

## ABSTRAK

Penelitian ini membahas mengenai sikap merek, getok tular elektronik pada kesediaan membayar harga premium produk Wardah Instaperfect dengan dimediasi oleh identifikasi merek konsumen dan ekuitas merek berbasis konsumen. Pengambilan sampel dalam penelitian ini menggunakan penyampelan berdasar dengan persyaratan responden belum pernah membeli atau menggunakan produk Wardah Instaperfect. Alat analisis yang digunakan adalah *Structural Equation Model* (SEM) dan hasil analisis penelitian ini menunjukkan bahwa keseluruhan hipotesis terdukung, dan keempat variabel yaitu sikap merek, getok tular elektronik, identifikasi merek konsumen, dan ekuitas merek berbasis konsumen menunjukkan pengaruh yang positif terhadap variabel kesediaan membayar harga premium.

**Kata Kunci:** Sikap Merek, Getok Tular Elektronik, Identifikasi Merek Konsumen, Ekuitas Merek Berbasis Konsumen, Kesediaan Membayar Harga Premium, Kosmetik, Wardah, Wardah Instaperfect.

## ABSTRACT

This study discusses brand attitude, electronic word of mouth and willingness to pay premium at Wardah Instaperfect products and it will be mediated by consumer brand identification and consumer based brand equity. Sampling in this study uses purposive sampling based on the term respondents who have never bought or used Wardah Instaperfect products. The analytical tool used in this study is Structural Equation Model (SEM) and the results of this research show that the hypothesis is supported and the four variables which are brand attitude, electronic word of mouth, consumer brand identification, consumer based brand equity have positive effects toward willingness to pay premium variable.

**Keywords:** Brand Attitude, Electronic Word of Mouth, Consumer Brand Identification, Consumer Based Brand Equity, Willingness to Pay Premium, Cosmetics, Wardah, Wardah Instaperfect.