to purchase.
2. There is a significant effect of value consciousness on purchase intention. This means that the consumers are conscious and concerned about the value of a product. This makes them have higher intention to purchase private label in the Hypermarket.
3. Price Perception does not moderate the effect of Financial Risk Perception on purchase intention. This means that the perception of private label price really can not strengthen the relationship between the financial risk perception of financial risk to the private label product and purchase intentions.
4. Price Perception also did not moderate the effect of value consciousness Value and purchase intention. This means that the perception of private label prices cannot strengthen the relationship between consumers concerns about the product and purchase intentions.

Suggestions as based on the findings above can be asserted as the following.
Hypermarkets are suggested to increase the Financial Risk Perception, for example, by making consumers believe the price given to consumers, improving the quality of private label products and the quality of services to consumers, and increasing promotions in their stores.
Hypermarkets are also suggested to increase exclusive image in the consumers' mind, by adding the unique products which are not easily imitated by competitors, and improving product quality so as not to lose when competing with the competitors' private label products especially national brands.
Although consumers are aware of low price private label products offered by the store, hypermarkets should pay more attention to the price set for their products in order to offer a price that really matches with the quality of products. They can provide clear price information in order that the consumers to understand easily. By doing so, the consumers can have a good Price Perception on private label for Hypermarket and this can increase the intention to a purchase.

Some limitations are related to among others, it does not distinguish the categories of private label products which are offered by hypermarkets. This may be different from the performance or success of each. Another one is for further research. It is expected to

perform in-depth studies to differentiate categories of goods as well as using other study variables other than the factors of Financial Risk Perception and Value Consciousness that may help improve the description of the purchase intention.

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APPENDICES

Table 2
Operational Definition of Variables and Item Measurement

Names of Variables	Meanings of variables and Item Measurements
Financial Risk Perception	Defined as perception of product related to the risk appropriate for the cost paid by the consumers. This variable is measured by: 1. Hypermarket always charge cheap prices for every *private label* product they sell. 2. The price of private *label* is affordable for all social levels. 3. The consumers believe the can get the lowest price when buying *private label* in hypermarket 4. Consumers believe the offering price of the *private label* product provided by the hypermarkets as the best one in the markets.
Value Consciousness	Defined as awareness by the consumers towards the benefit they receive after spending the cost for purchasing private label. They are asked to evaluate their intention to purchase such product and the money they sacrifice for private label products. The measurement is as follows. 1. They focus on the cheap price but also the quality. 2. When purchasing, they will compare the price of several trade marks to make sure that they really get the products suited to their money they sacrifice. 3. When buying products, they always try to get the bets quality with their money. 4. When buying products, they always make sure they can get the precious things. 5. Before buying products, they always go around finding the cheapest price but still consider the quality. 6. When going to the shop, they always compare information about unit price of the product they buy. 7. They always check the price in shops or wholesalers that they really the bets value with the money they have.
Price Perception	Defined as the price interpreted by consumers. They often forget the price of product they have bought but they remember that it is cheap or expensive, as based on the quality of the product. The measurement is as follows. 1. Evaluation towards the difference between the price of national trade mark and that of *private label* one in hypermarket 2. Clarity of information concerning the price charged by the hypermarket so as it is understood by the consumers. 3. Based on experience and observation, the price is suitable for the quality they received. 4. The price stipulated for private *label* product is cheaper than that of national trade mark they bought.

Names of Variables	Meanings of variables and Item Measurements
Purchase Intention	Defined as the consumers' intention to purchase for private label products, consuming them, and like the trade marks. The measurement of this variable is as follows. 1. Consumers intend to buy the private *label* product when needing it. 2. *Private label brand* at hypermarket is the main choice when needing the daily needs. 3. Consumers intend to purchase the private label product though there are various choices. 4. When needing daily needs, they will choose hypermarket for buying such private *label products*.

The measurement scales of all variables are by means of 5 scales; 5 refer to agree very much while 1 absolutely disagrees.