

ABSTRACT

The need for shoe consumption in Indonesia is very huge, resulting in the emergence of many shoe brands, both local and foreign brands marketed in the Indonesian shoe market, which causes intense competition that unavoidable in this business. One of the strategies that can be done by shoe industry players to win that competition is to enhance customer purchase intention in these products which will then increase customer purchase decisions. This study aims to analyze the effect of co-branding and social media marketing on purchasing decisions with the role of purchase intention as an intervening variable. The object of this research is the local shoe brand Aerostreet. The number of samples used was 133 respondents with several criteria, namely domiciled or currently in Central Java Province, respondents were customers who had purchased Aerostreet shoe products, and respondents were followers of Aerostreet's Instagram account (@aerostreet). This research is a quantitative research that use Structural Equation Model Partial Least Squares (SEM-PLS) as an analysis method and as a data processing tool.

The results of this study indicate that co-branding, social media marketing, and purchase intention have a positive and significant effect on purchase decisions. The results of this research expected to be an additional reference for Aerostreet and similar industry players in an effort to optimize the application of co-branding and social media marketing to increase purchase intention and purchase decisions for shoe products. The managerial implications of this research divided into several variables. In the co-branding variable, Aerostreet should maintain collaboration with strong and popular brands as a second brand. In the social media marketing variable, the company expected should better understand consumer information needs, one of which can be done by conducting an in-depth survey. In the purchase intention variable, companies can encourage consumers to want to recommend shoe products to others. Then in the purchase decision variable, companies are expected to be more active in advertising their products both online and offline so that the product can be better known to the public.

Keywords: co-branding, social media marketing, purchase intention, purchase decision, shoes.