

ABSTRAK

PENGARUH STRATEGI KOLABORASI MEREK (CO-BRANDING) TERHADAP KEPUTUSAN PEMBELIAN PADA PRODUK *ON THE LIPS* BLP X TUKU (STUDI KASUS PADA PENGGUNA BLP BEAUTY DI BANDAR LAMPUNG)

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Penelitian ini bertujuan untuk mengetahui pengaruh *co-branding* terhadap keputusan pembelian produk *On The Lips* BLP X Tuku pada pengguna BLP Beauty di Bandar Lampung. *Co-branding* dalam penelitian ini dianalisis menggunakan 6 indikator yang terdiri dari *Adequate brand awareness*, *Brand is sufficiently strong*, *Favorable*, *Unique association*, *Positive consumer judgment*, dan *Positive consumer feelings*. Penelitian ini menggunakan pendekatan kuantitatif dengan metode *explanatory research*. Teknik pengumpulan data dilakukan melalui penyebaran kuesioner kepada 100 responden yang merupakan pengguna BLP Beauty di Bandar Lampung. Analisis data dilakukan menggunakan uji validitas, reliabilitas, analisis deskriptif, uji asumsi klasik, regresi linier sederhana, uji t, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa *co-branding* tidak berpengaruh secara signifikan terhadap keputusan pembelian dengan nilai signifikansi $0,396 > 0,05$ dan koefisien regresi sebesar $-0,006$. Koefisien determinasi (R^2) sebesar $0,007$ menunjukkan bahwa $0,7\%$ keputusan pembelian dipengaruhi oleh *co-branding*, sedangkan sisanya dipengaruhi oleh faktor lain di luar penelitian ini. Dengan demikian, penggunaan *co-branding* yang sesuai dengan karakteristik target pasar dapat menjadi strategi efektif dalam meningkatkan keputusan pembelian konsumen, khususnya pada pengguna BLP Beauty di Bandar Lampung.

Kata kunci: Kolaborasi Merek, Keputusan Pembelian, BLP Beauty, Toko Kopi Tuku, Bandar Lampung

ABSTRACT

THE EFFECT OF CO-BRANDING STRATEGY ON THE PURCHASE DECISION OF BLP X TUKU ON THE LIPS PRODUCTS (CASE STUDY ON BLP BEAUTY USERS IN BANDAR LAMPUNG)

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This study aims to determine the effect of co-branding on purchasing decisions for On The Lips BLP X Tuku products on BLP Beauty users in Bandar Lampung. Co-branding in this study was analyzed using 6 indicators consisting of Adequate brand awareness, Brand is sufficiently strong, Favorable, Unique association, Positive consumer judgment, and Positive consumer feelings. This study uses a quantitative approach with a explanatory research method. Data collection techniques were carried out by distributing questionnaires to 100 respondents who were BLP Beauty users in Bandar Lampung. Data analysis was carried out using validity tests, reliability, descriptive analysis, classical assumption tests, simple linear regression, t-tests, and coefficients of determination. The results showed that co-branding did not significantly affect purchasing decisions with a significance value of $0.396 > 0.05$ and a regression coefficient of -0.006 . The coefficient of determination (R^2) of 0.007 indicates that 0.7% of purchasing decisions are influenced by co-branding, while the rest are influenced by other factors outside this study. Thus, the use of co-branding that is in accordance with the characteristics of the target market can be an effective strategy in increasing consumer purchasing decisions, especially for BLP Beauty users in Bandar Lampung.

Keywords: Co-Branding, Purchase Decision, BLP Beauty, Toko Kopi Tuku, Bandar Lampung