

**PENGARUH *HEDONIC VALUE* DAN *BRAND ENGAGEMENT*
TERHADAP *WILLINGNESS TO PAY PREMIUM PRICE*
(Survei pada *Followers* Instagram Fitlife Community)**

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Mendapatkan Gelar Sarjana
Pendidikan pada Program Studi Pendidikan Bisnis



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Pendidikan pada Program Studi Pendidikan Bisnis Fakultas Pendidikan
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**PENGARUH *HEDONIC VALUE* DAN *BRAND ENGAGEMENT*
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PERNYATAAN KEASLIAN SKRIPSI

Dengan ini saya menyatakan bahwa skripsi dengan judul "***Pengaruh Hedonic Value dan Brand Engagement terhadap Willingness To Pay Premium Price (Survei pada Followers Instagram Fitlife Community)***" beserta seluruh isi di dalamnya adalah benar-benar karya saya sendiri. Tidak ada penjiplakan maupun pengutipan dengan cara-cara yang tidak sesuai etika keilmuan yang berlaku.

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ABSTRAK

Mazaya Izzatur Rahim (2102768) “**Pengaruh Hedonic Value dan Brand Engagement terhadap Willingness To Pay Premium Price (Survei pada Followers Instagram Fitlife Community)**” dibawah bimbingan Dr. Bambang Widjajanta, M.M. dan Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh *hedonic value* dan *brand engagement* terhadap *willingness to pay premium price* pada *followers* Instagram Fitlife Community. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif. Dengan pendekatan kuantitatif populasi dalam penelitian ini berjumlah 1.198 dengan sampel berjumlah 270 responden yang merupakan *followers* Instagram Fitlife Community dengan menggunakan teknik *purposive sampling*. Data diolah secara statistik dengan metode *Structural Equation Modeling* (SEM). Hasil temuan pada penelitian ini menemukan bahwa *hedonic value* dan *brand engagement* memiliki pengaruh positif dan signifikan terhadap *willingness to pay premium price*, hal tersebut ditunjukkan dengan besaran nilai *critical ratio* yang lebih besar dari nilai minimal artinya terdapat pengaruh positif dan signifikan antara variabel *hedonic value* dan *brand engagement* terhadap *willingness to pay premium price* secara simultan. Pernyataan tersebut dapat diasumsikan semakin baik perusahaan memperhatikan *hedonic value* dan *brand engagement* akan semakin baik juga *willingness to pay premium price* yang muncul pada konsumen untuk perusahaan tersebut. Hasil kontribusi yang diberikan variabel *hedonic value* paling tinggi dalam membentuk *willingness to pay premium price* adalah *supplement quality* dan dimensi *hedonic value* paling rendah dalam membentuk *willingness to pay premium price* adalah *sensory dimension*. Dimensi *brand engagement* yang memiliki kontribusi paling tinggi dalam membentuk *willingness to pay premium price* adalah *behavioral engagement* serta yang paling rendah membentuk *willingness to pay premium price* adalah *physical fitness*.

Kata Kunci: *Brand Engagement, Hedonic Value, Willingness To Pay Premium Price*

ABSTRACT

Mazaya Izzatur Rahim (2102768). ***“The Influence of Hedonic Value and Brand Engagement on Willingness To Pay Premium Price (Survey on Instagram Followers Fitlife Community)”*** under the guidance of Dr. Bambang Widjajanta, M.M. and Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

This study aims to obtain an overview and influence of hedonic value and brand engagement on willingness to pay premium price on Instagram followers of Fitlife Community. The type of research used is descriptive and verification. With a quantitative approach, the population in this study amounted to 1,198 with a sample of 270 respondents who were Instagram followers of Fitlife Community using the purposive sampling technique. Data were processed statistically using the Structural Equation Modeling (SEM) method. The findings of this study found that hedonic value and brand engagement have a positive and significant influence on willingness to pay premium price, this is indicated by the magnitude of the critical ratio value which is greater than the minimum value, meaning that there is a positive and significant influence between the hedonic value and brand engagement variables on willingness to pay premium price simultaneously. This statement can be assumed that the better the company pays attention to hedonic value and brand engagement, the better the willingness to pay premium price that appears in consumers for the company. The results of the contribution given by the highest hedonic value variable in forming willingness to pay premium price are supplement quality and the lowest hedonic value dimension in forming willingness to pay premium price is the sensory dimension. The brand engagement dimension that has the highest contribution in forming willingness to pay premium price is behavioral engagement and the one that has the lowest contribution in forming willingness to pay premium price is physical fitness.

Keywords: *Brand Engagement, Hedonic Value, Willingness To Pay Premium Price*

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