

**Pengaruh human-pet relationship terhadap willingness to purchase premium pet care : study case di Indonesia = The influence of human-pet relationship on willingness to purchase premium pet care : study case in Indonesia**

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**Abstrak**

Gaya hidup baru dengan memiliki hewan peliharaan di Indonesia, khususnya di kota besar, menjadi semakin populer. Hal tersebut menarik untuk dianalisa mengenai hubungan manusia dengan hewan peliharaan terhadap kesediaan untuk membeli premium pet care. Penelitian ini merupakan penelitian kuantitatif dengan desain deskriptif dan melibatkan 142 responden. Hasil penelitian membuktikan bahwa willingness to purchase dipengaruhi secara positif oleh emotional attachment, bukan human-pet relationship.

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A new lifestyle by having a pet in Indonesia, especially in metropolitan, becomes more popular. It's interesting to analyze about the relationship of human-pet on willingness to purchase premium pet care. This research is a quantitative research with descriptive design and involves 142 respondents. The result of this research shows that willingness to purchase influenced by emotional attachment, not human-pet relationship.