

**MODEL *WILLINGNESS TO PAY A PRICE PREMIUM* BERBASIS
SENSORY GASTRONOMY MARKETING
(Survei pada Konsumen *Fine Dining Restaurant* di Jawa Barat)**

DISERTASI

Diajukan untuk memenuhi sebagian syarat untuk memperoleh
Gelar Doktor Ilmu Manajemen pada Fakultas Pendidikan Ekonomi dan Bisnis
Konsentrasi Manajemen Pemasaran



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UNIVERSITAS PENDIDIKAN INDONESIA
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LEMBAR PENGESAHAN

**MODEL *WILLINGNESS TO PAY A PRICE PREMIUM* BERBASIS
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ABSTRAK

Ayu Nurwitasari (2208606), “**Model Willingness to Pay a Price Premium Berbasis Sensory Gastronomy Marketing (Survei pada Konsumen Fine Dining Restaurant di Jawa Barat)**”. Dibawah bimbingan Prof. Dr. Vanessa Gaffar, SE.Ak., MBA., Dr. Lili Adi Wibowo., S.Pd., S.Sos., MM., dan Dr. Mokh. Adib Sultan, ST., MT.

Penelitian ini bertujuan untuk menganalisis pengaruh *sensory gastronomy marketing*, *emotional responses*, *memorable gastronomy experience* dan *perceived luxury value* terhadap *willingness to pay a price premium* pada *fine dining restaurant* di Jawa Barat. Penelitian ini melibatkan 490 responden dan menggunakan metode *Covariance Based-Structural Equation Modelling (CB-SEM)*. Hasil menunjukkan bahwa *sensory gastronomy marketing* berpengaruh signifikan terhadap *emotional responses* dan variabel *emotional responses* menjadi mediasi yang paling signifikan untuk meningkatkan *willingness to pay a price premium*. *Theoretical gap* muncul dari inkonsistensi temuan sebelumnya terkait faktor yang mempengaruhi *willingness to pay a price premium*. *Empirical gap* menunjukkan bahwa faktor sensori dan bukan hanya daya beli turut menentukan *willingness to pay a price premium*. *Practical gap* mengungkapkan belum optimalnya penerapan *sensory gastronomy marketing* di *fine dining restaurant*. *Research gap* terletak pada minimnya penelitian yang mengintegrasikan lima variabel utama dalam satu kerangka konseptual. Penelitian ini menghasilkan tiga *novelty*: (1) teori baru “*Sensory Gastronomy Price Premium Theory*”, (2) konstruk baru “*Sensory Gastronomy Marketing*”, (3) model struktural “*Sensory Gastronomy Price Premium Model*”. Temuan ini memberikan panduan strategis bagi pihak pengelola *fine dining restaurant* untuk meningkatkan *willingness to pay a price premium* melalui *sensory gastronomy marketing*.

Kata Kunci: *sensory gastronomy marketing*, *emotional responses*, *memorable gastronomy experience*, *perceived luxury value*, *willingness to pay a price premium*, *fine dining restaurant*

ABSTRACT

Ayu Nurwitasari (2208606), ***“A Model of Willingness to Pay a Price Premium Based on Sensory Gastronomy Marketing (A Survey of Fine Dining Restaurant Consumers in West Java)”***. Under the guidance of Prof. Dr. Vanessa Gaffar, SE.Ak., MBA., Dr. Lili Adi Wibowo., S.Pd., S.Sos., MM., and Dr. Mokh. Adib Sultan, ST., MT.

This study aims to analyze the influence of sensory gastronomy marketing, emotional responses, memorable gastronomy experience and perceived luxury value on willingness to pay a price premium in fine dining restaurants in West Java. The study involved 490 respondents and employed the Covariance Based-Structural Equation Modelling (CB-SEM) method. The results indicate that sensory gastronomy marketing has a significant influence on emotional responses and emotional responses serve as the most significant mediation in enhancing willingness to pay a price premium. The theoretical gap arises from inconsistencies in previous findings regarding the factors that influence willingness to pay a price premium. The empirical gap suggests that sensory experiences, not just purchasing power, play a crucial role. The practical gap reveals the suboptimal implementation of sensory gastronomy marketing in fine dining restaurants. The research gap lies in the limited integration of the five main variables into a single conceptual framework. This study offers three novelties: (1) a new theory, the “Sensory Gastronomy Price Premium Theory”(2) a new construct, “Sensory Gastronomy Marketing”; (3) a structural model, the “Sensory Gastronomy Price Premium Model”. The findings provide strategic guidance for fine dining restaurants to enhance willingness to pay a price premium through sensory gastronomy marketing.

Keywords: *sensory gastronomy marketing, emotional responses, memorable gastronomy experience, perceived luxury value, willingness to pay a price premium, fine dining restaurant*

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