

ABSTRACT

Electrical energy is an important factor in the global economy. Providers of electrical energy in Indonesia based on regulations implemented by State-Owned Company (BUMN) in this case PT. PLN (Persero). In an effort to increase revenue from sales performance, PLN innovates in product diversification in the form of a Premium Service Program. Premium service customers at PLN UP3 Pekalongan are still very few and are included in the 3 lowest percentage premium customer units in the Central Java & D.I Yogyakarta regions. This study aims to analyze the factors that affect the Willingness to Pay premium price of industrial consumers; namely product innovation, product quality, consumer knowledge, brand image, and consumer preferences. The survey was conducted using predetermined variables on 150 industrial consumers in the area of PT. PLN (Persero) UP3 Pekalongan. Data analysis used the Structural Equation Model (SEM) method. The results obtained are that Consumer Knowledge has the greatest influence in paying costs (willingness to pay) customers switching from regular services to premium services. And to increase the marketing of premium services can be done by increasing knowledge and understanding regarding the product so as to strengthen consumer preferences to be willing to pay a premium price.

Keywords : *Premium Services, Willingness to pay, Industrial Consumers, PLN*