

ABSTRACT

The Influence of Product Innovation on Brand Love and the impact on consumers Willingness to Pay Premium

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The purpose of the study was to determine how the role of brand love in mediating product innovation and consumers' willingness to pay higher prices. This research is designed as a survey method by distributing questionnaires to 180 respondents who are Samsung smartphone users in Indonesia and have been more than once, aged more than 18 years, using purposive sampling technique. The analytical tool used in this research is Structural Equation Modeling (SEM). The results of this study prove that product innovation has an influence on brand love and has an impact on consumers' willingness to pay higher prices.

Keywords: Product innovation, Brand love, Consumer willingness to pay premium.