

ABSTRAK

**PENGARUH BRAND AUTHENTICITY DAN SERVICE QUALITY TERHADAP
WILLINGNESS TO PAY MELALUI BRAND LOVE PADA KONSUMEN COLORBOX**

Dara Vikariatama Emanuella
Prodi Manajemen Fakultas Bisnis dan Ekonomi
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh *Brand Authenticity* terhadap *Willingness to Pay* pada konsumen Colorbox, (2) Pengaruh *Service Quality* terhadap *Willingness to Pay* pada konsumen Colorbox, (3) Pengaruh *Brand Authenticity* terhadap *Willingness to Pay* melalui *Brand Love* pada konsumen Colorbox, dan (4) Pengaruh *Service Quality* terhadap *Willingness to Pay* melalui *Brand Love* pada konsumen Colorbox. Populasi dalam penelitian ini adalah seluruh konsumen produk *fashion* Colorbox. Sampel dalam penelitian ini sebanyak 270 responden. Teknik pengambilan sampel menggunakan metode *non-probability sampling* dengan teknik *purposive sampling*. Teknik analisis data menggunakan *Structural Equation Modeling-Partial Least Squares* (SEM-PLS) dengan bantuan *software* SmartPLS. Hasil dari penelitian ini menunjukkan bahwa: (1) *Brand Authenticity* berpengaruh terhadap *Willingness to Pay* pada konsumen Colorbox, (2) *Service Quality* tidak berpengaruh terhadap *Willingness to Pay* pada konsumen Colorbox, (3) *Brand Authenticity* berpengaruh terhadap *Willingness to Pay* melalui *Brand Love* (*partial mediation*) pada konsumen Colorbox, dan (4) *Service Quality* berpengaruh terhadap *Willingness to Pay* melalui *Brand Love* (*full mediation*) pada konsumen Colorbox.

Kata Kunci: *Brand Authenticity, Service Quality, Brand Love, Willingness to Pay*

ABSTRACT

**THE INFLUENCE OF BRAND AUTHENTICITY AND SERVICE QUALITY ON
WILLINGNESS TO PAY THROUGH BRAND LOVE AMONG COLORBOX
CONSUMERS**

Dara Vikariatama Emanuella
Management Study Program, Faculty of Business and Economics
Sanata Dharma University
Yogyakarta
2026

This study aims to examine: (1) The influence of Brand Authenticity on Willingness to Pay among Colorbox consumers, (2) The influence of Service Quality on Willingness to Pay among Colorbox consumers, (3) The influence of Brand Authenticity on Willingness to Pay through Brand Love among Colorbox consumers, and (4) The influence of Service Quality on Willingness to Pay through Brand Love among Colorbox consumers. The population of this study consists of all consumers of Colorbox fashion products. The sample comprised 270 respondents. The sampling technique used was non-probability sampling with a purposive sampling approach. Data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the SmartPLS software. The results of this study indicate that: (1) Brand Authenticity has an influence on Willingness to Pay among Colorbox consumers, (2) Service Quality does not have an influence on Willingness to Pay among Colorbox consumers, (3) Brand Authenticity has an influence on Willingness to Pay through Brand Love (partial mediation) among Colorbox consumers, and (4) Service Quality has an influence on Willingness to Pay through Brand Love (full mediation) among Colorbox consumers.

Keywords: Brand Authenticity, Service Quality, Brand Love, Willingness to Pay