

## **ABSTRACT**

*Amidst the ongoing efforts towards diversification among retail companies in Indonesia, the strategy of developing private label brands is increasingly gaining attention. Super Indo, as a retail company with the highest number of outlets in Indonesia in the supermarket category, has taken steps to introduce various high-quality private label products, including Bio Organik. Previous research has found a significant correlation between trust transfer, price fairness, perceived value, and brand loyalty. However, this research had a research gap as it did not focus on specific private label food brands. This study aims to analyze the influence of trust transfer, price fairness, perceived value on brand loyalty while filling the research gap by focusing on consumers of the Bio Organik private label brand at Super Indo.*

*This study utilizes trust transfer theory and equity theory as theoretical frameworks to provide new insights into the antecedents of private label brand loyalty. Data collection involved gathering responses from 100 respondents who have purchased Bio Organik products at Super Indo. The data were analyzed using the Structural Equation Model (SEM) method and the Analysis Moment of Structural (AMOS) software version 22.*

*The findings of this study confirm the presence of trust transfer between the retail store and its private label brand. The results indicate that trust in the store and trust in the private label brand positively influence price fairness and, consequently, lead to higher perceived value. Perceived value was also found to influence private label brand loyalty. The research findings can assist retail companies in developing more successful private label brand marketing strategies.*

**Keywords:** *Retail Store Trust, Trust in Private label, Brand Loyalty, Equity Theory, Trust Transfer Theory*

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