

Pengaruh brand experience terhadap Willingness-to-Pay (WTP) a price premium melalui mediasi brand credibility dan perceived uniqueness: studi pada pengguna iPhone 12 = The effect of brand experience on willingness-to-pay a price premium through the mediation of brand credibility and perceived uniqueness on iPhone 12 users

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Abstrak

Penelitian ini meneliti tentang pengaruh brand experience yang terdiri dari empat dimensi yaitu intellectual terhadap kesediaan membayar harga premium (willingness to pay a price premium) melalui variabel mediasi brand credibility dan perceived uniqueness pada pengguna iPhone 12. Dalam penelitian ini, diperoleh data dari penyebaran kuesioner sebesar 130 responden yang pernah membeli iPhone 12 dalam kurun waktu satu tahun kebelakang yang berumur 17-40 tahun dan berdomisili di Jakarta, Bogor, Depok, Tangerang dan Bekasi. Melalui analisis data deskriptif dan analisis data inferensial menggunakan uji regresi linear sederhana dengan SPSS 25.0 dan uji sobel, maka hasil penelitian ini menunjukkan bahwa adanya pengaruh positif diantara variabel brand experience terhadap variabel willingness to pay a price premium, pengaruh positif diantara variabel brand experience terhadap willingness to pay a price premium melalui brand credibility dan pengaruh positif diantara variabel brand experience terhadap willingness to pay a price premium melalui perceived uniqueness pada pengguna iPhone 12 di Jabodetabek.

.....This study examines the influence of brand experience which consists of four dimensions: sensory, affective, behavioral, and intellectual on willingness to pay a premium price through the mediation of brand credibility and perceived uniqueness on iPhone 12 users. In this study, data obtained from the distribution of questionnaires to 130 respondents who had bought an iPhone 12 in the past one year, aged 17-40 years and domiciled in Jakarta, Bogor, Depok, Tangerang and Bekasi. Through descriptive data analysis and inferential data analysis using simple linear regression test with SPSS 25.0 and the Sobel test, the results of this study indicate that there is a positive influence between brand experience variables on the willingness to pay a price premium variable, a positive influence between brand experience variables on willingness to pay a price premium through brand credibility and the positive influence between brand experience variables on willingness to pay a price premium through perceived uniqueness on iPhone 12 users in Greater Jakarta.