

ABSTRAK

Ila Vinika. No Bp 17101155310020, Jurusan Manajemen, Fakultas Ekonomi dan Bisnis, Tahun 2022, Pengaruh Co-Branding dan Brand Equity Terhadap Purchase Intention Yamaha Aerox Melalui Brand Preference Sebagai Variabel Intervening Pada Dealer Motor Yamaha Sungai Tambang, Sijunjung. Dibawah bimbingan Bapak Dr. Yulasmi, S.E., M.M. dan Bapak Dodi Suryadi, S.E., M.M.

Penelitian ini bertujuan mengetahui seberapa besar pengaruh Co-Branding dan Brand Equity Terhadap Purchase Intention Yamaha Aerox melalui Brand Preference sebagai Variabel Intervening pada Dealer Sepeda Motor Yamaha Sungai Tambang, Sijunjung. Metode pengumpulan data melalui Kuesioner, Metode analisis yang digunakan adalah uji validitas dan reabilitas, analisis korelasi, analisis linier berganda, untuk uji hipotesis digunakan uji t, uji f dan koefisien determinasi. Sampel berjumlah 100 responden. Berdasarkan penelitian yang didapatkan berdasarkan uji parsial (uji t) diperoleh hasil uji Pengaruh *co-branding* terhadap *brand preference* diperoleh nilai t hitung sebesar 5,343. Sehingga dapat disimpulkan t hitung > t tabel ($5,343 > 1,66196$) dan signifikansi < 0,05 ($0,000 < 0,05$) maka H_a diterima H_o ditolak. Jadi dapat disimpulkan bahwa *co-branding* secara parsial memiliki pengaruh positif signifikan terhadap *brand preference*. Pengaruh *brand equity* terhadap *brand preference* diperoleh nilai t hitung sebesar 2,630. Sehingga dapat disimpulkan t hitung > t tabel ($2,630 < 1,66196$) dan signifikansi < 0,05 ($0,010 > 0,05$) maka H_a diterima H_o ditolak. Jadi dapat disimpulkan bahwa *brand equity* secara parsial memiliki pengaruh positif dan signifikan terhadap *brand preference*. Pengaruh *co-branding* terhadap *purchase intention* diperoleh nilai t hitung sebesar 7,617. Sehingga dapat disimpulkan nilai t hitung > t tabel ($7,617 > 1,66216$) dan signifikansi < 0,05 ($0,000 < 0,05$), maka H_a diterima H_o ditolak. Jadi dapat disimpulkan bahwa *co-branding* secara parsial memiliki pengaruh positif dan signifikan terhadap *purchase intention*. Pengaruh *brand equity* terhadap *purchase intention* diperoleh nilai t hitung sebesar 2,392. Sehingga dapat disimpulkan nilai t hitung > t tabel ($2,392 > 1,66216$) dan signifikansi < 0,05 ($0,019 < 0,05$) maka H_a diterima H_o ditolak. Jadi dapat disimpulkan bahwa *brand equity* secara parsial berpengaruh positif dan signifikan terhadap *purchase intention*. Pengaruh *brand preference* terhadap *purchase intention* diperoleh nilai t hitung sebesar -1,229. Sehingga dapat disimpulkan nilai t hitung < t tabel ($-1,229 < 1,66277$) dan signifikansi > 0,05 ($0,222 > 0,05$) maka H_a ditolak H_o diterima. Jadi dapat disimpulkan bahwa *brand preference* secara parsial tidak berpengaruh terhadap *purchase intention*.

Kata Kunci: Pengaruh Co-Branding, Brand Equity, Purchase Intention, Brand Preference.

ABSTRACT

Ila Vinika. No. Bp 17101155310020, Department of Management, Faculty of Economics and Business, 2022, *Effect of Co-Branding and Brand Equity on Yamaha Aerox's Purchase Intention through Brand Preference as an Intervening Variable at Yamaha Sungai Tambang Motorcycle Dealer, Sijunjung.* Under the guidance of Dr. Yulasmu, S.E.,M.M. and Mr. Dodi Suryadi, S.E.,M.M.

This study aims to determine how much influence Co-Branding and Brand Equity have on Yamaha Aerox's Purchase Intention through Brand Preference as an Intervening Variable at a Yamaha Sungai Tambang Motorcycle Dealer, Sijunjung. correlation analysis, multiple linear analysis, to test the hypothesis used t test, f test and coefficient of determination. The sample is 100 respondents. Based on the research that was obtained based on the partial test (t test), the results of the test of the effect of co-branding on brand preference obtained a t-count value of 5.343. So it can be concluded that $t_{count} > t_{table}$ ($5.343 > 1.66196$) and significance < 0.05 ($0.000 < 0.05$) then H_a is accepted, H_o is rejected. So it can be concluded that co-branding partially has a significant positive effect on brand preference. The effect of brand equity on brand preference is obtained by the t-count value of 2.630. So it can be concluded that $t_{count} > t_{table}$ ($2.630 < 1.66196$) and significance < 0.05 ($0.010 > 0.05$) then H_a is accepted H_o is rejected. So it can be concluded that brand equity partially has a positive and significant influence on brand preference. The effect of co-branding on purchase intention is obtained by a t-count value of 7.617. So it can be concluded that the value of $t_{count} > t_{table}$ ($7.617 > 1.66216$) and a significance of < 0.05 ($0.000 < 0.05$), then H_a is accepted, H_o is rejected. So it can be concluded that co-branding partially has a positive and significant effect on purchase intention. The effect of brand equity on purchase intention is obtained by the t-count value of 2.392. So it can be concluded that the value of $t_{count} > t_{table}$ ($2.392 > 1.66216$) and significance < 0.05 ($0.019 < 0.05$) then H_a is accepted H_o is rejected. So it can be concluded that brand equity partially has a positive and significant effect on purchase intention. The effect of brand preference on purchase intention is obtained by the t-count value of -1.229. So it can be concluded that the value of $t_{count} < t_{table}$ ($-1.229 < 1.66277$) and significance > 0.05 ($0.222 > 0.05$) then H_a is rejected, H_o is accepted. So it can be concluded that brand preference partially has no effect on purchase intention.

Keywords: *Effect of Co-Branding, Brand Equity, Purchase Intention, Brand Preference.*