

Analisis Brand Experience dengan Mediasi Brand Credibility dan Perceived Uniqueness Terhadap Keinginan Konsumen untuk Membayar Harga Premium (Studi Kasus Pengguna Produk Apple: iPhone, Macbook dan Apple Watch) = Analysis of Brand Experience with Mediating Role of Brand Credibility and Perceived Uniqueness on Willingness to Pay a Price Premium (Case Study of Apple Product Users: iPhone, Macbook and Apple Watch)

Raihana Abida, author

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Abstrak

Konsumen di seluruh dunia sedang mencari rasa kehidupan yang lebih baik, penjualan produk premium bertumbuh dengan sangat cepat. Apple melalui produknya konsisten menerapkan strategi premiumisasi, sebab tujuan dari Apple adalah bukan menjual produk yang low cost, melainkan produk yang memberikan brand experience yang luar biasa bagi konsumennya. Penelitian ini bertujuan untuk mengetahui faktor-faktor dari brand experience yang mempengaruhi keinginan konsumen untuk membayar harga premium terhadap produk Apple: iPhone, Macbook, dan Apple Watch. Pengaruh brand experience ini dimediasi oleh brand credibility dan perceived uniqueness konsumen. Sampel yang digunakan adalah pengguna iPhone, Macbook, dan Apple Watch di Indonesia yang menggunakan produk Apple tersebut minimal 1 tahun terakhir. Penelitian ini menggunakan Structural Equation Modeling (SEM) dalam mengolah data. Hasil penelitian ini menunjukkan bahwa terdapat hubungan yang positif dari brand experience terhadap keinginan konsumen untuk membayar harga premium pada produk Apple secara keseluruhan, maupun produk iPhone dan Macbook secara spesifik. Namun hubungan positif dari brand experience terhadap keinginan konsumen untuk membayar harga premium tidak terjadi pada produk Apple Watch. Lebih lanjut, terdapat peran mediasi yang signifikan dari brand credibility terhadap produk Apple secara keseluruhan, Macbook, iPhone, dan Apple Watch. Lalu terdapat peran mediasi yang signifikan pula dari perceived uniqueness terhadap produk Apple secara keseluruhan, Macbook dan iPhone. Peran perceived uniqueness tidak signifikan pada produk Apple Watch.

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Consumers around the world are looking for the taste of good life, sales of premium products are growing very fast. Apple through its products consistently applies the strategy of premiumization, because Apple's goal is not to sell low-cost products, but products that provide exceptional brand experience for consumers. This study aims to determine the factors of brand experience that influence consumers willingness to pay (WTP) a price premium for Apple products: iPhone, Macbook, and Apple Watch. The influence of brand experience is mediated by brand credibility and perceived uniqueness. The sample used is iPhone, Macbook and Apple Watch users in Indonesia who use Apple products for at least the past 1 year. This research uses Structural Equation Modeling (SEM) in processing data. The results of this study indicate that there is a positive and significant relationship of brand experience to consumers willingness to pay a price premium for Apple products as a whole, as well as iPhone and Macbook products specifically. But the positive and significant relationship of brand experience to consumers willingness to pay a price premium does not occur in Apple Watch products. Furthermore, there is a significant mediating role of brand credibility for Apple

products as a whole, as well as Macbook, iPhone and Apple Watch. Then there is also a significant mediating role from the perceived uniqueness of Apple products as a whole, Macbook and iPhone. However the mediating role of perceived uniqueness is not significant in Apple Watch products.