The Effect of Co-Branding, Perceived Value, and User-Generated Content on Purchase Intention of McDonald's x New Jeans Collaboration Products

By **Marsya Adelia Avianti Irawan**

Abstract

The high competition among fast food restaurants in Indonesia requires companies to implement effective marketing strategies. Currently, there is a strategy that is often used by companies, namely co-branding, such as co-branding between McDonald's and New Jeans. The occurrence of this phenomenon along with perceived value and user-generated content that affects purchase intention for products resulting from the McDonald's x New Jeans collaboration results in the formulation of problems related to whether co-branding, perceived value, and user-generated content can affect purchase intention. This study was conducted with the aim of proving whether co-branding, perceived value, and user-generated content can influence purchase intention. The population in this study were McDonald's consumers who knew the McDonald's x New Jeans product in DKI Jakarta with a sample of 100 respondents using non-probability sampling and purposive sampling. This research uses quantitative methods with Smart PLS 4.0. The results of this study indicate that the variables of co-branding, perceived value, and user-generated content have a positive and significant influence on the purchase intention of McDonald's x New Jeans collaboration products.

Keywords: co-branding, perceived value, user-generated content, and purchase intention

Pengaruh *Co-Branding, Perceived Value*, dan *User-Generated Content* Terhadap *Purchase Intention* Produk Kolaborasi McDonald's x New Jeans

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Abstrak

Tingginya persaingan antar restoran makanan cepat saji di Indonesia memerlukan perusahaan untuk menerapkan strategi pemasaran yang efektif. Saat ini terdapat strategi yang sering digunakan oleh perusahaan, yaitu *co-branding*, seperti *co-branding* antara McDonald's dan New Jeans. Terjadinya fenomena tersebut bersamaan dengan *perceived value* dan *user-generated content* yang mempengaruhi *purchase intention* terhadap produk hasil kolaborasi McDonald's x New Jeans sehingga didapatkan rumusan masalah terkait dengan apakah *co-branding*, *perceived value*, dan *user-generated content* dapat mempengaruhi *purchase intention*. Penelitian ini dilakukan dengan tujuan untuk membuktikan apakah *co-branding*, *perceived value*, dan *user-generated content* dapat mempengaruhi *purchase intention*. Populasi dalam penelitian ini adalah konsumen McDonald's yang mengetahui produk McDonald's x New Jeans di DKI Jakarta dengan sampel sebanyak 100 responden dengan menggunakan *non probability sampling* dan *purposive sampling*. Penelitian ini menggunakan metode kuantitatif dengan Smart PLS 4.0. Hasil dari penelitian ini menunjukan bahwa variabel *co-branding*, *perceived value*, dan *user-generated content* memiliki pengaruh positif dan signifikan terhadap purchase intention produk kolaborasi McDonald's x New Jeans.

Kata kunci: *co-branding, perceived value, user-generated content*, dan *purchase intention*