

ANALYSIS OF THE INFLUENCE OF BRAND IMAGE, BRAND LOVE, AND BRAND TRUST ON WILLINGNESS TO PAY PREMIUM PRICE HOKA SHOES

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Abstract

This study aims to analyze the effect of Brand Image, Brand Love, and Brand Trust on Willingness to Pay Premium Price for Hoka shoes in Madiun City. This research employed a quantitative approach using a purposive sampling technique. Data were collected through questionnaires distributed via Google Forms from 385 respondents who met the predetermined criteria. The data were analyzed using multiple linear regression with the assistance of SPSS version 25. The results indicate that Brand Image has a positive and significant effect on Willingness to Pay Premium Price, with a standardized coefficient of 0.425 and a significance value of 0.000. Brand Love also has a positive and significant effect, with a standardized coefficient of 0.412 and a significance value of 0.000. Brand Trust has a positive and significant effect, with a standardized coefficient of 0.347 and a significance value of 0.000. The coefficient of determination shows an R Square value of 0.793, indicating that Brand Image, Brand Love, and Brand Trust jointly explain 79.3% of the variation in Willingness to Pay Premium Price. These findings indicate that positive brand perceptions, emotional attachment, and consumer trust are important factors associated with consumers' willingness to pay a premium price for Hoka shoes.

Keywords: Brand Image; Brand Love; Brand Trust; Willingness to Pay Premium Price; Hoka.

A. INTRODUCTION

The development of the fashion industry has encouraged changes in the way consumers perceive fashion products, including footwear. Shoes are no longer used merely as protection for the feet, but have also become part of a lifestyle associated with appearance, activities, and preferences for particular brands. Consumers even tend to own several types of shoes to suit

different needs and clothing styles in various situations. This condition indicates that consumers' decisions in choosing shoes are not only based on product functionality, but also on the value attached to a particular brand. This phenomenon becomes increasingly interesting when consumers are willing to choose products with higher prices because they perceive that the brand is capable of providing benefits and value that correspond to the sacrifice made.

One of the brands that falls into this category is Hoka. The brand is known for its footwear characteristics, particularly its relatively thick cushioning and maximalist design approach, which has become one of its distinctive features (Rahman, 2024). Hoka products are also marketed at relatively high prices compared with several similar footwear brands. Nevertheless, this pricing condition does not reduce consumer interest in Hoka. In the context of Madiun City, a preliminary survey involving 80 respondents showed that Hoka was the most widely used brand, at 78.8%, compared with Mills at 20%, Spotec at 17.5%, and 910 at 16.3%. The high level of usage indicates that Hoka has a relatively strong position among respondents and is relevant to be examined as a product in the premium price category.

This condition becomes increasingly interesting when associated with consumers' willingness to pay a premium price. Willingness To Pay Premium Price describes consumers' willingness to pay a higher price compared with similar products or brands available in the market. This concept not only indicates the price level that consumers are willing to pay, but also reflects consumers' evaluation of the value received from a brand (Efendi & Farida, 2021; Putri dkk., 2024). Thus, willingness to pay a premium price can serve as an important indicator for assessing the extent to which consumers assign additional value to a brand.

This phenomenon can be observed from the results of a preliminary survey conducted among the people of Madiun City. As many as 76.3% of respondents stated that they were aware of the quality of Hoka shoes, while 66.3% knew that Hoka was positioned at a premium price compared with other brands. Furthermore, 63.7% of respondents stated that they were willing to pay a premium price to purchase Hoka shoes. These findings indicate an interesting condition, in which consumers continue to demonstrate a willingness to pay despite being aware that Hoka

products are offered at relatively high prices. This suggests that the willingness to pay a premium price may not be related solely to price considerations, but may also be influenced by consumers' perceptions of the brand, emotional attachment to the brand, and level of trust in the brand.

One factor that is considered to be related to this willingness is Brand Image. Brand image represents the perceptions formed in consumers' minds regarding a particular brand. When consumers have a positive perception of a brand, the perceived value of the product may increase, allowing consumers to be more accepting of a higher price. Rohimah et al. (2022) found that Brand Image has a positive and significant effect on Willingness to Pay Premium Price. This finding indicates that a strong brand image can increase consumers' willingness to make a greater price sacrifice.

In addition to brand image, Brand Love may also be a factor that encourages consumers to be willing to pay a premium price. Brand Love is associated with consumers' closeness and emotional attachment to a particular brand. A strong emotional relationship may lead consumers to assign greater value to a brand they favor, meaning that price is not always the sole consideration in purchasing decisions. Efendi and Farida (2021) found that Brand Love has a positive effect on Willingness to Pay Premium Price. A similar finding was also demonstrated by Prasetya et al. (2025), who found a significant effect of Brand Love on Willingness to Pay Premium Price.

The next factor is Brand Trust, namely consumers' confidence in a brand, which is associated with a sense of security and confidence when interacting with the brand (Delgado-Ballester, 2011). Trust can reduce consumers' doubts when they have to spend more money to obtain a product. When consumers trust that a brand is capable of providing benefits as expected, their willingness to pay a premium price may increase. Rosnaeni et al. (2025) found that Brand Trust has a positive and significant effect on Willingness to Pay Premium Price among Viu users in Indonesia.

1. Grand Theory

This study employs Consumer Behavior Theory as the grand theory to explain consumer decision-making processes in evaluating and selecting products. Consumer behavior theory

explains that purchasing decisions are influenced not only by functional aspects of products but also by psychological factors, perceptions, experiences, and values attached to a brand. In the context of premium products, consumers tend to evaluate whether the benefits and value obtained from a brand are comparable with the sacrifice made, including the willingness to pay a higher price (Schiffman. Leon G & Wisenblit, 2019).

Consumer behavior theory is relevant in explaining Willingness To Pay Premium Price because consumers' willingness to pay more is not merely based on economic considerations but also reflects their perception of brand value. When consumers perceive that a brand provides superior quality, emotional benefits, and reliability, they are more likely to accept a premium price. Therefore, this theory provides a foundation for explaining the relationship between Brand Image, Brand Love, Brand Trust, and Willingness to Pay Premium Price in this study. (Schiffman. Leon G & Wisenblit, 2019).

2. Literature Review

Willingness To Pay Premium Price

Willingness To Pay Premium Price describes consumers' willingness to pay a higher price compared with similar products or brands available in the market. This concept reflects consumers' evaluation of the additional value obtained from a particular brand. Efendi and Farida (2021) explain that Willingness to Pay Premium Price represents the highest price level that consumers are willing to pay to obtain desired products or services. Furthermore, Putri et al. (2024) explain that this concept reflects consumers' willingness to pay a higher price compared with competing brands because consumers perceive that the value received is worth the sacrifice made.

Brand Image

Brand Image refers to consumers' perceptions and beliefs regarding a particular brand. A positive brand image can increase consumer confidence and perceived value toward a product. When consumers perceive a brand positively, they tend to have stronger acceptance toward premium prices because the brand is considered capable of providing greater benefits. Rohimah et

al. (2022) found that Brand Image has a positive and significant effect on Willingness To Pay Premium Price.

Brand Love

Brand Love describes consumers' emotional attachment and affection toward a particular brand. Strong emotional relationships between consumers and brands may create higher perceived value, which encourages consumers to provide greater sacrifice in purchasing decisions. Consumers who have emotional attachment toward a brand tend to be less sensitive toward price differences. Efendi and Farida (2021) and Prasetya et al. (2025) found that Brand Love has a positive effect on Willingness to Pay Premium Price.

Brand Trust

Brand Trust represents consumers' confidence that a brand is reliable and capable of fulfilling expected benefits. Trust reduces uncertainty and perceived risk when consumers purchase products with higher prices. Therefore, consumers who have greater trust toward a brand tend to have higher willingness to pay premium prices. Delgado-Ballester (2011) explains that brand trust relates to consumers' confidence and sense of security in interacting with a brand. Furthermore, Rosnaeni et al. (2025) found that Brand Trust has a positive and significant effect on Willingness to Pay Premium Price.

B. METHOD

1. Research Design

This study employed a quantitative approach. Quantitative research is an approach used to examine a particular population or sample through the collection of data using research instruments, followed by statistical analysis to test previously formulated hypotheses (Sugiyono, 2019). In this study, data were collected using a questionnaire and analyzed statistically to examine the effects of Brand Image, Brand Love, and Brand Trust on Willingness To Pay Premium Price for Hoka shoes.

2. Population and Sample

The population in this study consisted of people in Madiun City who were aware of the price and quality of Hoka shoes, were willing to pay a premium price, and had used Hoka shoes.

The study involved 385 respondents selected using a non-probability sampling method with purposive sampling. Purposive sampling was selected because not all members of the population possessed characteristics relevant to the research objectives. Therefore, respondents were selected based on predetermined criteria.

The criteria for respondents were: (1) male or female; (2) aged 17–65 years; (3) residents of Madiun City who were aware of the price and quality of Hoka shoes and were willing to pay a premium price, or had previously used Hoka shoes; and (4) domiciled in Madiun City.

3. Data Collection

Data were collected through a questionnaire distributed using Google Forms. The use of an online questionnaire facilitated broader respondent coverage and improved the efficiency of the data collection process in terms of time and cost. Respondents were asked to provide answers based on their respective perceptions and conditions regarding the statements presented in the questionnaire.

4. Research Variables

This study consisted of three independent variables and one dependent variable. The independent variables were Brand Image (X1), Brand Love (X2), and Brand Trust (X3), while the dependent variable was Willingness To Pay Premium Price (Y). The research framework was developed to examine the relationship between the three independent variables and the dependent variable.

5. Data Analysis

The collected data were analyzed using SPSS version 25. The analysis included instrument testing, classical assumption testing, multiple linear regression analysis, and partial hypothesis testing. The validity and reliability tests were conducted to assess the research instrument, while the classical assumption tests consisted of normality, multicollinearity, and heteroscedasticity

tests. Multiple linear regression was subsequently employed to examine the effects of Brand Image, Brand Love, and Brand Trust on Willingness To Pay Premium Price. Partial hypothesis testing was conducted using the t-test to determine the significance of the effect of each independent variable on the dependent variable.

C. RESULTS AND DISCUSSION

1. Respondent Characteristics

This study involved 385 respondents who met the predetermined criteria, namely residents of Madiun City aged 17–65 years who were aware of the price and quality of Hoka shoes and were willing to pay a premium price or had previously used Hoka shoes. Respondents were classified based on age, gender, and residential area.

Table 1. Respondent Characteristics

Characteristics	Category	Frequency	Percentage
Age	17–24 years	78	20.3%
	25–32 years	215	55.8%
	33–40 years	55	14.3%
	41–50 years	20	5.2%
	51–65 years	17	4.4%
Gender	Male	238	61.8%
	Female	147	37.2%
Residence	Manguharjo District	220	57.4%
	Kartoharjo District	79	20.5%
	Taman District	86	22.3%
Total		385	100%

Source: Processed primary data, 2026.

The respondent profile shows that the largest age group was 25–32 years, accounting for 55.8% of the sample. Male respondents represented 61.8% of the sample, while female respondents accounted for 38.2%. In terms of residence, respondents from Manguharjo District constituted the largest proportion at 57.4%, followed by Taman District at 22.3% and Kartoharjo District at 20.5%.

2. Descriptive Results of Research Variables

The descriptive analysis indicates that the respondents generally gave positive assessments of the three independent variables. Brand Image obtained an overall mean score of 4.098, Brand

Love obtained 4.068, and Brand Trust obtained 4.030. All three variables were categorized as very good according to the measurement criteria used in the study. For Brand Image, the highest mean score was 4.250 for the statement that Hoka has distinctive characteristics that differentiate it from other shoe brands. This finding indicates that product distinctiveness is one of the strongest aspects of Hoka's brand image perceived by respondents.

For Brand Love, the highest mean score was 4.280 for the statement concerning consumers' sense of closeness to Hoka. This suggests that the emotional relationship between consumers and the brand was particularly strong among the respondents.

For Brand Trust, the highest mean score was 4.170 for the statement that Hoka's quality is a primary choice for activities. Meanwhile, the overall mean of Brand Trust was 4.030, indicating that respondents generally perceived Hoka as a trustworthy brand.

3. Instrument and Classical Assumption Tests

The validity test showed that all questionnaire items for Brand Image, Brand Love, Brand Trust, and Willingness to Pay Premium Price met the validity criteria. The reliability test also showed that all variables had Cronbach's Alpha values above the commonly used threshold. Brand Image obtained a Cronbach's Alpha of 0.838, Brand Love 0.772, Brand Trust 0.831, and Willingness to Pay Premium Price 0.844. These results indicate that the instruments used in the study were reliable.

The normality test produced an Asymp. Sig. value of 0.171, indicating that the residuals were normally distributed. The multicollinearity test showed tolerance values of 0.871, 0.781, and 0.809, with VIF values of 1.148, 1.280, and 1.236 for Brand Image, Brand Love, and Brand Trust, respectively. These results indicate that the regression model did not experience multicollinearity.

The heteroscedasticity test also showed significance values of 0.096 for Brand Image, 0.201 for Brand Love, and 0.522 for Brand Trust, indicating that the model did not show heteroscedasticity.

4. Multiple Linear Regression and Hypothesis Testing

The multiple linear regression analysis produced the following equation:

$$Y = 3.655 + 0.433X_1 + 0.341X_2 + 0.254X_3 + e$$

Where Y represents Willingness to Pay Premium Price, X_1 represents Brand Image, X_2 represents Brand Love, and X_3 represents Brand Trust.

Table 2. Multiple Linear Regression and Partial Hypothesis Testing

Variable	B	Beta	t-value	Sig.	Decision
Brand Image	0.433	0.425	6.101	0.000	H1 supported
Brand Love	0.341	0.412	4.948	0.000	H2 supported
Brand Trust	0.254	0.347	4.228	0.000	H3 supported

Source: Processed primary data, 2026.

The results show that all three independent variables have positive and significant effects on Willingness to Pay Premium Price. Brand Image has the largest standardized coefficient ($\beta = 0.425$), followed by Brand Love ($\beta = 0.412$) and Brand Trust ($\beta = 0.347$). All significance values are 0.000, which are below the 0.05 significance level.

5. Coefficient of Determination

The coefficient of determination test produced an R value of 0.890, an R Square of 0.793, and an Adjusted R Square of 0.791. Therefore, Brand Image, Brand Love, and Brand Trust collectively explain 79.3% of the variation in Willingness To Pay Premium Price, while the remaining 20.7% is explained by other factors outside the research model.

Table 3. Coefficient of Determination

R	R Square	Adjusted R Square	Std. Error of Estimate
0.890	0.793	0.791	1.58997

Source: Processed primary data, 2026.

6. The Effect of Brand Image on Willingness to Pay Premium Price

The results demonstrate that Brand Image has a positive and significant effect on Willingness to Pay Premium Price. Brand Image obtained a t-value of 6.101 with a significance value of 0.000, indicating that the effect is statistically significant. The standardized coefficient of 0.425 also represents the largest coefficient among the three independent variables in the model. Therefore, H1 is supported.

This finding indicates that a stronger brand image is associated with a greater willingness among consumers to pay a premium price for Hoka shoes. The descriptive results support this finding, particularly because the statement concerning Hoka's distinctive characteristics received the highest mean score within the Brand Image variable. Consumers who perceive Hoka as distinctive and different from competing brands may assign greater value to the brand, making the premium price more acceptable.

The finding is consistent with the research cited in the thesis, particularly Rohimah et al. (2022), which found that Brand Image influences Willingness to Pay Premium Price. The result reinforces the view that a positive and distinctive brand image can contribute to consumers' willingness to provide a greater monetary sacrifice for a brand.

7. The Effect of Brand Love on Willingness to Pay Premium Price

Brand Love also has a positive and significant effect on Willingness to Pay Premium Price. The variable obtained a t-value of 4.948 and a significance value of 0.000, with a standardized coefficient of 0.412. Since the significance value is below 0.05, H2 is supported.

The result suggests that emotional attachment to Hoka contributes to consumers' willingness to pay a higher price. This interpretation is supported by the descriptive findings, in which the statement concerning consumers' sense of closeness to Hoka achieved the highest mean score for Brand Love, at 4.280. A stronger emotional connection may make consumers perceive the brand as having value beyond its functional attributes. Consequently, consumers may become less sensitive to the premium price offered by Hoka.

This finding is in line with previous research cited in the thesis. Prasetya et al. (2025) found that Brand Love affects Willingness to Pay Premium Price, while Efendi and Farida (2021) also reported a relationship between Brand Love and the willingness to pay a premium. The present finding therefore supports previous empirical evidence that emotional attachment can strengthen consumers' willingness to make a higher financial sacrifice for a preferred brand.

8. The Effect of Brand Trust on Willingness to Pay Premium Price

The results further show that Brand Trust has a positive and significant effect on Willingness to Pay Premium Price. Brand Trust obtained a t-value of 4.228, a significance value of 0.000, and a standardized coefficient of 0.347. Thus, H3 is supported.

This finding indicates that consumers who have greater confidence in Hoka are more willing to pay a premium price. Trust can reduce consumers' uncertainty regarding product quality and the benefits they expect to receive. When consumers believe that the brand can consistently meet their expectations, paying a higher price becomes more acceptable.

The descriptive results further support this interpretation. Brand Trust obtained an overall mean of 4.030, while the highest mean score, 4.170, was obtained for the statement that Hoka's quality is a primary choice for activities. This suggests that perceived product quality and confidence in the brand contribute to the formation of consumer trust.

The finding is consistent with Rosnaeni et al. (2025), who found that Brand Trust has a positive and significant effect on Willingness to Pay Premium Price. The thesis also cites Wibowo and Putri (2025) and Ghazanfari et al. (2024), whose findings support the relationship between Brand Trust and Willingness to Pay Premium Price.

Overall, the findings demonstrate that consumers' willingness to pay a premium for Hoka shoes is associated with three interconnected dimensions of brand value: the perception of the brand, the emotional relationship with the brand, and confidence in the brand. Among these factors, Brand Image produced the largest standardized coefficient, followed closely by Brand Love and Brand Trust. The regression model also explains 79.3% of the variation in Willingness to Pay Premium Price, indicating that the three variables provide substantial explanatory power within the context examined in this study.

D. CONCLUSIONS

Based on the results of the analysis, this study concludes that Brand Image has a positive and significant effect on Willingness to Pay Premium Price for Hoka shoes in Madiun City. This

indicates that a stronger and more positive perception of Hoka contributes to consumers' willingness to pay a higher price for the brand.

Furthermore, Brand Love has a positive and significant effect on Willingness to Pay Premium Price. This finding indicates that stronger emotional attachment between consumers and Hoka can increase their willingness to pay a premium price for the products they prefer.

Finally, Brand Trust has a positive and significant effect on Willingness to Pay Premium Price. Consumers who have greater confidence in Hoka are more willing to pay a higher price because trust reduces uncertainty and strengthens consumers' confidence in the benefits and quality offered by the brand.

Overall, the three variables examined, namely Brand Image, Brand Love, and Brand Trust, positively and significantly influence consumers' Willingness to Pay Premium Price for Hoka shoes in Madiun City. Among the three variables, Brand Image has the largest standardized coefficient, indicating that it provides the strongest relative contribution within the research model. The model explains 79.3% of the variation in Willingness to Pay Premium Price, while the remaining 20.7% is explained by factors outside the model.

E. SUGGESTIONS

The findings provide several practical implications for Hoka. First, the company needs to maintain and strengthen its brand image by consistently communicating the distinctive characteristics and value of its products. A strong and distinctive brand image is important because Brand Image demonstrated the largest relative influence on Willingness to Pay Premium Price in this study.

Second, Hoka should continue to strengthen consumers' emotional attachment to the brand. Emotional relationships can encourage consumers to perceive the brand as having value beyond its functional attributes and may increase their willingness to pay a premium price.

Third, maintaining consumer trust is also important. Hoka should consistently maintain product quality, provide transparent information, and preserve its reputation to reduce consumer uncertainty and strengthen confidence in the brand.

This study has several limitations. The research was limited to Hoka consumers in Madiun City and examined only three independent variables, namely Brand Image, Brand Love, and Brand Trust. Therefore, future research is encouraged to examine other premium footwear brands, incorporate additional relevant variables, and apply different research methods to obtain a broader understanding of Willingness to Pay Premium Price in different consumer contexts.

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