

## ABSTRACT

Grace Valentina Kumala (01011170391)

### **THE RELATIONSHIP BETWEEN PREMIUM PRICING, PRODUCT QUALITY AND BRAND USER IMAGERY ON SELF-BRAND CONNECTION AND POSITIVE EWOM**

(xiii + 111 pages; 6 figures; 35 tables; 6 appendices)

This study aims to understand the relationship between premium pricing, product quality, brand user imagery (brand user imagery clarity, brand user imagery favorability) on self-brand connection and positive eWOM. This research uses the context of Apple iPhone. This study uses a quantitative research approach where data is collected through an electronic questionnaire Google Forms. This research was conducted in Indonesia and took respondents from main cities (Jabodetabek). The data were analyzed using the outer model and inner model using Smart-PLS 3.2.9. The outer model consists of validity and reliability tests, while inner model tests the goodness of fit test, Common Method Bias, Common Method Variance, R-square, Predictive Relevance, T- statistics, and P-value. Furthermore, structural equation modeling is carried out to test the construct relationships within the theoretical framework of this study. The results showed premium pricing does have an influence over brand user imagery clarity and brand user imagery favorability. Product quality however only affects brand user imagery clarity. Brand user imagery has an influence over self-brand connection and positive eWOM, whereas brand user imagery favorability only has an affect on self-brand connection. Lastly self-brand connection does have a positive influence over positive eWOM

**Keywords:** *Brand User Imagery Clarity, Brand User Imagery Favorability, Premium Pricing, Product Quality, Self-Brand Connection, Positive eWOM*

**References:** 127 (2000 – 2021)