

ABSTRACT

In Indonesia, fashion business is one of most business that attract customers, especially shoes. There are many of shoes brands that competing each other. One of most selected shoes brand is Adidas. As a price premium product, Adidas succesfully become the first choice by Indonesian customers year by year. Based on Top Brand Award, Adidas always on first place even had decreasing on 2018. It means Adidas is the most brand who has higher awareness and willingness to pay premium price. And it is interesting to discuss why Adidas always on first place compare to other brands.

This research aims to analyze factors influencing customers' willingness to pay Adidas as price premium brand. The research model used in this research is Multilinear Regression Analysis *with Awareness, Quality, Uniqueness, Corporate Ability, Social Image, and Country of Origin* as independent variables and *Willingness to Pay Price Premium* as dependent variable.

The data was gathered through questionnaires with 400 sample with non probability sampling who already wear or purchase Adidas. All data has been fulfilled the validity and reliability criteria. To test the hypothesis, this research uses t test and f test with SPSS 21.0 as statistical software.

The result shows that *Awareness, Uniqueness, Social Image, and Country of Origin* are the independent variables that have positive impact on willingness to pay price premium. However, the overall independent variable can strongly influence the *Willingness to Pay Price Premium* of Adidas since R^2 is 65.9%. This model can be used by Adidas management in making decisions of maintain the customers' *willingness to pay price premium* of Adidas by paying attention to those factors and their indicators.

This research found that most significant factor from Multilinear Regression Analysis is *Uniqueness*. It means that Adidas may create new innovation regarding environment problem and maintain the creativity to stand out from other competitors. Further research is expected to have new addition in independent

variables since there are still 34.1% was influenced by other factors out from this research.

Keywords: Adidas, Willingness to Pay Price Premium, Awareness, Quality, Uniqueness, Corporate Ability, Social Image, Country of Origin