ABSTRAK

Di awal tahun 2015 sampai awal 2019 ini industri *fashion* sudah berkembang cukup pesat di Indonesia dan menunjukan dampak yang positif. H*Fashion* sudah dijadikan gaya hidup manusia untuk menunjukkan bagaimana seseorang memilih gaya hidup dan menunjukan status dan nilai nilai sosial. Dari industri *fashion* munculah jenis *fashion* yaitu *streetwear* yang terinspirasi dari budaya *skate* dan *surfing* yang sekarang menjadi gaya favorit dikarenakan *casual* tetapi *stylish*. *Streetwear* terlahir dari adanya gabungan antara musik,gaya hidup dan pergolakan. Dari Jenis Fashion streewear munculah Brand A Bathing Ape yang menjadi salah satu pilihan masyarakat dalam memilih brand premium.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Brand Awareness, Need for Uniqueness, Perceived Quality* dan *Country of Origin* terhadap *Customer Loyalty* melalui *Price Premium* Manfaat yang diharapkan dari penelitian ini adalah menambah khasanah ilmu pengetahuan di bidang manajemen khususnya seberapa besar pengaruh *Price Premium* sehingga meningkatkan *Customer Loyalty* yang pada akhirnya akan meningkatkan pembelian aktual dari brand A Bathing Ape.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan AMOS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 100 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, serta pernah melakukan pembelian dan menggunakan produk A Bathing Ape 2 kali dalam 1 tahun.

Hasil penelitian menunjukkan variabel *Brand Awareness* berpengaruh signifikan terhadap *Price Premium* dengan koefisien regresi sebesar 0.248 dan C.R. sebesar 2.13; variabel *Brand Awareness* berpengaruh positif tetapi tidak signifikan terhadap *Customer Loyalty* dengan koefisien regresi sebesar 0.003 dan C.R. sebesar 0.017; variabel *Need for Uniqueness* berpengaruh signifikan terhadap *Price Premium* dengan koefisien regresi sebesar 0.224 dan C.R. sebesar 2.242; variabel *Need for Uniqueness* berpengaruh signifikan terhadap *Customer Loyalty* dengan koefisien regresi sebesar 0.282 dan C.R. sebesar 2.845; variabel *Perceived Quality* berpengaruh signifikan terhadap *Price Premium* dengan koefisien regresi sebesar 0.232 dan C.R. sebesar 2.393; variabel *Perceived Quality* berpengaruh positif tetapi tidak signifikan terhadap *Customer Loyalty* dengan koefisien regresi sebesar 0.088 dan C.R. sebesar 0.666; variabel *Country of Origin* berpengaruh positif tetapi tidak signifikan terhadap *Price Premium* dengan koefisien regresi sebesar 0.144 dan C.R. sebesar 0.683. Variabel *Country of Origin* berpengaruh positif tetapi tidak signifikan terhadap *Customer Loyalty* dengan koefisien regresi sebesar 0.145 dan C.R. sebesar 0.826; variabel *Price Premium* berpengaruh signifikan terhadap *Customer Loyalty* dengan koefisien regresi sebesar 0.702 dan C.R. sebesar 2.573.

Kata kunci: *Brand Awareness, Need for Uniqueness, Perceived Quality , Country of Origin, Price Premium* and *Customer Loyalty*

ABSTRACT

In the beginning of 2015 until the beginning of 2019 the fashion industry has developed quite rapidly in Indonesia and has shown a positive impact. HFashion has become a human lifestyle to show how one chooses a lifestyle and shows the status and values of social values. From the fashion industry there is a type of fashion that is streetwear inspired by skate and surfing culture which is now a favorite style due to casual but stylish. Streetwear was born from a combination of music, lifestyle and upheaval. From the type of fashion streation comes the A Bathing Ape Brand which is one of the people's choices in choosing a premium brand.

The purpose of this study was to determine the effect of *Brand Awareness, Need for Uniqueness, Perceived Quality dan Country of Origin* and *Country of Origin* and the influence of *Price Premium* against *Customer Loyalty*. The expected benefits of this research is to increase the repertoire of knowledge in the field of management, especially how large the influence of *Price Premium* so as to increase *Customer Loyalty* that will eventually form the success of the company in the long run.

This study is causal. The method used is quantitative methods of processing the data using AMOS. Data was collected by distributing questionnaires to 100 respondents with the characteristics of male and female respondents aged 18-60 years buy and used A Bathing Ape 2 times at least 1 year and live in Surabaya.

The results showed that the Brand Awareness variable had a significant effect on Premium Prices with a regression coefficient of 0.248 and C.R. amounting to 2.13; Brand Awareness variable has a positive but not significant effect on Customer Loyalty with a regression coefficient of 0.003 and C.R. amounting to 0.017; The Need for Uniqueness variable has a significant effect on Price Premium with a regression coefficient of 0.224 and C.R. amounting to 2,242; Need for Uniqueness variable has a significant effect on Customer Loyalty with a regression coefficient of 0.282 and C.R. amounting to 2,845; Perceived Quality variables have a significant effect on Premium Prices with a regression coefficient of 0.232 and C.R. amounting to 2,393; Perceived Quality variables have a positive but not significant effect on Customer Loyalty with a regression coefficient of 0.088 and C.R. amounting to 0.666; The Country of Origin variable has a positive but not significant effect on Premium Prices with a regression coefficient of 0.144 and C.R. amounting to 0.683. The Country of Origin variable has a positive but not significant effect on Customer Loyalty with a regression coefficient of 0.145 and C.R. amounting to 0.826; Price Premium variables have a significant effect on Customer Loyalty with a regression coefficient of 0.702 and C.R. amounting to 2,573

Key Words: *Brand Awareness, Need for Uniqueness, Perceived Quality , Country of Origin, Price Premium* and *Customer Loyalty*