

ABSTRAK

Anang Arief Kurniawan. 2026. Pengaruh *Customer Experience*, Cita Rasa, Kualitas Produk, Dan Kualitas Pelayanan Terhadap *Willingness To Pay Premium* (Studi Kasus Pada Konsumen Nasi Kapau 47). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Heny Sidanti, S.E., M.M. Pembimbing (II) Hendra Setiawan, S.E., M.M.

Penelitian ini bertujuan untuk mengetahui Pengaruh *Customer Experience*, Cita Rasa, Kualitas Produk, Dan Kualitas Pelayanan Terhadap *Willingness To Pay Premium* (Studi Kasus Pada Konsumen Nasi Kapau 47). Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Penelitian ini merupakan penelitian kuantitatif dengan jumlah sampel sebanyak 385 responden. Metode pengambilan sampel yaitu menggunakan *metode purposive sampling*.. Pengambilan data menggunakan kuesioner dengan penyebaran melalui *google form*. Teknik analisis data menggunakan alat uji berupa *Statistical Product and Service Solutions (SPSS) Versi 25*.

Hasil penelitian menunjukkan bahwa 1) *Customer Experience* berpengaruh positif dan signifikan terhadap *Willingness To Pay Premium* Pada Konsumen Nasi Kapau 47 2) Cita Rasa berpengaruh positif dan signifikan terhadap *Willingness To Pay Premium* Pada Konsumen Nasi Kapau 47 3) Kualitas Produk berpengaruh positif dan signifikan terhadap *Willingness To Pay Premium* Pada Konsumen Nasi Kapau 47 4) Kualitas Pelayanan berpengaruh positif dan signifikan terhadap *Willingness To Pay Premium* Pada Konsumen Nasi Kapau 47) 5) *Customer Experience*, Cita Rasa, Kualitas Produk, Dan Kualitas Pelayanan berpengaruh positif dan signifikan secara simultan terhadap *Willingness To Pay Premium* (Studi Kasus Pada Konsumen Nasi Kapau 47).

Kata Kunci : *Customer Experience*, Cita Rasa, Kualitas Produk, Dan Kualitas Pelayanan, *Willingness To Pay Premium*

ABSTRACT

Anang Arief Kurniawan. 2026. *The Influence of Customer Experience, Taste, Product Quality, and Service Quality on Willingness to Pay a Premium (A Case Study of Nasi Kapau 47 Consumers)*. Undergraduate Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Supervisor (I) Dr. Heny Sidanti, S.E., M.M. Supervisor (II) Hendra Setiawan, S.E., M.M.

This study aims to determine the influence of Customer Experience, Taste, Product Quality, and Service Quality on the Willingness to Pay a Premium (A Case Study of Nasi Kapau 47 Consumers). This research employs a quantitative approach using a survey method, with a sample size of 385 respondents. Purposive sampling was used as the sampling method. Data collection was conducted via questionnaires distributed through Google Forms. Data analysis was performed using the Statistical Product and Service Solutions (SPSS) software, version 25.

The research results indicate that: 1) Customer Experience has a positive and significant influence on the Willingness to Pay a Premium among Nasi Kapau 47 consumers; 2) Taste has a positive and significant influence on the Willingness to Pay a Premium among Nasi Kapau 47 consumers; 3) Product Quality has a positive and significant influence on the Willingness to Pay a Premium among Nasi Kapau 47 consumers; 4) Service Quality has a positive and significant influence on the Willingness to Pay a Premium among Nasi Kapau 47 consumers; and 5) Customer Experience, Taste, Product Quality, and Service Quality simultaneously have a positive and significant influence on the Willingness to Pay a Premium (A Case Study of Nasi Kapau 47 Consumers).

Keywords: *Customer Experience, Taste, Product Quality, Service Quality, Willingness to Pay a Premium*