

ABSTRACT

Business competition in Indonesia is quite fierce. This is due to the emergence of various online businesses that can be done from home without the need to build a store. Owners must certainly be able to adapt from conventional to modern and be able to create branding strategies that are able to boost income. Co-branding is one of the branding strategies through the joining of two or more brands that produce new products. According to Tjiptono (2019) one of the company's goals in co-branding is to increase brand equity. This study aims to find out whether or not there is and how much influence the Chatime-Sasa co-branding variable has on Chatime's brand equity. The method used in the current study is a quantitative method of the causal type. The author uses a sampling technique in the form of non-probability sampling type purposive sampling. The current target sample of the study is 100 respondents. Based on the results of the study, the results were obtained in the form of rejection in the H_0 area while in the H_1 area it was declared accepted because the product moment correlation hypothesis test value produced a number of $0.000 < 0.05$. Through the calculation of the coefficient of determination, the result of the percentage of r square of 45.4% was obtained. This shows that Chatime-Sasa's co-branding has an influence on Chatime's brand equity by 45.4% and another 54.6% is influenced by other variables outside of co-branding.

Keywords : business, food and beverage, co-branding, brand equity, Chatime-Sasa