**ABSTRACT**

Jovita / 25150085 / 2019 / Pengaruh *Store Image, Perceived Price,* dan *Perceived Qualitty* Terhadap *Brand Acceptance* Ritel Miniso Kelapa Gading, Jakarta Utara. Pembimbing : Dr. Ir. Bilson Simamora, M.M.

Retail business in Indonesia, especially modern retail, is very prospective in Indonesia. Either old, new, international or local, they have been constantly targeting Indonesia as their target market and many of them succeed in expanding their business. In this research store image, perceived price and perceived quality are presumed can influence brand acceptance. The purpose of this research was to verify that presumed.

The theories used in this research are the theory of store image, perceived price, perceived quality, and brand acceptance. This variable is divided into two types, independent variables and dependent variables. The independent variable in this study is store image, perceived price, and perceived quality, while the dependent variable in this study is brand acceptance. The analysis tested is store image, price perception and good perceived quality will affect the acceptance of a brand.

Simple linear regression, multiple linear regression, and path analysis are utilized as data analysis technics. The data were collected by distributing questionnaires to 158 respondents.

This research found that store image and perceived quality had a positive effect on brand acceptance. However, the perceived price have no significant a positive effect on brand acceptance. Perceived price has a positive effect on brand acceptance through perceived quality.

It is recommended for Miniso to pay attention to the availability of its products especially the products that are in high demand. Miniso also needs to pay attention at other competitor prices, because many customers from Miniso are quite sensitive towards this. In order to survive, Miniso needs to maintain its uniqueness by increasing its capabilities and continuing to innovate in making unique and quality products. For the next research to link perceived prices and perceived quality with perceived value as acceptance of a brand.

**Keywords** : Store Image, Perceived Price, Perceived Quality, Brand Acceptance