THE EFFECT OF CO-BRANDING, CUSTOMER-BASED BRAND-EQUITY, AND PACKAGING ON PURCHASE DECISION (STUDY ON PURCHASING SERUM AZARINE COSMETIC MARVEL EDITION)

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Article Information	Abstract
	The purpose of this research is to determine the influence of co-branding, customer-based brand equity, and packaging on purchasing decisions. To collect and study data, researchers used quantitative research methodology. Multiple linear regression analysis is the data analysis method used in this research, allowing researchers to investigate the influence between relevant variables. The sample obtained consisted of 102 respondents, but during distribution there were 2 data that were damaged, so only 100 respondents were used, which was distributed using Google Form via direct message Instagram users of Azarine Cosmetic Marvel Edition Serum, where the sample selection used a purposive sampling technique where they were selected based on standards. certain. The results of the analysis show that customer-based brand equity and packaging have a positive and significant effect on purchasing decisions, while co-branding has an insignificant negative effect on purchasing decisions for Azarine Cosmetic Marvel Edition. Specifically, the study found that the combined impact of co-branding, customer-based brand equity, and packaging accounted for 44.7% of the variability in purchasing decisions.

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INTRODUCTION

The existence of brands and companies with diverse products and services currently creates intense competition, and usually only a few are able to survive for a long period of time (Ortiz-Villajos & Sotoca 2018). Therefore, brands and companies are competing to differentiate themselves and gain more recognition to strengthen their position. Defines branding as "a disciplined process used to raise awareness, attract new customers, and increase customer loyalty, while rebranding is a repetition of these elements" (Wheeler 2018). Organizations usually rebrand in response to internal and external factors that trigger renewal or changes in strategic direction (Stuart, 2018). Azarine Cosmetic was founded in 2002 as a local beauty brand under PT Wahana Kosmetika Indonesia. Initially, this brand was created to modernize traditional Indonesian spas and market their products to salons and hotels on

a business-to- business basis (Azarine Cosmetic, 2021). Azarine Cosmetic creates products more relevant to market interests and fits modern lifestyles over time. Following the rebranding, Azarine Cosmetic continues to develop strategies, particularly in terms of branding and marketing (Sukamto & Primadini 2023). Azarine becomes the first local skincare brand to collaborate with a global franchise, Disney Marvel (Anggarini, 2022; Sari, 2022).

Co-branding alliances, or the combination of two brands in a single product or service, are a common occurrence in business practice. (Pinello 2022). Co-branding is a marketing strategy that combines two brands into one product with another company (Pratiwi & Marlien 2022) to utilize the brand through transfer positive associations from one brand to another (Newmeyer et al., 2018). As a company, it is important to develop brand strength. According to

(Veloutsou 2020) brand equity is the most often used metric to assess a favored brand's strength. The Customer-Based Brand-Equity model provides a standard by which companies can assess their brand-building strategy and acts as a guide for marketing research initiatives. As a result, potential steps for each of the six parts of brand building (Keller 2001).

With today's internet, faster access to products and services (Al-Samarraie et al., 2019). The marketing success of a business in improving its product packaging determines how successful its marketing campaign will be (Dhurup et al., 2014). Packaging is thus referred to by many marketers as the fifth P. (four Ps: product, price, promotion, and place) (Kotler & Keller 2011). (Kotler 2013: 200) The process of making a container or wrapper for a product is known as packaging.

Hypotheses Development

The effect of co-branding on purchase decisions

Co-branding is a tactic where two or more brands attempt to come to a consensus, work together, and develop a unified brand (Abedsoltan et al., 2022). Co-branding is a step that many companies take in developing their brands. The key to effective co-branding is the blending and integrating of many brand cultures. Because of their conceptual alignment, the two brands are able to draw attention, change their perception, and resurrect their attractiveness. (Ma et al., 2023). By transferring an existing brand attitude to a new relationship partner, collaboration is a win-win strategy for both brand alliance partners to enhance their brands. It makes sense for commercial and non-profit organizations to form brand alliances (Dickinson & Barker 2007).

The notion of co-branding has been referred to by a number of words in the co-branding literature, including composite branding, collaborative branding, and strategic alliance (Rao et al., 1999; Simonin & Ruth, 1998). For the sake of this article, co-branding is defined as a strategy of brand collaboration that involves the use of various brand names, logos, or features for the same product under a short- or long-term agreement between two or more businesses.

Innovative co-branding strategies do more than just attract consumers' attention (Yu et al., 2021). However, it also yields more long-lasting favorable outcomes, such as favorable brand assessments and a rise in purchase decisions. Comprehending the impact of these variables can yield valuable understanding on how to improve product co-branding. (Yu et al., 2019). Co-branding illustrates that two products can provide a win-win solution for both partners to increase consumer appeal, make their products a choice in purchasing and also a win-win for consumers in looking for the right product choice. (Kusuma & Anita 2021; Jia & Ran, 2021; Zhang & Guo, 2023). Previous research found that Co-Branding has a positive and significant effect on purchasing decisions (Fakhruddin & Dewi 2020; Kusuma & Anita 2021; Ayu et al., 2022; Cikita & Marlien 2023).

H_1: Co-Branding has positive effects on Purchase Decision

The effect of customer-based brand-equity on purchase decisions

Even though "brand equity" and "CBBE" are sometimes used interchangeably, this study will concentrate on "CBBE." The frameworks developed by (Aaker 1996) and (Keller 1993) both include the facets that are advocated in the majority of CBBE conceptualizations. According to Aaker, CBBE is a collection of assets and liabilities associated with a brand's name and emblem that either increase or decrease the value that a product or service offers to the client. When a consumer associates a product with a brand name, they see brand equity as the "value added" to the product. While there are multiple factors that contribute to this "value added," the "core" factors are the main indicators of brand purchase intent and behavior. "Perceived quality" (PQ), "perceived value for the cost" (PVC), "uniqueness," and "willingness to pay a price premium" of a given brand are among the core CBBE facets that Aaker espouses.

"The differential effect of brand knowledge on consumer response to the brand's marketing" is the definition of CBBE given by Keller (1993). Furthermore, according to him, CBBE occurs "when the consumer is familiar with the brand and retains some positive, strong, and distinctive brand associations in memory."

Several CBBE concepts were developed by (Aaker 1992; Keller 1993; Chatzipanagiotou et al., 2019). (Aaker 1992) looks at 5 dimensions of valuable brand assets. Specifically, brand awareness, brand associations, perceived brand quality, brand loyalty, and other brand assets. (Keller 1993) sees a tiered pyramid that forms brand equity. The lowest level is the brand salience level which contains brand knowledge that is easily recognized. At the second level there is brand image and brand performance. At the third level there are brand feelings and brand evaluation. And at level 4 there is brand resonance. (Chatzipanagiotou 2019) views The process of developing brand equity implies that the establishment of customer-based brand-equity is intricate and non-linear. The suggested model illustrates three critical stages that consumers go through in order to gradually increase their total brand equity via cognitive, emotional, and conative techniques.

The four phases that determine the correct brand identity, brand meaning, brand reactions, and brand connections are difficult to implement and need a great deal of talent. To accomplish the four steps required to create a strong brand, it is helpful to think of six "brand-building blocks" to give some structure. These components can be put together to form a brand pyramid, which would indicate the order in which they are involved for influence purchase decisions. Significant brand equity can only be created by reaching the top of the pyramid, which is only possible if the right brand-building components are in place (Keller, 2001).
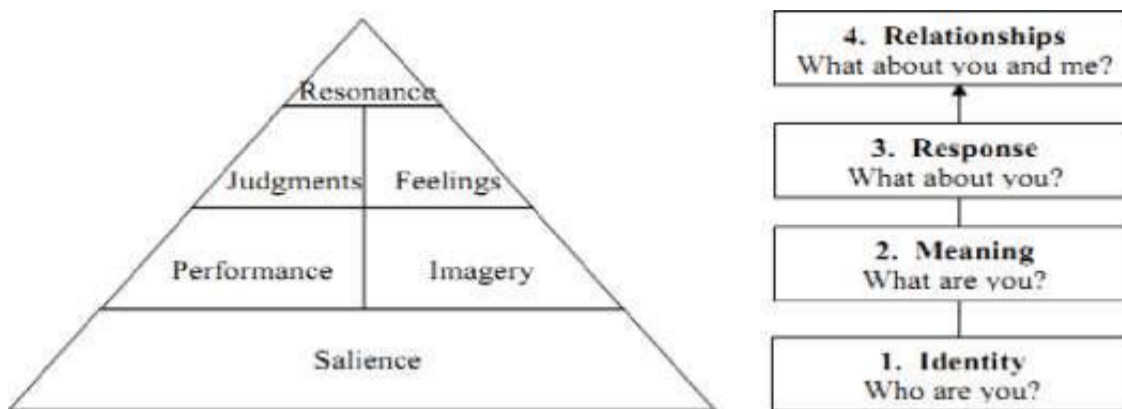

Figure 1. Customer Based Brand Equity Pyramid (Keller 2001)

Keller explains the six variables that form CBBE further into the meaning experienced by consumers. The experiences learned by consumers become the basis for making product purchasing decisions. Can be depicted in the following diagram:
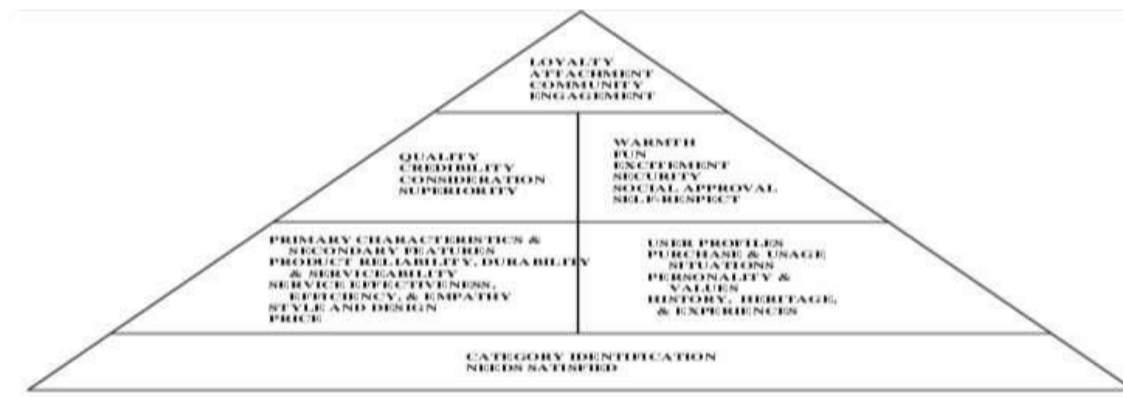

Figure 2. Subdimensions of Brand Building Blocks (Keller, 2001)

Research (Suciarto et al., 2018) found that only aspects of brand image, brand performance and brand resonance were influential in accordance with previous research (Sürücü et al., 2019; Slaton et al., 2020), but several components make up customer-based brand-equity does not significantly influence purchasing decisions, including brand salience, brand feelings and brand judgments.

H₂: Customer Based Brand Equity has positive effects on Purchase Decision

The effect of packaging on purchase decisions

Packaging can be understood as a group of related activities that include designing, manufacturing and filling the container or wrapping of a product so that the product can be successfully marketed, stored, transported and identified. (Kent & Omar 2003). At the point of sale, when packaging becomes an important component in the sales process, packaging appears to be one of the main determinants of purchasing decisions (Silayoi & Speece 2004). Although packaging is usually considered as a way to preserve products, creating new and creative packaging is often overlooked as a way to increase customer perceived benefits and, consequently, increase added value (Gonzalez et al., 2007). Various studies identify different uses for packaging, some of which are connected to marketing or logistics. (Prendergast & Pitt 1996; Rundh 2005). The communicative aspects of packaging have been the focus of other research (Underwood & Ozanne, 1998; Underwood et al., 2001) and ethical issues (Bone & Corey, 2000). Packaging as a source of profit has been studied by (Wills 1975), and the requirement that packaging designers understand the perception process (Nancarrow et al. 1998).

In marketing, packaging may be determined by a number of factors. Owing to the

significance of packaging, visual signals including scent, label details, and photographs raise the possibility that a product will be purchased at the point of sale (Imram 1999). In addition, packaging greatly increases the value of the product (Underwood et al., 2001). To achieve the right level of aesthetics and visual impact, packaging must effectively communicate the right product and brand values (Minor 2001). Previous research found that packaging has a positive impact on purchasing decisions (Suprapto & Azizi 2020; Partiwi & Arini 2021). However, research (Herawati & Muslikah 2019) shows that packaging has no effect on purchasing decisions.

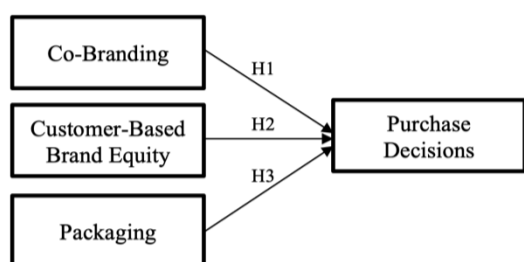H$_3$: Packaging has positive effects on Purchase Decision

Figure 3. Frame Work

METHOD

In order to test the hypothesis and make a determination, the quantitative method used in this study will present the results as numbers that are described using multiple linear regression analysis. The population in this study was all the unknown number of buyers of Azarine Cosmetic Marvel Edition Serum. Roscoe's theory was applied to ensure an appropriate sample size for the research. As stated by Roscoe, The sample size of a study should be between 30 and 500. Additionally, if a multivariate analysis (regression or correlation) is to be performed, the sample size should be at least ten times the size of the variables studied. Considering the things mentioned above, the minimum sample size for this study is 40 because 10 is multiplied by the number of variables studied. However, to increase the accuracy of the questionnaire results, this research will use 100 respondents (Sugiyono 2015: 131).

This research tests four variables, namely three independent variables (Co-branding, Customer Based Brand Equity and Packaging), as well as one dependent variable (Purchasing Decision). Researchers used primary data collection techniques, such as questionnaires with Likert scale questions to collect the information needed for this research and distributed questionnaires using Google forms which were distributed via Instagram direct messages to Azarine Cosmetic Marvel Edition Serum users. The Multiple Linear Regression Analysis technique determined by the researcher will be used to analyze the data collected from the questionnaire or questionnaires filled out by the respondents. In this research, quantitative data is presented using SPSS version 26 software to test validity and reliability, t test, f test, and coefficient of determination.

Table 1. Variable, Indicators, Questionnaire, and Source

Variable	Indicator and Questionnaire

Co-Branding (Dickinson & Barker, 2007)	**CB 1: Reputation**
	  a. I have a positive view of the reputation of Azarine Cosmetic Marvel Edition.
	  b. Azarine Cosmetic Marvel Edition has a better reputation than other brands.
	
	CB 2: Fit/ Branding Match
	  c. I feel there is a match if Azarine Cosmetic collaborates with Marvel.
	  d. The benefits of Azarine Cosmetic remain consistent when collaborating with Marvel.
	
	CB 3: Trust
	  e. I believe Azarine Cosmetic Marvel Edition is a good product.
	  f. I believe the Azarine Cosmetic Marvel Edition brand cosmetic product is a good product.
	
	CB 4: Attitude Toward Co-Branding
	  g. I am looking for information about the collaboration between Azarine Cosmetic and Marvel.
	  h. I agree with the collaboration between Azarine Cosmetic and Marvel.
	
	CB 5: Familarity
	  i. Information about the Azarine Cosmetic Marvel Edition cosmetic brand is easy to get in various information media.

	j. The message about Azarine Cosmetic Marvel Edition conveyed in the advertisement is complete and clear.
Customer Based Brand Equity Keller (2001)	**CBBE 1: Brand Salience** a. I very easily recognized the brand Azarine Cosmetic Marvel Edition. b. I very often remember the brand Azarine Cosmetic Marvel Edition. **CBBE 2: Brand Perfomance** c. The Azarine Cosmetic Marvel Edition brand is of very high quality compared to other cosmetic brands. d. The Azarine Cosmetic Marvel Edition brand is very beneficial for me. **CBBE 3: Brand Imagery** e. The Azarine Cosmetic Marvel Edition brand is very stylish for me. f. I feel really cared for by my friends when I use Azarine Cosmetic Marvel Edition products. **CBBE 4: Brand Jugments** g. I am very satisfied with the Azarine Cosmetic Marvel Edition brand. h. The Azarine Cosmetic Marvel Edition brand is very superior compared to other brands. **CBBE 5: Brand Feelings** i. My feelings are very positive towards the Azarine Cosmetic Marvel Edition brand. j. I am very proud to wear the Azarine Cosmetic Marvel Edition brand. **CBBE 6: Brand Resonance** k. I very often buy the Azarine Cosmetic Marvel Edition brand. l. I feel very familiar and friends with people who use Azarine Cosmetic Marvel Edition products.
Packaging (Dhurup et al.,2014).	**PA 1: Material** a. The packaging material used is not easily damaged and protects the contents of the product **PA 2: Logo/Label** b. The Azarine Marvel Edition packaging contains a label that provides clear and complete information c. The Azarine Marvel Edition logo is clearly visible **PA 3: Colour** d. The Azarine Marvel Edition packaging has attractive colors **PA 4: Size** e. The packaging size of Azarine Marvel Edition is practical for storing and carrying **PA 5: Design Appeal** f. The Azarine Marvel Edition packaging has a unique and attractive design
Purchase Decisions (Kotler & Keller 2012).	**PD 1: Steadiness in a good or service** a. When I wanted to use cosmetics, I decided to buy Azarine Cosmetic Marvel Edition **PD 2: Habits in purchasing goods or services** b. I am used to buying Azarine Cosmetic Marvel Edition products **PD 3: Recommend to others.** c. I always recommend Azarine Cosmetic Marvel Edition products to others. **PD 4: Repurchase** d. I always repurchase Azarine Cosmetic Marvel Edition

RESULT AND DISCUSSION

The results of the data obtained in this research, which were users of the Azarine Cosmetic Marvel Edition serum, were successfully distributed using a Google form sent via direct message on Instagram. There were 102 users of the Azarine Cosmetic Marvel Edition serum, of which 2 data were declared damaged so that only 100 data remained for the researchers. carefully so that it can be concluded that the response rate in this study was 98%.

Table 2. Validity Test Result

Variable	Indicator	Pearson Correlation R Compute	r Table	Significance Value*	Information
Co-Branding	CB_1	0.602	0.1654	0.000	**Valid**
	CB_2	0.440	0.1654	0.000	**Valid**
	CB_3	0.581	0.1654	0.000	**Valid**
	CB_4	0.522	0.1654	0.000	**Valid**
	CB_5	0.662	0.1654	0.000	**Valid**
	CB_6	0.663	0.1654	0.000	**Valid**
	CB_7	0.650	0.1654	0.000	**Valid**
	CB_8	0.539	0.1654	0.000	**Valid**
	CB_9	0.583	0.1654	0.000	**Valid**
	CB_{10}	0.601	0.1654	0.000	**Valid**
Customer Based Brand Equity	$CBBE_1$	0.454	0.1654	0.000	**Valid**
	$CBBE_2$	0.613	0.1654	0.000	**Valid**
	$CBBE_3$	0.463	0.1654	0.000	**Valid**
	$CBBE_4$	0.661	0.1654	0.000	**Valid**
	$CBBE_5$	0.644	0.1654	0.000	**Valid**
	$CBBE_6$	0.477	0.1654	0.000	**Valid**
	$CBBE_7$	0.591	0.1654	0.000	**Valid**
	$CBBE_8$	0.462	0.1654	0.000	**Valid**
	$CBBE_9$	0.526	0.1654	0.000	**Valid**
	$CBBE_{10}$	0.475	0.1654	0.000	**Valid**
	$CBBE_{11}$	0.544	0.1654	0.000	**Valid**
	$CBBE_{12}$	0.493	0.1654	0.000	**Valid**
Packaging	PA_1	0.696	0.1654	0.000	**Valid**
	PA_2	0.735	0.1654	0.000	**Valid**
	PA_3	0.796	0.1654	0.000	**Valid**
	PA_4	0.682	0.1654	0.000	**Valid**
	PA_5	0.584	0.1654	0.000	**Valid**
	PA_6	0.476	0.1654	0.000	**Valid**
Purchase Decision	PD_1	0.743	0.1654	0.000	**Valid**
	PD_2	0.658	0.1654	0.000	**Valid**
	PD_3	0.739	0.1654	0.000	**Valid**
	PD_4	0.585	0.1654	0.000	**Valid**

The purpose of the validity test is to evaluate the performance of data collection tools and determine what needs to be measured in order to gather pertinent data. The calculated r value is compared to the r table for degree of freedom (df) = n-2 (100 - 2 = 98) in order to perform the significance test. If the calculated r value is greater than the r table and the value is positive, the indicator item or statement is deemed valid (Ghozali, 2016: 53). A figure of 0.1654 is obtained.

Table 3. Reliability Test Result

Variable	Cronbach Alpha	Reliability Standarts	Test Result
Co-Branding	0.774	0.600	Reliable
Customer Based Brand Equity	0.754	0.600	Reliable
Packaging	0.726	0.600	Reliable
Purchase Decision	0.609	0.600	Reliable

The purpose of a reliability test is to evaluate the degree of consistency that a measuring device produces. The Alpha Cronbach formula is used in this research for reliability testing. If a variable yields a Cronbach Alpha value of less than 0.600, it is considered not reliable (Sujarweni, 2015:158)

Table 4. Normality Test Results of the One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std Deviation	3.12046762
Most Extreme Differences	Absolute	.087
	Positive	.071
	Negative	-.087
Test Statistic		.087
Asymp. Sig (2-tailed)		.059[c]

Based on the table 4, normality test results conducted using SPSS shows that Asymp. value of Sig. (2-tailed) is 0.059 greater than the α-value (0.05). This shows that the collected data is normally distributed and can be continued for further statistical regression analysis.

Table 5. Heteroscedasticity analysis result using the Glejser test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.041	1.319		1.547	.125
	Co-Branding	.024	.037	.094	.642	.522
	Customer-Based Brand-Equity	-.014	.033	-.064	-.419	.676
	Packaging	-.054	.055	-.131	-.982	.329

Table 5 provides information that the significance value of the heteroscedasticity test and all variables are higher than 0.050, such as the co-branding variable value is 0.522, the customer-based brand-equity 0.676, and the packaging is 0.329. Based on the Glejser test significance value

stated that the absolute residual of the independent variables is above the confidence value. In other words, the significance value is greater than 5% (0.05), meaning there is no heteroscedasticity problem in the regression model.

Table 6. Multicollinearity test result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
	(Constant)	1.415	1.941		.729	.468		
	Co-branding	-.059	.055	-.117	-1.075	.285	**.473**	**2.116**
1	Customer-Based Brand-Equity	.211	.048	.494	4.382	.000	**.440**	**2.271**
	Packaging	.285	.081	.348	3.529	.001	**.577**	**1.733**

In Table 6 the multicollinearity test was processed using the SPSS application and shows the tolerance values on co-branding, customer-based brand-equity and packaging were 0.473, 0.440, and 0.577, respectively. Based on the analysis, the tolerance value of the independent variables is greater than 0.1, meaning no multicollinearity exists. Then, the VIF value on the independent variable sequentially is 2.116; 2.271 and 1.733 are smaller than 10 points, which means there is no multicollinearity in the regression model. Based on the tolerance value and VIF value, the collected data is eligible to be analyzed for regression analysis.

Table 7. Determination Coefficient Results

Model	R	R Square	Adjusted R Square	Std error of the Estimate
1	.681	.464	.447	3.16885

a. Predictors: (Constant), Co-Branding, Customer Based Brand Equity, Packaging

Based on the table 7, the Adjusted R Square value is 0.447. This describes that the variable Co-Branding (X1), Customer Based Brand Equity (X2), and Packaging (X3) explains the effect on Purchase Decision (Y). With 44.7%. However, the remaining 55.3% represents the impact of independent factors that the researchers did not look at in this study.

Table 8. F Test Result

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	835.166	3	278.389	27.720	.000[b]
	Residual	963.994	96	10.042		
	Total	1799.160	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Co-Branding, Customer Based Brand Equity, Packaging

The table 8 indicates that sig[b] (0.000) is less than alpha 5% (0.05) and that the computed F value (27.720) is greater than the F table (3.09). A comparison of the F count and F table demonstrates how co-branding, customer-based brand equity, and packaging all work together to positively influence purchase decisions at a considerable degree. This implies that a purchase decision to buy is heavily influenced by co-branding, customer-based brand equity packaging.

Table 9. T Test Result

Model		Unstandardized	Coefficients	Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.184	4.699		.678	.500
	Co-Branding	-.024	.020	-.091	-1.215	.228
	Customer Based Brand Equity	.530	.122	.415	4.338	.000
	Packaging	.416	.118	.338	3.529	.001
a. Dependent Variable: Purchase Decision						

Based on the table 9 T Test Result, the following results can be obtaine The t value for the co-branding variable is -1.215 and the t table is 1.66088 so that t count < t table (1.66088), or the sig t value for the co-branding (0.228) is more than alpha (0.05).

Based on the results obtained, Ho is accepted and H_1 is rejected for the co-branding variable. Thus, partially the co-branding variable has an insignificant negative influence on purchasing decisions. The researcher concluded that co-branding cannot be determined as a strategy to increase purchasing decisions because it has no effect, so in the future companies need to reconsider the strategy of increasing sales by carrying out co-branding. Co-branding is only a strategy to improve brand image but cannot be used to encourage purchases by consumers. According to the Theory of Planned Behavior, a person can act based on his intentions or intentions if he has control over his behavior (Ajzen, 2002). Determining which product a consumer will buy will involve a cognitive process starting from evaluating the product until the intention to buy arises, except for impulsive purchases (Peter & Jerry 2005).

The t value of the customer based brand equity variable is 4.338 and the t table is 1.66088 so that t count > t table (1.66088), or the sig t value for motivation (0.000) is smaller than alpha (0.05). Based on the results obtained, Ho is rejected and H_2 is accepted for the customer-based brand equity variable. Thus, partially the customer-based brand equity variable has a significant positive effect on purchasing decisions. The brand development carried out by the company has been successful in increasing brand strength, which is proven by the influence of customer-based brand-equity on purchasing decisions, and it can also be seen from the nature of consumers in choosing products that they are already at the stage of trust in a strong brand so that even though there are many innovations carried out by the company, consumers will continue to choose that brand in purchasing decisions because the brand is already embedded in the minds of consumers and has become part of the consumers themselves.

The t value of the packaging variable is 3.529 and the t table is 1.66088 so that t count > t table (1.66088), or the sig t value for motivation (0.001) is smaller than alpha (0.05). Based on the results obtained, Ho is rejected and H_3 is accepted for the packaging variable. Thus, partially the packaging variable has a significant positive effect on purchasing decisions. Many marketers have investigated packaging as a key element of the product mix in a 4P strategy. Packaging is the first thing customers see in a store before making a purchasing decision (Rundh, 2013). In a supermarket, shoppers often look at 300 products every minute. Therefore, in addition to sales promotion, packaging needs to be efficient and provide a positive impression. (Rundh, 2005). So by creating good and attractive packaging you can increase purchasing decisions.

Partially, the customer based brand equity variable is more influential than the co-branding and packaging variable. That is, the customer based brand equity variable plays a greater role in determining purchase decision compared to the co-branding and packaging variable.

CONCLUSION AND RECOMMENDATION

Based on the results of research that has been conducted regarding the influence of co-branding, customer-based brand-equity and packaging on purchasing decisions. With a sample size of 100 people. The results of research and discussion which aim to determine the influence of Co-Branding, Customer Based Brand Equity and Packaging on Purchasing Decisions, it can be concluded that Co-Branding, Customer Based Brand Equity and Packaging. It has been implemented well, but there are still points assessed by marketing that have not been fulfilled properly.

Co-branding partially has an insignificant and negative effect on purchasing decisions. Thus it can be said that H_1 is rejected. customer-based brand-equity and packaging partially have a significant and positive effect on purchasing decisions. With this it can be said that H_2 and H_3 are accepted. Co-Branding, customer-based brand-equity and packaging simultaneously have

a significant and positive effect on purchasing decisions.

Meanwhile, the suggestion for further research is that because the variables that researchers are studying are only limited to 3 independent variables and 1 dependent variable, perhaps they could add other variables such as price, quality, etc. or perhaps they could add mediating variables and increase the number of samples in this study. only 100 to get accurate and better results.

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