

## **ABSTRAK**

Yuan Cardilano NIM 2018116168, Pengaruh Co-Branding Antara Po Noodle Bar Dan Lawless Burger Bar Terhadap Minat Beli Konsumen Pada Iron Fist. Di bawah bimbingan Ibu Dr. Nafiah Ariyani, SE,M.Si Munculnya pesaing di dalam suatu pasar membuat konsumen memiliki alternatif pilihan untuk suatu produk. Ini membuat manajemen harus terus berusaha inovatif dalam memasarkan produk yang mereka hasilkan dengan berbagai cara pemasaran maupun meluncurkan produk-produk yang baru. Sehingga tetap dapat mempertahankan kepercayaan dari para konsumen untuk terus mengkonsumsi produk yang dihasilkan. Penelitian ini bertujuan untuk mengetahui pengaruh Co-Branding terhadap minat beli konsumen. Populasi dalam penelitian ini adalah konsumen Po Noodle Bar yang berlokasi di Jakarta Selatan. Penarikan sample penelitian menggunakan metode random sampling dan hasil perhitungan sampling dengan rumus slovin diperoleh jumlah sampel sebanyak 100 responden. Teknik pengumpulan data menggunakan kuesioner yang diberikan kepada konsumen Po Noodle Bar. Analisis data menggunakan analisis regresi linier sederhana. Hasil penelitian menunjukkan bahwa Co-Branding berpengaruh terhadap minat beli konsumen sebesar 0,579, artinya apabila nilai Co-Branding naik 1 satuan maka minat beli akan naik sebesar 0,579 satuan. Nilai korelasi antar variabel Co-Branding dan minat beli sebesar 0,572 yang berarti sedang. Kata kunci : Co-Branding, minat beli, konsumen, pemasaran

## **ABSTRACT**

Yuan Cardilano NIM 2018116168, The Influences Of Co-Branding Between Po Noodle Bar And Lawless Burger Bar On Consumer Purchase Intention Of Iron Fist . In guidance of Dr. Nafiah Ariyani, SE,M.Si The emergence of competition in a market makes consumers have alternative choices of some products. It makes the management have to strive to be innovative for producing new products in various marketing methods, launching new products as well. So that consumer's trust can be maintain in consuming of products proceed. The aim of this study is to determine the effect of Co-Branding on consumer buying interest. The population in this study are Po Noodle Bar consumers located in South Jakarta. Withdrawal of research samples using random sampling method and the results of sampling calculations with the slovin formula obtained a total sample of 100 respondents. Data collection technique uses primary data, namely a questionnaire that given to Po Noodle Bar consumers. Data analysis used simple linear regression analysis. The results showed that Co-Branding had an effect on consumer buying interest of 0.579, meaning that if the Co-Branding value increased by 1 unit, the buying interest would increase by 0.579 units. The correlation value between Co- Branding and purchase intention is 0.572, which means moderate. Keywords: Co-Branding, buying interest, consumers, marketing