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The Influence of Co-Branding Strategy on Purchasing Decisions With Brand Trust As a Moderating Variable

Eri Mardiani[1], Januar Kulsaputro [2], Yosef Tonce[3], Ekea Multi Febriyanti[4], Erina Alimin[5]
Universitas Nasional, Indonesia[1] Institut Teknologi dan Bisnis Nobel Indonesia[2]
Universitas Nusa Nipa, Indonesia[3] STIE Makassar Maju, Indonesia[4] Universitas Pelita Harapan, Indonesia [5]
erimardiani1@gmail.com

ABSTRACT

Researchers believe that the combination of two brands will make consumers more interested in the products offered and will ultimately decide to make a purchase kuantitatif. Therefore, this research aims to analyze the influence of CO-Branding strategies on Purchasing Decisions. Different from previous studies, this research adds the Brand Trust variable as a moderating variable. This research is quantitative research with an explanatory approach, namely research that uses a number of previous studies as a reference and basis by analyzing them more deeply until finding new novel elements. The main data used in this research is primary data that researchers obtained from credible and accountable respondents in the form of Oke Oce employees and consumers spread throughout Indonesia. This data is classified as primary data which was distributed using a questionnaire method to 150 employees and 150 oke-oce consumers spread across Indonesia. These data were analyzed using the smart PLS 4.0 analysis tool. The result in this research show the Co Branding Strategy variable can have a positive relationship and a significant influence on Purchasing Decisions because the T-Statistics value is above 1,960, namely 8,987 and the P-Values value is below The significance level is 0.05, namely 0.007. This is because the Co Branding Strategy can make consumers more interested, more curious, and ultimately consumers make purchasing decisions. In line with the results of the first line Path Coefficient, the results of the second hypothesis which the researcher believes can moderate the influence of the Dependent variable on the Independent variable in this study show similar results because the T-Statistics value is above 1,960, namely 14,540 and the P-Values value is below the level. significance is 0.05, namely 0.000. Thus, the first and second hypotheses in this research can be accepted and proven.
Keywords: *Co-Branding Strategy, Purchasing Decisions, Brand Trust*

INTRODUCTION

(Susanto, 2004)in their book entitled "Power Branding" explains the definition of co-branding. He said that co-branding is a form of collaboration between two or more brands, without erasing each brand's origin. More specifically, (Philip, 2013) define co-branding as a brand alliance strategy that combines two or more brands and is displayed

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simultaneously in an offer. Besides that, Bucklin & Sengupta (2013) in (Septianti, 2021) define co-branding as the activity of pairing two or more product brands to form a separate and unique product. Apart from that, he also said that the co-branding strategy is the most popular strategy for introducing new products.

This is in line with the opinion of (P. T. Kotler, 2017). He believes that apart from producing unique new products, implementing co-branding can also be done to improve consumer purchasing decisions through existing markets or open up opportunities for new consumers. (Raissa, 2019), Leuthesser et al (2003) said that co-branding can also increase the strength of a product because of the synergy of advertising each other. From the definitions above, it can be concluded that cobranding is a collaboration or combination between two or more brands that produces a unique new product.

Co-branding is used by several brands to gain profits in the short term and for long-term strategic goals. (P. Kotler, 2009) explain that the benefit of co-branding is that a brand can be positioned convincingly through the advantages of various other brands. Consumers are considered to prefer co-branding if the two brands complement each other rather than if the two brands are similar. Apart from that, another benefit of co-branding is that it can increase sales from existing target markets and open up additional opportunities for new consumers and channels. Co-branding can also reduce product launch costs, as it combines two well-known images and accelerates adoption. On the other hand, co-branding activities can be a means to learn how other companies approach consumers.

Apart from these benefits, Blackett & Boad (1999) in (Susanto, 2004) also mention other benefits, such as creating product differentiation. Co-branding activities can be a differentiator from other similar products because it is the result of collaboration between two brands. So that this collaboration can attract consumer attention. Besides that, the blending of positive values from the two brands can also increase brand value. From the several benefits that have been mentioned, it can be seen that cobranding can provide an opportunity to help maintain or increase brand equity if done with the right considerations.

However, despite the various benefits and advantages of cobranding activities, co-branding itself is not an approach that is always successful. For this reason, (P. K. Keller, 2016)in their book also explain several disadvantages of co-branding. A potential drawback of co-branding is the risk and lack of control of connecting with another brand in consumers' minds. In addition, consumer expectations regarding a high level of involvement and commitment to a joint brand (co-brand) will have a negative impact on both brands, when performance cannot satisfy consumers. Blackett & Boad (1999) in (Susanto, 2004) also explain that stopping sales of co-branded products can invite competitors to enter by imitating what the co-branded product has to offer..

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There are several factors that can be influenced by a co-branding strategy, including purchasing decisions. (R. T. Keller, 1975) define purchasing decisions as a stage in the decision-making process where consumers actually make a purchase of a product or service. The purchasing decision process is a basic psychological process that plays an important role in understanding how consumers actually make purchasing decisions. Meanwhile, according to (Schiffman, 2004), it is a choice from two or more existing alternative choices. From this opinion, it can be concluded that purchasing decisions are a decision-making process carried out by consumers in determining choices among several existing alternatives to meet their needs.

(P. Kotler, 2009) explain several dimensions of purchasing decisions made by consumers, namely including choice of product, brand, supplier, number of purchases, time of purchase and payment method. a) Product Choice Before consumers make a purchasing decision, consumers first determine what product they will buy according to their needs or desires. b) Brand Choice Among various brands, each of which has its own characteristics and characteristics, consumers must determine which brand to buy. Therefore, in this case, companies must be able to understand how consumers choose a brand. c) Choice of Supplier Every consumer has their own perception in determining which dealer or supplier to visit. Location factors, shopping convenience, product inventory, price and so on are factors that influence consumers in determining a distributor or supplier. d) Number of Purchases Consumers may buy more than one product. Therefore, before making a purchase, consumers can first determine how much product they want to buy. For this reason, companies are required to prepare product inventories in order to meet consumer desires. e) Purchase Time Each consumer has their own decision regarding choosing the time to purchase. Some consumers may make purchases every day, once a week, or even once a month depending on the basic needs they want to buy. f) Payment Method When purchasing a product, consumers have the right to choose the payment method to be used, either cash or non-cash, according to the seller's availability. Therefore, in this case the company must know what payment methods consumers might want.

There are a number of studies (Kurniawan et al., 2014); (Pramesty Latifa Qolby, 2023); (Shafitri & Anggraeni, 2020) & (Nurpriyanti & Hurriyati, 2016) show a positive relationship and a significant influence on purchasing decisions. Different from previous studies, this research adds the Brand Trust variable as a moderating variable.

RESEARCH METHODS

Researchers believe that the combination of two brands will make consumers more interested in the products offered and will ultimately decide to make a purchase kuantitatif (Sugiyono, 2019). Therefore, this research aims to analyze the influence of CO-

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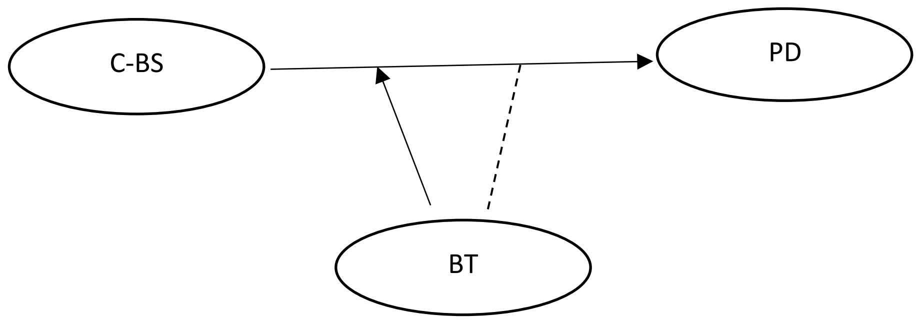
Branding strategies on Purchasing Decisions. Different from previous studies, this research adds the Brand Trust variable as a moderating variable(Jonathan Sarwono, 2016) . This research is quantitative research with an explanatory approach, namely research that uses a number of previous studies as a reference and basis by analyzing them more deeply until finding new novel elements (Sulistiono et al., 2022). The main data used in this research is primary data that researchers obtained from credible and accountable respondents in the form of Oke Oce employees and consumers spread throughout Indonesia (Apriliani & Hayuningtias, 2023). This data is classified as primary data which was distributed using a questionnaire method to 150 employees and 150 oke-oce consumers spread across Indonesia. These data were analyzed using the smart PLS 4.0 analysis tool with the following research model (Hair, 2010):

Figure 1

Research Methods



Noted:

C-BS: Co-Branding Strategy

PD: Purchasing Decisions

BT: Brand Trust

Hyothesis:

H1**:** The Influence of Co-Branding Strategy on Purchasing Decisions

H2: Brand Trust Cand Moderates The Influence of Co-Branding Strategy on Purchasing Decisions

RESULT AND DISCUSSION

In line with the concept that the researcher explains comprehensively, this research uses PLS 4.0 software to analyze all primary data that has been collected through the online questionnaire distribution method. As with other research, if you use primary or secondary data, the initial stage that must be carried out is a validity test to

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find out whether the questionnaire used in this research is valid with the following validity test results (Gujarati, 2013):

Tabel 1

Validity Test

Variable	Question Item	Loading Factor
Co-Branding Strategy (X1)	The combination of two brands while maintaining their respective identities can make each brand's character stronger	0.842
	The combination of two brands while maintaining their respective identities can make consumers even more interested	0.829
	The combination of two brands while maintaining their respective identities can attract more attention	0.844
	The combination of two brands while maintaining their respective identities can make consumers curious	0.834
	The combination of two brands while maintaining their respective identities can create loyal consumers	0.839
	The combination of two brands while maintaining their respective identities can make consumers decide to purchase	0.833
	Purchasing decisions can start from consumer curiosity	0.889

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Purchasing Decisions (Y)	Purchasing decisions can start from consumer interest	0.897
	Purchasing decisions can be created from consumer trust	0.869
	CO-Branding Strategy can influence Purchasing Decisions	0.878
Brand Trust (Z)	Brand trust can influence co-branding strategies	0.945
	Good brand trust can influence purchasing decisions	0.929
	Good brand trust can be influenced by good service quality	0.917
	Good brand trust can be influenced by good product quality	0.933

Valid > 0.70

Reliability Test

150 employees and 150 Oke-Oce consumers who have answered and collected the questionnaire comprehensively and in the validity test have been declared valid. The next stage and also commonly used in every research is the reliability test to determine the Composite Reliability and Cronbach Alpha values with the following reliability test results (Sarstedt et al., 2014):

Table 2

Reliability Test

Variable	**Cronbach Alfa**	**Composite Reliability**	**Noted**
Co-Branding Strategy	0.889	0.849	Reliable
Purchasing Decisions	0.921	0.880	Reliable
Brand Trust	0.965	0.915	Reliable

Reliable > 0.70

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Path Coefisien

Step by step, namely validity and reliability tests have been carried out, 150 employees and 150 consumers have answered the questionnaire comprehensively and the validity test results have been declared valid. In line with the validity UI results, the reliability test results have also shown similar results because the Composite Reliability and Cronbach Alpha values are above the minimum validity test level. The next stage is the path coefficient with the following results (Ghozali, 2016):

Table 3

Path Coefisien

	Variable	T-Statstict	P-Values
Direct Infuence	C-BS-> PD	8.987	0.008
Indirect Influence	BT* C-BS-> PD	14.541	0.000

Significant Level < 0.05

Researchers believe that the combination of two brands will make consumers more interested in the products offered and will ultimately decide to make a quantitative purchase. In line with this statement, the results of the Path Coefficient in the first row of the third table show that the Co Branding Strategy variable can have a positive relationship and a significant influence on Purchasing Decisions because the T-Statistics value is above 1,960, namely 8,987 and the P-Values value is below The significance level is 0.05, namely 0.007. This is because the Co Branding Strategy can make consumers more interested, more curious, and ultimately consumers make purchasing decisions. These results are in line with research ((Kurniawan et al., 2014); (Pramesty Latifa Qolby, 2023); (Shafitri & Anggraeni, 2020) & (Nurpriyanti & Hurriyati, 2016) . In line with the results of the first line Path Coefficient, the results of the second hypothesis which the researcher believes can moderate the influence of the Dependent variable on the Independent variable in this study show similar results because the T-Statistics value is above 1,960, namely 14,540 and the P-Values value is below the level. significance is 0.05, namely 0.000. Thus, the first and second hypotheses in this research can be accepted and proven.

CONCLUSION

Researchers believe that the combination of two brands will make consumers more interested in the products offered and will ultimately decide to make a quantitative purchase. In line with this statement, the results of the Path Coefficient in the first row of the third table show that the Co Branding Strategy variable can have a positive relationship and a significant influence on Purchasing Decisions because the T-Statistics value is above 1,960, namely 8,987 and the P-Values value is below The significance level is 0.05, namely 0.007. This is because the Co Branding Strategy can make consumers

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more interested, more curious, and ultimately consumers make purchasing decisions. These results are in line with research ((Kurniawan et al., 2014); (Pramesty Latifa Qolby, 2023); (Shafitri & Anggraeni, 2020) & (Nurpriyanti & Hurriyati, 2016) . In line with the results of the first line Path Coefficient, the results of the second hypothesis which the researcher believes can moderate the influence of the Dependent variable on the Independent variable in this study show similar results because the T-Statistics value is above 1,960, namely 14,540 and the P-Values value is below the level. significance is 0.05, namely 0.000. Thus, the first and second hypotheses in this research can be accepted and proven.

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