

# THE EFFECT OF CO-BRANDING ON BUYING INTEREST IN AEROSTREET PRODUCTS

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ARTICLE INFO	ABSTRACT
<p><b>Keywords:</b> CO-Branding, Buying Interest</p>	<p>Fashion is not only related to clothing, but there are other functional objects that can be combined with other elements so that they become tools that can show one's appearance in the general public. Fashion has a very wide market reach because almost some Indonesian people and even the world need the use of fashion to support daily activities. The method used in this research is quantitative method with descriptive research type. The population used in this study was people who knew Aerostreet with a sample of 100 respondents. The sampling used in this study is probability sampling. Based on the results of research using descriptive analysis with the help of SPSS, it shows that the Co-Branding variable which has t count <math>4.272 &gt; 1.984</math> ttable with sig <math>0.000 &lt; 0.05</math>, then <math>H_0</math> is rejected and <math>H_1</math> is accepted, meaning that there is a positive influence from the Co-Branding variable (X) on the variable of buying interest (Y).</p>
<p>E-mail: <a href="mailto:othianaml@student.telkomuniversity.ac.id">othianaml@student.telkomuniversity.ac.id</a></p>	<p>Copyright © 2023 Economic Journal. All rights reserved. is Licensed under a Creative Commons Attribution-NonCommercial 4.0 International License (CC BY-NC 4.0)</p>

## 1. INTRODUCTION

The *fashion* industry has experienced drastic development, the influence of outside culture and the acceleration of information technology. *Fashion* is not only related to clothing, but there are other functional objects that can be combined with other elements so that they become tools that can show one's appearance in the general public. Fashion has a very wide market reach because almost some Indonesian people and even the world need the use of fashion to support daily activities. Of the many brands originating from within and outside the country, they have their own advantages and weaknesses. So that from this is the final point for consumer purchasing decisions, whether to choose the product or look for another product with other comparison factors that are almost close. Shoes are one of the *fashion* products. Shoes are a part of fashion that cannot be forgotten because it is footwear that is widely used by anyone in any event or activity.

Aerostreet conducts several collaborations with other brands that are expected to increase consumer buying interest. Examples of collaboration products between brands are, Nano Nano, Better, Boncabe, Le Mineral, Tong Tji, Promag, Tango, and other brands. Aerostreet's collaboration products with brands are limited to only 5000 pairs of shoes, it is intended for consumers to feel special to have Aerostreet collaboration products with other *brands*. This Aerostreet collaboration can increase buying interest, seen in the example of a collaboration product with Boncabe which sold out 5000 pairs in just 58 seconds. So with this, researchers conducted a pre-survey to respondents randomly to be able to find out the level of interest of 30 respondents in buying interest in *co-branding*. The results of the pre-survey are as follows:

Table 1. Pre Survey

No	Question	Respondents' Answers
1	Do you use shoes in your daily activities?	All respondents use shoes in everyday life
2	What kind of shoes do you usually wear in your daily activities?	23 respondents answered that the type of shoes used in daily activities is sneakers, and 7 respondents answered wearing flatshoes in daily activities.
3	Do you know Aerostreet products?	All respondents were aware of Aerostreet products.
4	What factors made you interested in buying Aerostreet collaboration	25 respondents answered that the factor that attracted interest was the design of an attractive collaboration product, 2 respondents answered because the number was <i>limited</i> , and 3

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	products?	respondents answered because of the low price.
5	Do you feel satisfied after purchasing Aerostreet collaboration products?	Of the 30 respondents, there were 5 respondents who were not satisfied after purchasing Aerostreet collaboration products.
6	Do you like Aerostreet's collaborative product design?	All respondents liked Aerostreet's collaborative product design.

From the results of a pre-survey that has been conducted by researchers regarding the types of shoes and Aerostreet collaboration products, all respondents use shoes in their daily activities and 23 respondents answered that in everyday life prefer to use sneakers compared to other types of shoes. All respondents know Aerostreet products and the factors that make them interested in buying Aerostreet collaboration products are attractive designs, *limited* number of shoes, and prices offered by Aerostreet including cheap.

## Literature Review

### Marketing

According to Laksana (2019), marketing is the meeting of sellers and buyers to carry out transaction activities for goods or services. So that the understanding of the market no longer refers to a place but more to the activities or meeting activities of sellers and buyers in offering a product to consumers.

### Branding

Menurtu Khasanah (2013) *branding* is the value given to customers as a combination of design, logo, and name that distinguishes the company's products from competitors. More and more people perceive a *brand* as having a different name from other names has an influence on the buying interest of a product.

### Co-Branding

According to (Pratama et al., 2019) *Co-Branding* is a strategy used by the company by combining two or more existing brands into a superior brand that is again offered into the existing market. Means the strategy carried out by the company by combining two or more brands, which become the flagship brand offered back to the existing market.

### Buying Interest

According to Adyana & Respati (2018) said that buying interest raises a motivation that continues to be recorded in the minds of consumers and becomes a very strong desire and in the end, when a consumer has to meet his needs, he will realize what he has in mind.

## 2. METHOD

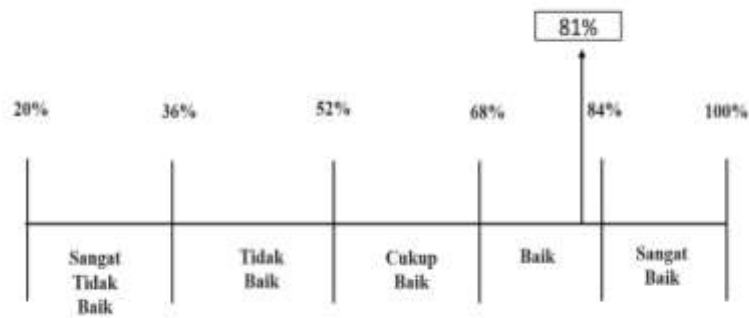
This study used a type of descriptive research. This type of research is a research method that describes the characteristics of the population or phenomenon being studied. So that the main focus of this research method is to explain the object of research. According to Sugiyono (2020), the descriptive research approach is research conducted to determine the existence of independent variables, either only one variable or more (stand-alone variables) without making comparisons of the variables themselves and looking for relationships with other variables. The study used two related variables used to describe, predict, and control symptoms. The authors collected data on how co-branding influences buying interest in Aerostreet products. The data obtained will be processed and examined the relationship between the two variables.

## 3. RESULT AND DISCUSSION

### Descriptive Analysis

#### Variable Co-Branding

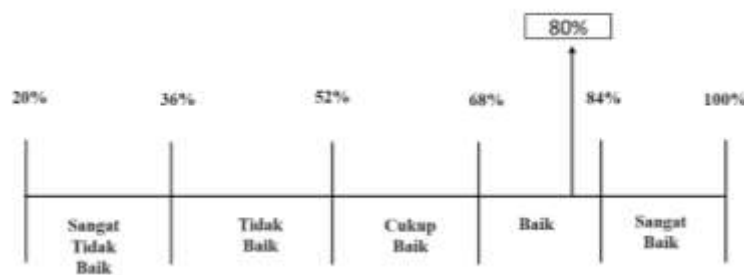
There were responses from people who knew Aerostreet's co-branding products with the largest percentage of dimensions in the statement "I feel comfortable using Aerostreet's *co-branding* products" with a total of 85.6%. Then there was the response with the lowest percentage, namely the statement "I think Aerostreet's co-branding products are a unique *co-branding* activity" with a total score of 76%. To see the criteria based on respondents' assessments, it can be seen on the following continuum line:



**Figure 1.** CO-Branding Variables

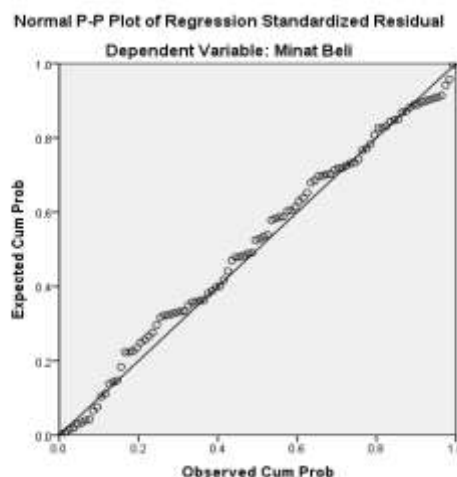
### Variable Buying Interest

There were responses from people who knew Aerostreet's *co-branding* products with the largest percentage of dimensions in the statement "I want to know products from Aerostreet" with a total of 82%. Then there was the response with the lowest percentage, namely the statement "I am interested in buying Aerostreet shoes after getting information from friends" with a total score of 78.4%. To see the criteria based on respondents' assessments, it can be seen on the following continuum:



**Figure 2.** Variable Buying Interest

### Test Analysis Normality Test



**Figure 3.** Normality Test

Based on the graph on the normal P-Plot *regression standardized* residual above shows that the data in this study is normally distributed, because the data spreads around the diagonal line and follows the diagonal line, so that the regression model obtained meets the classical assumption of normality.

### Multicollinearity Test

To detect the presence or absence of multicollinearity symptoms in this multiple regression model by looking at the tolerance value and the *Variance Inflation Factor (VIF)* value. If the tolerance is less than 0.1 or the VIF is greater than 10 indicates significant multicollinearity. The results of data processing are as follows:

**Tabel 2. Multicollinearity Test**  
**Coefficients<sup>a</sup>**

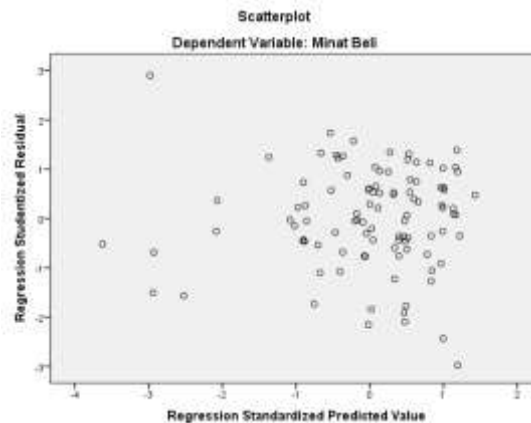
Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Co-Branding	1.000	1.000

a. Dependent Variable: Minat Beli

Explaining that the independent variable of this study has a VIF value of  $< 10$ , so it can be said that there is no multicollinearity, so there is no strong correlation between variables, where the description is as follows: Variabel Co-Branding has a VIF value of  $1,000 < 10$

### Heterokedasticity Test

The heteroscedasticity test is seen from the *output* results of the *scatterplot* graph. Here are the output results of the *Scatterplot* graph:



**Figure 4. Heterokedasticity Test**

Based on the results of figure 4 above, it illustrates that the points spread out and do not form a certain pattern so that it can be concluded that there is no heteroscedasticity problem. Based on the results of the output above, it illustrates that the points spread out and do not form a certain pattern so that it can be concluded that there is no heteroscedasticity problem.

### Autocorrelation Test

**Table 3. Autocorrelation Test**  
**Model Summary<sup>b</sup>**

Model	Durbin-Watson
1	1.953

a. Predictors: (Constant), Co-Branding

b. Dependent Variable: Minat Beli

The rules of decision in this autocorrelation test in this study, as follows:

1. DW numbers below -2 mean that there is a positive autocorrelation
2. DW numbers are between -2 to +2, meaning there is no positive autocorrelation
3. DW numbers above +2 mean that there is a negative autocorrelation

The table above shows the DW value (Durbin Watson) in this study is 1.953, the value is a DW value between -2 and +2, so there is no positive autocorrelation, which means it passes the autocorrelation test.

### Multiple Linear Regression Test

Multiple linear regression analysis was used to determine the effect of the independent variable, namely *Co-Branding*, on the dependent variable, namely Buying Interest, which was carried out on 100 respondents who knew Aerostreet's *co-branding* products.

**Table 4.** Multiple Linear Regression Tests

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	14.971	2.063		7.259	.000
Co-Branding	.186	.044	.396	4.272	.000

a. Dependent Variable: Minat Beli

$$Y = 14,971 + 0,186X_1 + \varepsilon$$

Based on the regression equation above, it can be explained as follows:

1. A Constant Value of 14.971 indicates that if the independent variable i.e. Co-Branding is constant then Variable Y (Buying Interest) is 14.971.
2. The regression coefficient of the positive Co-Branding variable is 0.186, which means that there is a unidirectional relationship between the two variables, thus showing that every increase in Co-Branding 1 unit assuming the other variables are constant the Buying Interest variable increases by 0.186.

### Test the hypothesis

#### Partial Test

**Table 5.** Partia test

Coefficients <sup>a</sup>		
Model	t	Sig.
1 (Constant)	7.259	.000
Co-Branding	4.272	.000

a. Dependent Variable: Minat Beli

Based on the table above, it can be explained as follows: The Co-Branding variable has a probability value of  $0.000 < 0.05$  and  $t$  is calculated at  $4.272 > 1.984$  means that  $H_0$  is accepted and  $H_a$  is rejected, namely the Co-Branding variable has a significant partial effect on Buying Interest.

### Coefficient of Determination ( $R^2$ )

The coefficient of determination ( $r^2$ ) is used to determine how much the contribution of the independent variable (X) i.e. *Co-Branding* to the dependent variable (Y) i.e. Buying Interest. The result of the calculation of the coefficient of determination is as follows:

**Table 6.** Coefficient of Determination

Model Summary <sup>b</sup>						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
1	.396 <sup>a</sup>	.157	.148	2.86376	1.953	

a. Predictors: (Constant), Co-Branding

b. Dependent Variable: Minat Beli

Based on the *R-Squared* value of 0.157 or 15.7%. This indicates that the independent variable in this study, namely Co-Branding, contributed to a significant influence on Buying Interest by 15.7%, and the remaining 84.3% was explained by other variables.

## 4. CONCLUSION

Based on the results of research and discussion on "The Influence of Co-Branding on Buying Interest in Aerostreet Products", it can be concluded as follows: The influence of Co-Branding on the buying interest of Aerostreet products is in the Good category with a percentage value of 81%. Based on the results of hypothesis testing, there is a variable  $t$  test value *Co-Branding* has a probability value of  $0.000 < 0.05$  and  $t$  count of  $4.272 > 1.984$ . This proves that the Co-Branding Variable has a significant positive influence and has a partial effect on the buying interest of Aerostreet products. It can be concluded that, Co-branding carried out by Aerostreet has good quality and affects the buying interest of its consumers. Aerostreet has

done a good co-branding strategy, but there are items that need to be considered because they have a lower score compared to other items, namely on the uniqueness of each *co-branding* design from Aerostreet and other *brands*. Aerostreet has good buying interest, but there are items that need attention because they have a lower score compared to other items, namely in the ineffective word of mouth marketing system. Based on the results of the research above, there are several suggestions that researchers can provide that might be useful, with some of these suggestions as follows:

one.

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