

ABSTRACT

The development of smartphones in Indonesia has experienced very rapid growth which is influenced by product innovation. One smartphone that continues to offer various kinds of innovations is Samsung. Realizing the importance of marketing in a company, Samsung took advantage of the Korean wave phenomenon in providing persuasive communication for consumers by signing a partnership with the famous South Korean boy band, namely Bangtan Sonyeondan (BTS) to collaborate by creating co-branded products. This research aims to examine how much influence co-branding self image congruence has on purchasing intentions mediated through co-branding evaluation on Samsung X BTS co-branded products.

This research uses a descriptive and quantitative approach with data collection techniques through distributing questionnaires online. The sampling technique used was nonprobability sampling with purpose sampling, totaling 250 respondents. Technical data analysis uses descriptive analysis using SEM-PLS with the help of SmartPLS software signed.

Based on the results of the descriptive analysis, it is known that the Co-Branding Self Image Congruence (X) variable received an interpretation score of 83%, Purchase Intention (Y) of 85%, and Co-Branding Evaluation (Z) of 91%. This research proves that Co-Branding Self Image Congruence has a positive and significant influence on Purchase Intention which is mediated by Co-Branding Evaluation. This is known by the significant value in the t-statistic research of $3.974 > 1.96$ and $p\text{-value } 0.000 < 0.005$.

Kata Kunci: *Co-Branding Self Image Congruence, Purchase Intention, Co-Branding Evaluation*