

ABSTRACT

The beauty industry in Indonesia has been experiencing significant growth. The preference of the community in choosing local cosmetic brands is around 54%, which has contributed to the growth of local cosmetic brands in Indonesia. Among the top 7 most widely used local cosmetic brands in Indonesia, Dear Me Beauty ranks last. With numerous beauty brands constantly updating their formulas, packaging, and sales strategies, competition arises with price-based competition strategies. Brands compete by implementing differentiation strategies, aiming to provide innovative and superior products to gain a competitive advantage.

Companies can employ various strategies to compete and attract consumers. One effective strategy is to have a strong branding presence among cosmetics enthusiasts by offering unique products or creating differentiation from existing makeup to attract consumers through co-branding strategies. Considering the competitive environment and the need for differentiation strategies, Dear Me Beauty has implemented a co-branding strategy to increase sales and enhance its brand recognition among the public by establishing brand familiarity and brand fit.

The research objective is to measure the direct influence of brand familiarity on purchase intention through brand fit. The research method used is quantitative, employing non-probability sampling techniques on 107 respondents who are users of Dear Me Beauty products in the city of Bandung. Data was collected through a questionnaire distributed via Google Forms. The data analysis technique employed is Partial Least Squares Structural Equation Modeling (PLS-SEM). Based on the data analysis results, it is concluded that brand familiarity has a non-significant negative influence on purchase intention, while brand fit has a significant positive influence on purchase intention. Brand fit mediates the relationship between brand familiarity and purchase intention, revealing that brand fit has a significant positive influence on the purchase intention of co-branded products Dear Me Beauty x KFC.

Keywords : brand familiarity, brand fit, purchase intention, co-branding