

# Pengaruh Strategi Co-branding Merek Fesyen Lokal dengan Social Media Influencers dalam Keputusan Pembelian Konsumen = The Influence of Local Fashion Brand Co-Branding Strategy with Social Media Influencers in Consumer Purchasing Decisions

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## Abstrak

Industri fesyen adalah salah satu kontributor utama pada sektor ekonomi kreatif di Indonesia. Produk domestik bruto (PDB) industri tekstil dan pakaian jadi mencapai Rp35,17 triliun pada kuartal II tahun 2022. Tren fesyen di Indonesia pada mulanya banyak mengadaptasi gaya busana masyarakat luar negeri. Namun tren ini mulai bergeser dengan munculnya banyak merek lokal yang mulai dikenal oleh masyarakat. Co-branding merupakan strategi pemasaran yang populer digunakan oleh para pemasar untuk mengenalkan produknya. Terdapat banyak merek fesyen lokal di Indonesia yang berkolaborasi dengan influencers media sosial untuk menjangkau lebih banyak konsumen. Penelitian ini dilakukan untuk mengetahui faktor co-branding apa saja yang dapat memengaruhi pembelian konsumen terhadap produk kolaborasi merek fesyen lokal dengan social media influencers (SMI). Model penelitian dibangun menggunakan teori reasoned action dan teori co-branding untuk memahami faktor-faktor yang mempengaruhi niat beli. Penelitian dilakukan secara kuantitatif dengan menyebarkan kuesioner secara online. Analisis sebanyak 206 data responden dilakukan dengan metode Partial Least Square (PLS-SEM). Hasil penelitian menunjukkan bahwa faktor SMI expertise mempengaruhi perceived fit yang lebih lanjut memengaruhi attitude towards co-brand dan purchase intention. Sedangkan faktor brand coolness, self-brand connection with influencers dan product involvement tidak ditemukan mempengaruhi perceived fit.

.....The fashion industry is one of the main top contributors to the creative economy sector in Indonesia. The gross domestic product (GDP) of the textile and apparel industry reached IDR 35.17 trillion in the second quarter of 2022. At the beginning of its development, Indonesian fashion trends still adapted many foreign fashion styles. However, this trend began to shift with the emergence of many local brands that began to be recognized by the public. Co-branding is a popular marketing strategy used by marketers to introduce their products. There are many local fashion brands in Indonesia that collaborate with social media influencers to reach more consumers. This research was conducted to find out what co-branding factors can influence consumer purchases of local fashion brand collaboration products with social media influencers (SMI). The research model was built using reasoned action theory and co-branding theory to understand the factors that influence purchase intention. The research was conducted quantitatively by distributing questionnaires online. Analysis of 206 respondent data was carried out using the Partial Least Square (PLS-SEM) method. The results showed that the SMI expertise factor affects perceived fit which further affects attitude towards co-brand and purchase intention. While the factors of brand coolness, self-brand connection with influencers and product involvement were not found to affect perceived fit.