

Abstrak

Tujuan dari penelitian ini adalah untuk menguji bagaimana pengaruh *co-branding* terhadap *consumption value* dan *customer equity* yang berpengaruh terhadap *purchase intention* dalam konteks konsumen Nike yang berlokasi di Indonesia. Peneliti juga mengkaji pengaruh yang ditimbulkan oleh *collaboration* dengan publik figur dan *brand* lain. Peneliti merancang model konseptual berdasarkan latar belakang teoritis dan empiris. Peneliti mengumpulkan data menggunakan kuesioner terstruktur yang dikelola sendiri melalui survey online. Peneliti menguji hipotesis menggunakan model persamaan struktural dalam model makro SMART-PLS. Peneliti menemukan bahwa *collaboration product attributes* mempengaruhi *consumption value*, yang terkait dengan *customer equity*. *Customer equity* meningkatkan *purchase intention*. Penelitian ini adalah studi pertama yang menguji peran *co-branding* terhadap niat membeli dari konsumen yang berfokus pada pengguna Nike di Indonesia.

Kata Kunci: *Co-branding, Collaboration Product Attributes, Consumption Value, Customer Equity, Purchase Intention*



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Abstract

The aim of this study is to examine how co-branding on consumption value and customer equity influences purchase intention in the context of Nike customers located in Indonesia. The authors examine the effect caused by co-branding with public figures and other brands. The authors designed the conceptual model based on theoretical and empirical background. The authors collected data using a self-administered structured questionnaire through an online survey. The authors tested the hypotheses using a structural equation modelling in SMART-PLS macro models. The authors found that collaboration product attributes influence consumption value, which links to customer equity. Then, customer equity will increase purchase intention. This is the first study to examine the role of co-branding on consumer purchasing intentions focused on Nike users in Indonesia.

Keywords: Co-branding, Collaboration Product Attributes, Consumption Value, Customer Equity, Purchase Intention

