

## Exploring the Role of Perceived Value and Customer Attitude in Co-Branding: Impact on Purchase Intention for Somethinc Cosmetics X Bittersweet by Najla

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**Abstract:** This study explores the effect of co-branding on the purchase intention of collaboration products between Somethinc and Bittersweet by Najla, focusing on perceived value and customer attitude. Using a quantitative approach with data analyzed via PLS-SEM through the SmartPLS 3.2.9 application, the research involved 385 respondents who use Somethinc products. The study supports seven hypotheses regarding investigates how co-branding influences the intention to purchase. Findings indicate that the compatibility of products and brands in co-branding significantly influences consumer purchase intention. Co-branding also positively affects perceived value, with better co-branding leading to higher perceived value among consumers. Additionally, co-branding impacts customer attitude, and both perceived value and customer attitude significantly affect purchase intention for collaboration products. Notably, the direct effect of co-branding on intention to purchase is smaller than the indirect effect through perceived value and customer attitude. This highlights that perceived value and customer attitude are strong intervening variables that moderate the effect of co-branding on intention to purchase. This research provides an understanding that co-branding for different product categories must have compatibility in products, brands, and promotions to target the same segment, so as to increase consumer perceived value and consumer attitudes towards collaboration products, thus influencing consumers to be interested in buying collaboration products.

## Introduction

The cosmetics market in Indonesia continues to grow, supported by digital marketing and sales strategies. BPOM data shows an increase in the number of cosmetics companies by 20.6%, from 819 to 913 industries in 2021 to July 2022 (Popmana.com, 2022). Indonesia's cosmetics market is expected to grow by 5.91% per year, making it the fifth largest cosmetics market in the world in the next 5-10 years (MalangTimes.com, 2023). This development also encourages local cosmetic brands to compete more fiercely, with more than 50% of the top facial beauty brands being local products. According to Perkosmi, domestic cosmetic products are increasingly in demand due to their good quality and safety, as well as getting support from foreign investors. Local products are now preferred by the public over foreign products, attracting foreign investors who have the potential to boost economic stability. Kompas.com data shows that local products such as Wardah, Make Over, and Luxcrime are the bestsellers.

The potential of the local cosmetics industry in Indonesia is very dynamic, with more and more beauty businesses competing to be the best. Competing in the local market requires consistency in product innovation to follow trends and improve the quality of cosmetics that are competitive but still prioritize safety, benefits, and quality (Momsmoney.id, 2023). Local products are increasingly in demand because their quality is on par with foreign products and prices are relatively affordable. According to Na Sung Min, Strategic Marketing Leader of PT Cosmax Indonesia (Kompas, 2022), the increasing interest in cosmetic and skincare products encourages industry players to CHANGE: Collaboration, Hybrid, Advance, Natural, Glass Skin, and Eco-Friendly. Collaboration is an important strategy, strengthening consumer confidence in brands, increasing sales, opening market opportunities, reducing product introduction costs, and introducing other brands to consumers (Michael, 2018). Many local brands started collaborating with big brands, both foreign and local, such as Dear Me Beauty with Yupi, Sasa, and KFC, Upmost Beaute with Tolak Angin, Jacqueline with Disney, and Somethinc with Hello Kitty. The success of these collaborations is shown by local brands such as Wardah with Uniqlo, Make Over with Hi and Tjen, and Luxcrime with Tango and Kopi Janji Jiwa.

Collaborations between cosmetic brands and big brands receive high enthusiasm from consumers, providing added value and special prices on collaboration products such as Tumblr products (Liputan6.com, 2021). This shows that collaborations that provide more value and positive attitudes from consumers can increase consumer confidence to buy collaboration products. To increase interest in purchasing cosmetic products, consumer behavior can be explained by the Value-Attitude-Behaviors (VAB) model from Homer & Kahle (1988). According to Kwon & Namkung (2022), The VAB model explains that the three consistent components in creating consumer behavior are Value, Attitude, and Behavior. Cognitive values influence behavior through attitudes. Perceived value and a positive attitude towards a brand can initiate customer behavior, including purchase intentions (Habib et al., 2023). Purchase intention is a purchase-related action, measured by the likelihood of customers making a purchase when meeting the criteria that match their desires (Anjarwati et al., 2019). Park et al. (2021) purchase intention is an attitude and Texpression of feelings

of liking or disliking an object, which is closely related to the concept of belief, is known as attitude.

Co-branding, which combines the value of two brands to create a unique product, can expand market reach and improve product evaluation by consumers (Eszter Schmidt, 2023; Ho et al., 2019). This collaboration creates new revenue opportunities and boosts sales, enhances consumer image and purchase intentions (Kania et al., 2021). Perceived value, or consumer perceived value, plays a critical role in co-branding by serving as a link between customer value and purchase behavior, thereby positively impacting purchase intention (Peng et al., 2019; Park et al., 2021). Customer attitude plays an important role in purchasing behavior, influenced by familiarity, reputation, quality, equity, and brand loyalty (Nuzula & Wahyudi, 2022). Consumers' affirmative attitude towards co-branding brands increases purchase intention (Kwon & Namkung, 2022; Şener et al., 2023).

One of the local cosmetic products, Somethinc, ventured into collaboration with food brand Bittersweet by Najla in early 2024, launching a collaboration product between Somethinc and Bittersweet. Somethinc, which has been producing skincare, make-up, and beauty tools since 2019, aims to realize the dream of women looking beautiful with healthy skin thanks to international quality products. Somethinc's success is proven by becoming the Top 1 skincare brand on the Shopee platform in 2021 and being included in the Top 50 Brands Indonesia. Somethinc continues to innovate to provide the best beauty products in Indonesia and South Asia. In March 2024, the collaboration with Bittersweet by Najla brought Lipstick products and lipstick-shaped cookies with unique packaging and attractive promotions. Previously, Somethinc also collaborated with Kopi Kenangan to launch Body Scrub and Lip Scrub made from coffee. This collaboration successfully encouraged Somethinc to expand its market segmentation.

Somethinc's collaboration strategy with other brands has proven effective in increasing its business exposure through cross-category collaboration, which combines products from different categories. Somethinc previously collaborated with Tahilalats and Crayon Shinchan, presenting a special edition Sunscreen product that combines current trends and 2000s nostalgia. This collaboration successfully attracted customers who loved one or both characters. This success encouraged Somethinc to continue with more unique collaborations, such as with Bittersweet by Najla in early 2024, launching Lipstick and lipstick-shaped cookies. This collaboration further attracted customers' attention thanks to the unique packaging and attractive promotions (Myindibiz, 2023).

The collaboration between Somethinc and Bittersweet by Najla is a unique phenomenon as it involves two brands with different product categories, cosmetics and food. This research aims to show how co-branding by Somethinc and Bittersweet by Najla can increase Perceived Value and Customer Attitude, which in turn affects Purchase Intention. According to the research Anjarwati et al. (2019) and Paydas Turan, (2021), co-branding has a positive impact by creating a new product from the merger of two or more brands, which increases consumers' perceived value and their attitude towards the collaboration product, thereby increasing purchase intentions. Research Kania et al. (2021) shows that brand

compatibility in collaborations between cosmetic and food products affects attitudes towards collaborative products, and consumers' positive attitudes after co-branding have an impact on purchase intentions. However, Imamah & Hidayat (2021) found that co-branding does not have a significant relationship and has no effect on purchase intention.

This study aims to examine the effect of Somethinc x Bittersweet by Najla co-branding on purchase intention, with perceived value and customer attitude as intervening variables. Given the differences in the results of previous studies, this study will analyse important factors such as quality, price, and consumer attitudes towards these collaboration products.

## Research Method

This research employs a quantitative approach, concentrating on objective measurement and statistical analysis of data gathered through questionnaires. The purpose of this research is to test previously formulated hypotheses using primary data. This approach enables researchers to identify patterns, measure variables, and ascertain cause-and-effect relationships between the variables under investigation. The study's sample size consisted of 385 respondents, determined using a sample size calculator from calculator.net, with parameters set for an unlimited population, a 5% margin of error, a 95% confidence level, and a 50% population proportion.

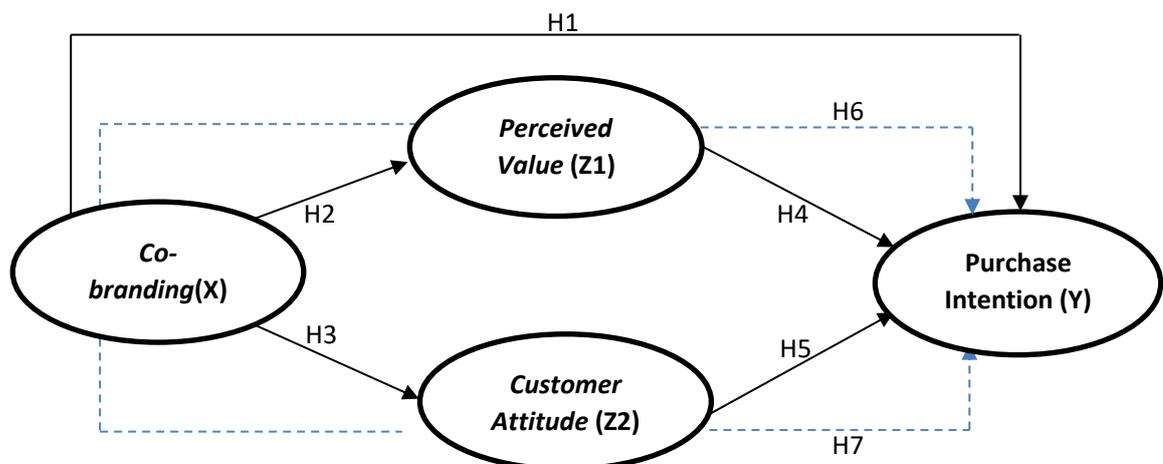


Figure 1. Conceptual Framework

## Result and Discussion

### *Characteristics of Respondents*

The characteristics of the 385 respondents were classified according to gender, age, occupation, education, and geography. According to gender, 353 respondents were female and 32 were male. Many respondents are between the ages of 15-25 (234), 26-35 (143), 36-45 (8). Based on region, the majority are from West Java, East Java, and Central Java. Based on education, the Diploma / S1 education level is 229, SMA / SMK level education is 148, and S2 level education is 8. Based on the type of work, most respondents are from private employees as many as 131, students 109, housewives 58, students 41, civil servants 16, and others 30.

Data Analysis

Outer Model

The outer model aims to test the reliability and validity of the indicators that comprise latent constructs. The Partial Least Squares (PLS) method is used in this study's model evaluation, which is performed using SmartPLS 3.2.9 software. The model analysis can be seen in the figure below.

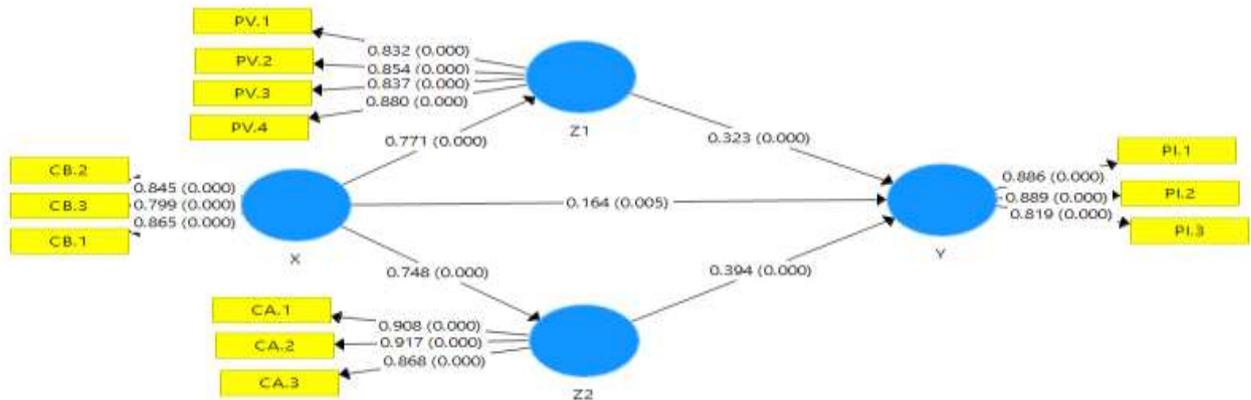


Figure 2. Hasil proses PLS-SEM

Source: Research results, processed with Smart PLS 3.2, 2024

Convergent Validity

Average Variance Extracted (AVE)

Convergent validity of each indicator in measuring variables can be assessed through the Average Variance Extracted (AVE). A variable is considered to fulfill convergent validity if it has an AVE value greater than 0.5.

Table 1. Average Variance Extracted (AVE)

Variable	AVE	Description
Co-branding	0,701	Valid
Purchase Intention	0,749	Valid
Perceived Value	0,724	Valid
Customer Attitude	0,806	Valid

Source: Data processed using Smart PLS 3.2, 2024

Referring to Table 1, it can be inferred that the Average Variance Extracted (AVE) values for all constructs are above 0.50. This indicates that the measurement items for each indicator are valid in terms of convergent validity.

Loading Factor

Table 2. Loading Factor

Indicator	Outer Loading	P-Value	Outer VIF	Description
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<i>Co-branding X1</i>	CB1	0,865	0,000	1,861	Valid
	CB2	0,845	0,000	1,711	Valid
	CB3	0,799	0,000	1,497	Valid
<i>Purchase Intention Y</i>	PI.1	0,886	0,000	2,080	Valid
	PI.2	0,889	0,000	2,143	Valid
	PI.3	0,819	0,000	1,707	Valid
<i>Perceived Value Z1</i>	PV.1	0,832	0,000	2,018	Valid
	PV.2	0,854	0,000	2,208	Valid
	PV.3	0,837	0,000	2,046	Valid
	PV.4	0,880	0,000	2,538	Valid
<i>Customer Attitude Z2</i>	CA.1	0,908	0,000	2,796	Valid
	CA.2	0,917	0,000	3,031	Valid
	CA.3	0,868	0,000	2,022	Valid

Source: Data processed using Smart PLS 3.2, 2024

According to Table 2, the outer loading values are all above the  $> 0.7$  threshold, validating the instrument's effectiveness. The overall significance is affirmed by a p-value  $< 0.05$ , which confirms the research instrument's significance. Additionally, the formative measurement model (outer VIF) reveals that all outer VIF values are below 5, indicating the absence of multicollinearity among the measurement items.

#### Discriminant Validity

Each latent construct must have an AVE square value  $> 0.5$  to reflect a good measurement model, where if the value obtained in a variable is greater than the construct value, it means that the respondent has no difficulty in answering the statements presented in the questionnaire. The square root value of Average Variant Extracted (AVE) can be seen through the Fornell-Larcker value.

Table 3. Fornell Larcker

Variable	Co-branding	Purchase Intention	Perceived Value	Customer Attitude
Co-branding	0,837			
Purchase Intention	0,707	0,865		
Perceived Value	0,771	0,774	0,851	
Customer Attitude	0,748	0,783	0,826	0,898

Source: Data processed using Smart PLS 3.2, 2024

Seen from Table 3 above, the Free-lancer value of the same variable criteria is greater than that of other variables so that it can be declared valid.

#### Reliability Test

Reliability is assessed using two tests: composite reliability and Cronbach's alpha, with both needing to be  $\geq 0.70$ . Cronbach's alpha provides supplementary confirmation to support the findings from the composite reliability test.

Table 4. Composite Reliability

Variable	Composite reliability	Cronbach's alpha	Description
Co-branding	0,875	0,786	Reliable
Purchase Intention	0,899	0,832	Reliable
Perceived Value	0,913	0,873	Reliable
Customer Attitude	0,926	0,880	Reliable

Source: Data processed using Smart PLS 3.2, 2024

Referring to Table 4 above, it can be concluded that the composite reliability testing for the co-branding, purchase intention, perceived value, and customer attitude variables indicates that they are reliable. This is indicated by the composite reliability value of all variable's worth  $> 0.70$ . Meanwhile, the Cronbach's alpha value on all variables is declared reliable, indicated by the overall value of  $> 0.70$ .

*Inner Model*

*R-Square (R2)*

The R Square value is used to gauge the predictive capability of the structural model for each endogenous latent variable. A value greater than 0.75 reflects a strong relationship, a value above 0.50 indicates a moderate relationship, and a value exceeding 0.25 shows a weak relationship.

Table 5. R-Square

Variable	R-square
Purchase Intention	0,674
Perceived Value	0,594
Customer Attitude	0.559

Source: Data processed using Smart PLS 3.2, 2024

Based on table 5 above, the R Square value for the purchase intention variable is 67.4%, which means that co-branding, perceived value, and customer attitude affect purchase intention by 67.4%, while 32.6% is influenced by other factors not studied. R Square for the perceived value variable is 59.4%, indicating that co-branding affects perceived value by 59.4%, and 40.6% is influenced by other factors. For the customer attitude variable, R Square is 55.9%, with the co-branding influence of 55.9% and 44.1% influenced by other factors. The R Square value for these three variables is  $< 0.75$ , indicating a moderate influence of co-branding on customer attitude.

*Model F Square*

The F Square value for the exogenous variable reflects the effect size as follows: a value above 0.02 indicates a small effect, above 0.15 denotes a medium effect, and above 0.35 signifies a large effect.

Table 6. Nilai F Square

Variable	Co-branding	Purchase Intention	Perceived Value	Customer Attitude	Description
Co-branding		0,030	1,463	1,270	Small
Purchase Intention					
Perceived Value		0,085			Small
Customer Attitude		0,137			Small

Source: Data processed using Smart PLS 3.2, 2024

Referring to Table 6, it can be concluded that the F Square value on the co-branding variable (X) is  $0.030 < 0.15$ , so influencing of co-branding on intention to purchase is relatively small. The F Square value on the perceived value variable (Z1) is  $0.085 < 0.15$ , and the F Square value on the customer attitude variable (Z2) is  $0.137 < 0.15$ , so both also have little effect on purchase intention. However, the F Square value of the co-branding variable on perceived value (Z1) is  $1.463 > 0.35$ , and the F Square value of the co-branding variable on customer attitude (Z2) is  $1.270 > 0.35$ , showing a high influence. This shows that although co-branding has little direct effect on purchase intention, it has a significant effect on perceived value and customer attitude, which then affects purchase intention indirectly.

### Hypothesis Test

Table 7. Path Coefficient

Hypothesis	Path Coefficient	P-Value	F-Square	Description
Co-branding -> Purchase Intention	0,164	0,005	0,030	Accepted
Co-branding -> Perceived Value	0,771	0,000	1,463	Accepted
Perceived Value -> Purchase Intention	0,323	0,000	0,085	Accepted
Co-branding -> Customer Attitude	0,748	0,000	1,270	Accepted
Customer Attitude -> Purchase Intention	0,394	0,000	0,137	Accepted
Co-branding -> Perceived Value -> Purchase Intention	0,249	0,000	-	Accepted
Co-branding -> Customer Attitude -> Purchase Intention	0,294	0,000	-	Accepted

Source: Data processed using Smart PLS 3.2, 2024

According to Table 7, the results of the hypothesis testing can be explained as follows:

#### Hypothesis 1

Co-branding positively and significantly affects purchase intention for Somethinc x Bittersweet by Najla collaboration products. The positive path coefficient is 0.164 with a p-value of  $0.005 < 0.05$ , thus Hypothesis 1 is accepted. The positive and significant coefficient

indicates that the better the co-branding on a product, the higher the consumer purchase intention. This is consistent with previous research by Anjarwati et al. (2019), which states that the co-branding strategy is able to increase consumer buying interest. The collaboration between Somethinc and Bittersweet by Najla from different product categories is also considered capable of increasing purchase intention, as explained by Eszter (2023), that consumers tend to have higher purchase intent towards co-branded products that provide positive experiences and perceptions. Massive promotion on social media and product launches that provide added value have successfully increased consumer interest in this collaboration product. The majority of respondents agreed that Somethinc x Bittersweet by Najla products are unique and appealing, which is in line with the research that has been conducted in the past by Ho et al. (2019) that repeated exposure to collaboration products increases attraction and purchase intention. The Path Coefficient shows that the direct effect of co-branding on intention to purchase is small. The compatibility factor in co-branding is also an important determinant in building trust value and consumer perceived benefits (Huang, 2024). In Somethinc x Bittersweet by Najla co-branding, the promotion successfully reinforced the uniqueness of the product, but brand fit was also important in increasing consumers' perceived value. This fit, which involves complementary products and the strength of brand equity, influences consumers' desire to make a purchase. Consistency and credibility of product categories and promotion types in co-branding should be considered to increase consumer evaluation and purchase intention of collaborative products (Chen & Lien, 2018).

### *Hypothesis 2*

Co-branding positively and significantly influences perceived value for Somethinc x Bittersweet by Najla collaboration products. The positive path coefficient is 0.771 with a p-value of  $0.000 < 0.05$ , thus Hypothesis 2 is accepted. Good co-branding increases perceived value or perceived value for consumers. Previous research Anjarwati et al. (2019) and Solakis et al., (2022) also supports these findings, suggesting that the integration of two brands in co-branding creates a unique product that provides additional value to consumers. The Somethinc x Bittersweet by Najla collaboration resulted in Lipstick products and Lipstick cookies that are considered attractive, quality, and fun by consumers. This collaboration increases consumer perception of both brands, with Lipstick products that have a distinctive aroma of Bittersweet by Najla and Lipstock cookies packaging that is like Somethinc's main product. This is in line with research Forero & Neme (2021) which states that co-branding can provide positive responses from customers through combining brand strengths. Collaborative product co-branding successfully increases consumers' perceived value, attracts their attention, and is well received by consumers. Research (Kania et al., 2021) also supports that co-branding has a positive effect on perceived value, with the suitability of co-branding elements as the main factor that increases consumers' positive perceptions of collaboration products.

### *Hypothesis 3*

Co-branding positively and significantly affects customer attitude towards the collaboration products between Somethinc and Bittersweet by Najla. The positive path coefficient is 0.748 with a p-value of 0.000, which is less than 0.05, supporting the acceptance of Hypothesis 3. This finding is consistent with previous research by Kwon & Namkung (2022) which explains that co-branding improves customer attitude through positive comments about brand fit. Consumer attitudes towards collaboration products are influenced by attitudes towards individual brands, collaboration products, and brand existence before and after collaboration (Ho et al., 2019). The product suitability of the Somethinc x Bittersweet by Najla collaboration plays an important role in the success of the co-branding strategy. Research Kania et al. (2021) revealed that the suitability of brand equity symbols and brand popularity plays a major role in shaping customer attitude. Ho et al. (2017) also emphasized that the success of co-branding, especially for brands from different sectors, depends on brand compatibility and consumer attitudes before and after the collaboration. Most respondents agreed that they liked the brand after the collaboration and trusted the promotion of the product.

### *Hypothesis 4*

Perceived value positively and significantly affects on the intention to purchase for Somethinc x Bittersweet by Najla collaboration products. positive path coefficient of 0.323 with a p value of 0.000 <0.05, thus Hypothesis 4 is accepted. The better the value that consumers perceive in a product, the higher their purchase intention. Previous research (Park et al., 2021; Pham et al., 2018; Zhang et al., 2021) supports these findings, highlighting that perceived value plays a key role in consumer decision-making by boosting reliability and trust, which impact purchase intentions. Perceived value represents how consumers evaluate the usefulness of a product or service. When perceived benefits exceed perceived costs, the product is considered to have positive value (Peng et al., 2019). The Somethinc x Bittersweet by Najla collaboration successfully created a positive perception that attracted consumers' trust and influenced their purchase intention. The positive relationship between functional value and purchase intention suggests that functional value is a key criterion in customer purchasing decisions. Somethinc x Bittersweet by Najla collaboration products match consumer expectations, offering quality and useful Lipstick products. Collaboration products should consider overall value, not just unique design, to increase consumer interest. The majority of respondents agreed that the collaboration promotion is attractive, the product quality is acceptable, and it meets the needs of the customers.

### *Hypothesis 5*

Customer attitude positively and significantly affects on the intention to purchase for Somethinc x Bittersweet by Najla collaboration products. positive path coefficient of 0.394 with a p value of 0.000 <0.05, thus Hypothesis 5 is accepted. The better the consumer's attitude towards the product, the higher their purchase intention. Previous research Nuzula

& Wahyudi (2022) It also demonstrates that a attitude towards the brand enhances purchase intention. Consumers' positive attitudes towards complementary co-branded products, such as the use of partner brand attributes in products, influence purchase intentions (Ho et al., 2017; Kania et al., 2021; Singh & Banerjee, 2018). This collaboration successfully utilizes the strengths of each brand, resulting in unique products that attract attention and have added value for consumers. Previous research (Ho et al., 2019) stated that in co-branding, consumers consider collaboration partners and product and brand compatibility. Brand awareness and fit influence attitudes towards collaboration products. Somethinc is known for its quality beauty products, while Bittersweet by Najla is known for its innovative food products. The collaboration combines the expertise of both brands, creating an interesting and relevant product, which in turn influences positive attitudes and consumer purchase decisions. The popularity of food brands affects the popularity of co-branding. Research Kania et al. (2021) emphasizes the importance of choosing partners with good branding and attractive products that consumers like. Co-branding with a brand that is familiar to consumers gives rise to consumer purchasing behaviours and decisions, motivated by their experience with the product.

#### *Hypothesis 6*

Co-branding on the perceived value of the Somethinc x Bittersweet by Najla has an indirect impact on purchase intention. The path coefficient of co-branding's effect on purchase intention through perceived value is 0.249, with a p-value of 0.000, which is less than 0.05, thereby confirming Hypothesis 6. This suggests that improved co-branding enhances consumers' perceived value, which subsequently boosts their purchase intention. Hypothesis testing reveals that co-branding has a significant indirect impact on purchase intention via perceived value. Previous research (Huang 2024; Simanjuntak & Keni, 2022) shows that co-branding stimulates perceived value and positively influences consumer purchase intention. Somethinc's collaboration with Bittersweet by Najla increases consumers' perceived value, stimulates impulse purchases, and increases purchase intentions. Research (Paydas Turan, 2021) emphasizes that perceived value plays an important role in consumers' decision to buy. Companies should pay attention to consumer suitability and preferences, select appropriate co-branding products, and develop appropriate promotion plans. Somethinc pays attention to product quality and utilizes the branding power of each brand in promotions, so that consumers give positive value and are attracted to buy. The Somethinc x Bittersweet by Najla collaboration is considered unique and has an effect on customers' perception of quality, increasing their purchase intention (Anjarwati et al., 2019).

#### *Hypothesis 7*

Co-branding on the customer attitude of the Somethinc x Bittersweet by Najla has an indirect impact on purchase intention. The path coefficient of co-branding on purchase intention through customer attitude is 0.294 with a p value of 0.000 < 0.05, thus Hypothesis 7 is accepted. The better the co-branding, the more positive the consumer attitude, which then

increases their purchase intention. Hypothesis testing shows that co-branding indirectly has a significant influence on purchase intention through customer attitude. An effective co-branding strategy depends on the integration of the products, relationships, forms and functions of the partner brands. Brand compatibility in co-branding is important to generate positive consumer attitudes and attract them to buy (Paydas Turan, 2021; Pranata, 2022). Consumers' attitude towards the collaboration product becomes a mediator that increases purchase intention after brand collaboration. The research underscores that brand fit creates positive initial attitudes toward the product and has a substantial impact on purchase intention (Kania et al., 2021). Research by Ho et al. (2019) has demonstrated that behavior is influenced by attitudes derived from cognitive (thinking, learning, processing information) and affective (feelings, emotions). In this study, most respondents agreed that the Somethinc x Bittersweet by Najla collaboration product is logical and acceptable, the collaboration design is appropriate, and the co-branding strategy is effective. Consumers also agreed that the Somethinc brand was more appealing after the collaboration, and they liked the promotions. Research Chen & Lien (2018) shows that product compatibility and promotion are key components for consumers in evaluating products and paying attention to product category compatibility, which leads to positive attitudes and intention to own collaborative products.

## **Conclusion**

According to the descriptive statistical analysis and research on the Somethinc x Bittersweet by Najla product collaboration, it can be concluded that co-branding positively and significantly affects perceived value, customer attitude, and purchase intention. Improved co-branding leads to higher perceived value and customer attitude, thereby increasing consumer purchase intention. Additionally, both perceived value and customer attitude positively and significantly impact purchase intention. Indirectly, co-branding increases purchase intention through an increase in perceived value and customer attitude, indicating that an effective co-branding strategy can maximize consumer purchase intention for collaborative products.

This study has several limitations such as the respondents mostly consist of teenagers and adults, so the findings cannot be generalized to a wider demographic, only using quantitative methods to assess the effect of co-branding on purchase intention with perceived value and customer attitude as mediating variables, so further research is recommended to use qualitative or mixed methods for topic deepening and the data source comes from an online questionnaire, which makes it challenging for respondents to seek clarification on any aspects they do not understand, potentially causing misunderstandings in their responses.

According to the study's results, it is suggested that Somethinc consider co-branding with reputable and popular partners to create unique products and attract consumer attention. It is important to ensure the collaboration reflects the strong synergy between the two brands and emphasizes the added value and unique benefits of the collaboration

product. To increase consumer appeal and preference, Something should highlight the uniqueness of the product, offer exclusive promotions, and create an engaging user experience. Future researchers are expected to use these findings as a reference to explore additional factors such as brand reputation, consumer experience, and marketing communication, as well as expand the research with different product categories and a larger number of respondents to get a complete and more accurate picture of purchase intention towards collaboration products.

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