ABSTRAK

Mustika, Lintang Nurlita. 2026. Analisis Pengaruh *Brand Image, Brand Love, dan Brand Trust* Terhadap *Willingness To Pay Premium Price* Sepatu Hoka (Studi Kasus Pada Masyarakat di Kota Madiun). 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.

Tujuan penelitian ini untuk mengetahui adanya pengaruh *Brand Image, Brand Love* dan *Brand Trust* Terhadap *Willingness To Pay Premium Price* sepatu Hoka (Studi Kasus Pada Masyarakat di Kota Madiun). Penelitian ini merupakan penelitian kuantitatif dengan jumlah sampel sebanyak 385 responden. Metode pengambilan sampel yaitu dengan cara *purposive sampling*. Pengambilan data menggunakan kuesioner dengan penyebaran melalui google form. Teknik analisis data dilakukan dengan menggunakan bantuan software SPSS versi 25.

Hasil Penelitian ini menunjukan bahwa *Brand Image*, *Brand Love* dan *Brand Trust* berpengaruh positif dan signifikan terhadap *Willingness To Pay Premium Price* .

Kata Kunci: *Brand Image, Brand Love, Brand Trust, Willingness To Pay Premium Price*

ABSTRACT

Mustika, Lintang Nurlita. 2026. The Influence of *Brand Image*, *Brand Love*, and *Brand Trust* on Willingness to Pay a Premium Price for Hoka Shoes (A Case Study of the Community in Madiun City). 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 examine the influence of *Brand Image, Brand Love,* and *Brand Trust* on consumers' willingness to pay a premium for Hoka shoes in Madiun City. This research employs a quantitative approach with a total sample of 385 respondents. The sampling technique used is purposive sampling. Data were collected through questionnaires distributed via Google Forms. Data analysis was conducted using SPSS version 25.

The results of this study indicate that *Brand Image*, *Brand Love*, and *Brand Trust* have a positive and significant effect on willingness to pay a premium.

Keywords: *Brand Image, Brand Love, Brand Trust, Willingness to Pay a Premium*