

ABSTRACT

Co-Branding is one of the strategies in business that can provide benefits. Recently, there have been many Co-Branding products appearing on the market. Some of them issue more products in the form of food and beverages. Of course because the food and beverage sector is a potential area that continues to grow and develop. One of the food and beverage co-branding products is Cimory UHT Milk with Marie Regal Biscuit flavor which is the result of a collaboration between Cimory and Marie Regal.

The purpose of this study to determine the effect of Co-Branding on purchasing decisions of Cimory UHT milk with Marie Regal Biscuit Flavor in Bandung City. This research uses a descriptive analysis and quantitative approach with total sample of 100 respondents. The sampling technique used in this research is non-probability sampling and kuota sampling.

Based on the results of the descriptive analysis it can be concluded that the average percentage of Co-Branding (X) variable is 84,3% and the average percentage of Purchase Decisions (Y) is 83,3%. Hypothesis testing using t test showed that Co-Branding studied proved to have a positive effect on the Purchase Decision. Determination coefficient analysis seen from R square value equal to 65,2% Co-Branding variable can explain the Purchasing Decision variable. The remaining 34,8% is explained by other variables outside of Co-Branding.

Keywords : Co-Branding, Purchase Decisions