

ABSTRACT

This study aims to investigate and determine and formulate a theoretical model that tests the relationship between variables perceived control, perceived fairness, trust, satisfaction and emotional brand attachment, on willingness to pay a premium price in consumers who have stayed and will stay at 5-star hotels in Jakarta. This study was conducted using Fairness Heuristic Theory and Cognitive Appraisal Theory, involving 200 respondents. The analysis technique uses Structural Equation Modeling (SEM) to analyze and interpret the data, which is then processed using IBM SPSS AMOS 22 software.

The results prove that all tested hypotheses are accepted. Perceived control and perceived fairness have a positive and significant effect on trust. Trust positively affects satisfaction. Satisfaction positively affects emotional brand attachment. In addition, emotional brand attachment has a significant positive effect on willingness to pay a premium price.

These findings will enrich the existing literature related to the importance of willingness to pay a premium price. This study will also provide new insights and will complement business strategies to increase consumers and the sustainability of their businesses.

The original contribution of this research lies in the application of Fairness Heuristic Theory and Cognitive Appraisal Theory, focusing on 5-star hotel consumers in Jakarta. Beyond expanding empirical applications, this study also provides implementable insights for practitioners to optimize business performance.

Keywords – *Perceived Control, Perceived Fairness, Trust, Satisfaction, Emotional Brand Attachment, Willingness to Pay a Premium Price.*