

## ABSTRAK

Penelitian ini dilakukan untuk mengetahui hubungan antara *Brand Attitud*, *Electronic Word of Mouth* terhadap *Willingness to Pay* yang dimediasi oleh *Consumer Brand identification* dan *Brand Equity* terhadap merek IKEA di wilayah Jabodetabek dan sekitarnya. Pada penelitian ini menggunakan pendekatan kuantitatif. Pengumpulan data pada penelitian ini menggunakan instrumen kuesioner elektronik dengan media Google form, pada penelitian ini teknik pengambilan sampel yang digunakan oleh penulis adalah nonprobability *sampling* dengan teknik pengambilan sampel *purposive sampling* dan *snowball*. Pada penelitian ini menggunakan 20 indikator dengan jumlah reponden sebanyak 200 responden, kriteria yang di tetapkan di dalam penelitian ini merupakan konsumen yang pernah melakukan pembelian di IKEA seta berdomisili di Jabodetabek dan sekitarnya. Pada penelitian ini menggunakan alat analisa yaitu Smart Partial Least Square 3.0 (Smart PLS 3.0). Hasil dari penelitian ini menunjukkan bahwa *brand attitude* memiliki hubungan positif terhadap *Consumer brand identification* dan *brand equity*, *electronic word of mouth* memiliki hubungan positif terhadap *consumer brand identification* dan *brand equity*. *Consumer brand identification* dan *brand equity* memiliki hubungan positif dengan *willingness to pay*, serta *consumer brand identification* dan *brand equity* menunjukkan bahwa secara positif memediasi hubungan *brand attitude* dan *electronic word of mouth* terhadap *willingness to pay*. Implikasi managerial yang dapat diberikan dari penelitian ini adalah pentingnya *brand attitude* dan *electronic word of mouth* pada suatu perusahaan. *Brand attitude* dapat membangun hubungan antara konsumen dan merek menjadi lebih baik, serta *electronic word of mouth* dapat membuat konsumen menjadi lebih percaya dan yakin pada merek. *Brand attitude* dan *Electronic word of mouth* dapat menimbulkan terjadinya kesediaan konsumen untuk membayar lebih terhadap satu merek dibandingkan dengan merek lainnya.

Kata kunci: *Brand Attitude, Electronic Word of Mouth, Willingness to Pay, Consumer Brand Identification, Brand Equity*.

## ABSTRACT

This study was conducted to determine the relationship between Brand Attitude, Electronic Word of Mouth and Willingness to Pay mediated by Consumer Brand identification and Brand Equity towards the IKEA brand in the Greater Jakarta area and its surroundings. In this study using a quantitative approach. Collecting data in this study using an electronic questionnaire instrument with Google form media, in this study the sampling technique used by the author is non-profit sampling with purposive sampling and snowball sampling techniques. In this study, using 20 indicators with the number of respondents as many as 200 respondents, the criteria set in this study are consumers who have made purchases at IKEA and domiciled in Jabodetabek and its surroundings. In this study using an analysis tool, namely Smart Partial Least Square 3.0 (Smart PLS 3.0). The results of this study indicate that brand attitude has a positive relationship with consumer brand identification and brand equity, electronic word of mouth has a positive relationship with consumer brand identification and brand equity. Consumer brand identification and brand equity have a positive relationship with willingness to pay, and consumer brand identification and brand equity show that they positively mediate the relationship between brand attitude and electronic word of mouth on willingness to pay. The managerial implications that can be given from this study are the importance of brand attitude and electronic word of mouth in a company. Brand attitude can build a better relationship between consumers and brands, and electronic word of mouth can make consumers trust and believe in the brand more. Brand attitude and electronic word of mouth can lead to consumers' willingness to pay more for one brand compared to other brands.

Keyword: *Brand Attitude, Electronic Word of Mouth, Willingness to Pay, Consumer Brand Identification, Brand Equity.*