

RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh *Brand Equity*, *Brand Identity*, dan *Brand Credibility* terhadap *Consumers Willingness to Pay Premium* konsumen. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada responden yang memenuhi kriteria penelitian. Teknik analisis data yang digunakan adalah analisis regresi linear berganda untuk menguji pengaruh parsial dan simultan antar variabel.

Hasil penelitian menunjukkan bahwa *Brand Equity* berpengaruh positif dan signifikan terhadap *Consumers Willingness to Pay Premium*. *Brand Identity* juga berpengaruh positif dan signifikan terhadap *Consumers Willingness to Pay Premium*. Selain itu, *Brand Credibility* tidak berpengaruh positif dan signifikan terhadap *Consumers Willingness to Pay Premium*. Secara simultan, ketiga variabel tersebut memiliki pengaruh yang signifikan terhadap kesediaan konsumen untuk membayar harga premium.

Temuan ini mengindikasikan bahwa penguatan ekuitas merek, identitas merek, dan kredibilitas merek merupakan strategi penting bagi perusahaan dalam meningkatkan nilai persepsi konsumen serta mendorong kesediaan membayar lebih.

Kata kunci: *Brand Equity*, *Brand Identity*, *Brand Credibility*, *Consumers Willingness to Pay Premium*.

SUMMARY

This study aims to analyze the effect of Brand Equity, Brand Identity, and Brand Credibility on consumers' Willingness to Pay Premium. This research employs a quantitative approach using a survey method by distributing questionnaires to respondents who meet the research criteria. Multiple linear regression analysis is used to examine both partial and simultaneous effects among variables.

The results indicate that Brand Equity has a positive and significant effect on Consumers Willingness to Pay Premium. Brand Identity also has a positive and significant effect on Consumers Willingness to Pay Premium. Furthermore, Brand Credibility does not have a positive and significant effect on Consumers Willingness to Pay Premium. Simultaneously, the three variables significantly influence consumers' willingness to pay a premium price.

These findings suggest that strengthening brand equity, brand identity, and brand credibility is an essential strategy for companies to enhance perceived value and encourage consumers to pay premium prices.

Keywords: Brand Equity, Brand Identity, Brand Credibility, Consumers Willingness to Pay Premium.