

Does Co-Branding, Social Media Marketing, and Key Opinion Leaders Influence Purchase Decisions in Greater Jakarta Area?

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ABSTRACT

Kopi Janji Jiwa is currently one of Indonesia's largest-selling coffee shops. Kopi Janji Jiwa will continue increasing sales to influence many people to purchase. The researcher is also interested in researching the Kopi Janji Jiwa, which is in great demand by the Indonesian people. This study aims to find promotional methods that increase purchasing decisions for Kopi Janji Jiwa in DKI Jakarta. The chosen method is co-branding, social media marketing, and key opinion leaders. First, researchers chose co-branding because co-branding is one of the well-known promotional methods of collaboration between brands. Social media marketing is one of the most effective promotional methods in the modern era, using social networks to reach consumers' interest in a particular product. Finally, a key opinion leader is also one of the most effective methods in the modern era. It is a way to attract buyers or consumers to a brand by using someone's popularity to influence their followers to buy the brand or product. The results obtained from processing 354 data samples show that co-branding, social media marketing, and key opinion leaders significantly influence the purchasing decision of the Kopi Janji Jiwa in DKI Jakarta. The technique used in this research is non-probability sampling with the purposive sampling method, using a total sample of 200 data. The research that has been conducted has concluded that co-branding and social media marketing have a significant effect on purchasing decisions. However, key opinion leaders do not affect purchasing decisions for Kopi Janji Jiwa in DKI Jakarta.

Keywords: Co-Branding; Key Opinion Leader; Purchasing Decision; Social Media Marketing

INTRODUCTION

In an era that continues to develop from time to time, there are changes in various aspects, including economics, education, knowledge, and technology. Because of this, the public must be aware of the conditions in which a company improves its marketing knowledge and continues to innovate and develop. Society is entering an era where a company's marketing innovation can be seen from various accessible media.

In recognizing a product or service, of course, a company needs to look back and review the appropriate content, method, or communication so that the message of the company's innovation in marketing can reach the public. How a company builds and designs marketing knowledge for its products will undoubtedly influence how consumers view them. Of course, this is a way of digital marketing that will significantly influence people's desire to buy. Seeing developments that continue to occur, the increasingly developing era of technology, especially social media, can influence a person's purchasing decisions.

With innovation in marketing to build attention to products or services that can be communicated well with clear intentions to the public, it will undoubtedly increase purchases, and products can be recognized by consumers, which, of course, dramatically influences consumers' purchasing decisions regarding a product or service developed through marketing innovation via social media that the public can access.

The social media used by companies in building and planning their marketing certainly has innovative methods that have been built in such a way as to develop the best marketing plan to reach the public. In building promotions regarding purchasing decisions for a product, it can now be determined by how the company builds Co-Branding, Social Media Marketing, and Key Opinion Leaders (KOL).

Geebren et al., (2021) adds that, individually and organizationally, the urge to purchase can arise because of a need—however, the size of something referred to as a need is not solely from an economic perspective. The need for prestige, pride, or a symbol of bona fides is inevitable in the consumer and business environment.

Based on the background that the author has described, the author is interested in conducting research titled Does Co-Branding, Social Media Marketing and Key Opinion Leaders Influence Purchasing Decisions at Greater Jakarta Area?

Formulation of the problem

Based on the background that the researcher has described, the following is the formulation of the problem that will be examined in the study.

1. Does Co-Branding influence the decision to purchase Janji Jiwa coffee?
2. Does Social Media Marketing influence the decision to purchase Janji Jiwa coffee?
3. Does the Key Opinion Leader influence the decision to purchase Janji Jiwa coffee?

LITERATURE REVIEW

Co-Branding

According to Kotler & Armstrong (2018), co-branding or co-branding is the practice of merging two well-known companies, which then create a joint product. Co-branding is said to be the determination of a product or brand from the results of a joint determination, or it is also said to be the determination of a product name from a combination of brands into a product to be marketed together (Razak et al., 2019; Yao et al., 2018).

From this collection of definitions, an understanding can be drawn that Co-branding is a technique for marketing a product due to collaboration between two or more companies. Co-branding is not only done by companies with companies. However, Co-branding can also be done with artists and celebrities to increase the product's prestige. Furthermore, co-branding can be defined as creating differentiation through ingredient attributes and can enhance brand equity (Ahn & Sung, 2012).

In addition, co-branding has some dimensions, including reputation, product fit, trust, attitude, and familiarity (Ballester, ED, 2013). Recently, co-branding has played a vital role in increasing purchase decisions of society, escalating brand awareness, brand image, and sales of goods and services (Study & Oreo, 2020). In addition, co-branding has proven to be a success-driven factor for organizations (Paydas Turan, 2021). Therefore, the hypothesis is as follows

H1: There is a positive favorable influence between co-branding and purchase decision

Social Media Marketing

Social media marketing related to marketing activities. Nowadays, most businesses, both traditional stores and online stores, apply online marketing strategies, including endorsement, website advertising, and company social media sites to increase and establish societal brand awareness (Zhan et al., 2017). At the same time, other scholars describe Social media marketing can be described as a promotional process in the form of advertising carried out online using a comprehensive or broad study, usually carried out through a virtual world, news sites, which are formed in marketing communications (Roetzel, 2019). Moreover, Wibowo et al. (2021) noted that social media is concerned with sharing information, experiences, and perspectives across community-oriented websites.

Furthermore, social media marketing heavily relies on the internet, which enable a firm to share content about knowledge of product and service both live and recorded. At the same time, social media facilitates content sharing, collaboration, and engagement between buyers and sellers (Jamil et al., 2022). In addition, various studies on social media marketing have been carried out, and some indicators include online communities, interaction, sharing of content, and accessibility (As'ad, 2014; Zhao & Kong, 2017). Next, marketing campaigns comprise factors such as trendiness, customization, reputation, interaction, and entertainment, which heavily influence purchase decisions (Jamil et al., 2022; Liu et al., 2021). So, the hypothesis developed as follows

H2: Social media marketing has a significantly positive impact on purchase decision

Key Opinion Leader

Key Opinion Leader is an essential concept in social network marketing. Key opinion leader refers to those who are active on social networks, like to share ideas with others, and can attract attention and influence the ideas and behavior of others (Farivar et al., 2021). Identifying key opinion leaders has received much attention because it can be powerful in marketing and directing public opinion (Zhao & Kong, 2017).

Other scholars defined vital opinion leaders as individuals in a social network who have the most influence on the recognition or adoption of other people in production and technology dissemination (Cheung et al., 2011; Wang et al., 2020). Opinion leaders commonly affect other people in making a decision. Moreover, opinion leaders influence information communication most because opinion leader content is more trustworthy and credible than advertising campaigns. Meanwhile, society has internet access twenty-four hours a week (24/7). Therefore, the real-time spread of information escalates trust within society toward opinion leaders and makes society take action immediately (Wang et al., 2020).

From the definition of a key opinion leader, it can be understood that a key opinion leader plays an important role today in marketing and social networking. They were moving and directing public opinion towards a product and developing better consumer relationships. Furthermore, opinion leaders should have long-term engagement, activity, attention and authority, credibility, knowledge, and behavior (Bamakan et al., 2019; Wang et al., 2020). Based on the discussion, the third hypothesis for the study is proposed as follows:

H3: Key opinion leader has a significant effect on purchase decision

Buying Decision

Consumer buyer behavior refers to the buying behavior of final consumers - individuals

and households that buy goods and services for personal consumption (Kotler et al., 2018); in that sense, it can be concluded that behavior that triggers a purchasing decision refers more to how a person's purchasing behavior ends, consumers, both individuals and groups who purchase both goods or services for their personal use (Hanaysha, 2018).

In addition, a purchasing decision is an action of a consumer that forms a desire to purchase a product they like (Poturak & Turkyilmaz, 2018). Furthermore, Marketers can influence consumer decisions by giving information about their products or services that can aid in the evaluation process (Hanaysha, 2018; Schiffman & Wisenblit, 2019).

Next, consumers' purchasing decisions are decisions influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people, and processes (Akdoğan, 2021; Alma, 2016). At the same time, purchase decisions are greatly affected by other people's attitudes and unpredicted situations (Han, 2021).

Based on the various explanations, it can be concluded that a purchasing decision is an activity carried out by individuals or groups that leads to the purchase process. In the meantime, price has proven to influence purchase decisions (Akdoğan, 2021). Lastly, suppose customers want to purchase certain products and services. In that case, society will go through several steps that influence the purchase decision process and post-purchase behavior, including searching for information from both internal and external sources, past experiences, the steadiness of the product, try-on the products, evaluating the alternatives, and finally choose the product and services that will satisfy their needs (Han, 2021; Hanaysha, 2018).

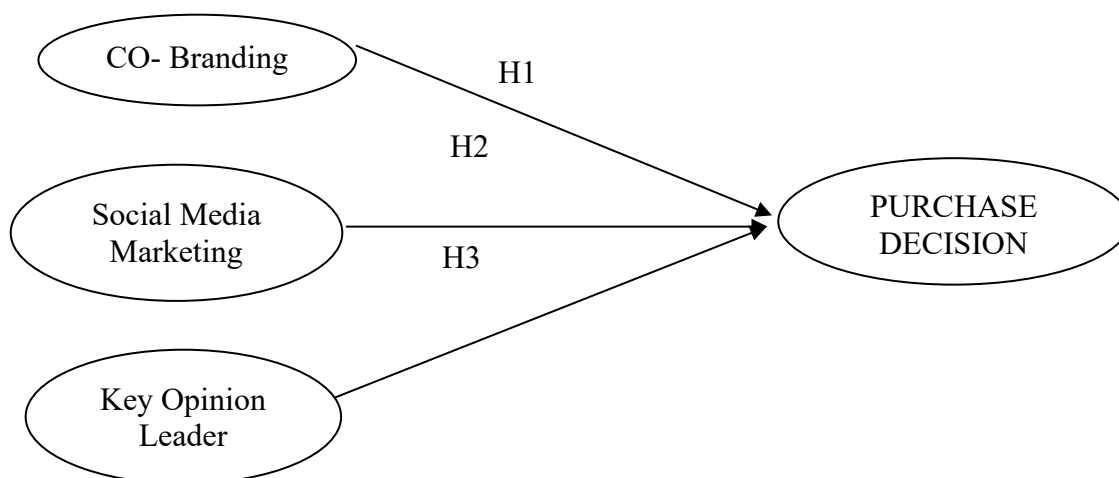


Figure 1. Research Model

Research Model

The data used by researchers is primary data and secondary data. Primary data comes from direct observations, while secondary data is obtained from sources from credible studies, such as books and journals. The method used in this research is quantitative (Sugiyono, 2019).

Population and Sample

Researchers used a population of people who had seen or knew about Kopi Janji Jiwa products in this research. The sampling technique will use a nonprobability sampling technique, using a purposive sampling method. The target sample in this research was people

who knew about Kopi Janji Jiwa products in DKI Jakarta. The number of samples that will be used will use the Hair formula by multiplying by 5 to 10 the number of indicators from the total of all latent variables (Hair et al., 2022).

It can be concluded that the number of samples required in this research is 200 respondents (10 times 20 indicators) (Ghozali, 2017; Hair et al., 2020). However, the sample collection target will be reached to 354 respondents.

ANALYSIS AND DISCUSSION

Data Analysis Results

The questionnaire results show that the number of male and female respondents is the same, namely 48% men, and all respondents are between the ages of 18 – 25 years, which classify as millennial generations. The area with the most respondents was West Jakarta, with a percentage of 71%, while north Jakarta was 7.8%, central Jakarta was 8.8%, south Jakarta 7.8%, and east Jakarta 3.9%.

Identify from age, the author considers that the majority of respondents are emotionally mature. The description of the questionnaire results shows the respondent's tendency to fill out the questionnaire for each available statement. The questionnaire is grouped into variables, namely co-branding, social media marketing, key opinion leader, and purchase decision.

Validity test

The validity of the data must support research. An instrument can be considered valid if the data is used to measure it (Sugiyono, 2019). It means an instrument helps measure things that must be measured. Researchers used convergent validity and discriminant validity methods. The result with a cut-off value must be greater than 0.5 for the convergent validity. Following are the calculation results:

a. Outer Loading

Table 1. Outer Loading

	Co-Branding	Key Opinion	Purchase Decision	Social Media Marketing
CO1	0.79			
CO2	0.74			
CO3	0.79			
CO4	0.80			
CO5	0.67			
KO1		0.59		
KO2		0.71		
KO3		0.76		
KO4		0.70		
KO5		0.78		
PD1			0.76	
PD2			0.71	
PD3			0.73	
PD4			0.74	
PD5			0.72	

SM1				0.72
SM2				0.81
SM3				0.67
SM5				0.71

Based on the table displayed it can be concluded that the variables the researcher declared valid because the data results show a number > 0.5 .

b. Reliability and Validity Results

In construct validity testing, the assessment is based on the AVE value. This test aims to determine whether a construct's indicator has a more excellent value than other indicators. The following is a table for calculating AVE test results:

Table 2. Reliability and Validity Results

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Co-Branding	0.820	0.870	0.580
Key Opinion	0.750	0.840	0.510
Purchase Decision	0.780	0.850	0.530
Social Media Marketing	0.700	0.820	0.530

Based on the calculation results in Table 2, it can be concluded that all variables are valid and can be used for research because the variables have met the requirements with a value above 0.50. Next, Cronbach's alpha and composite reliability results for all the variables are valid and meet the cut-off value with all the results above 0.7 (Shmueli et al., 2019).

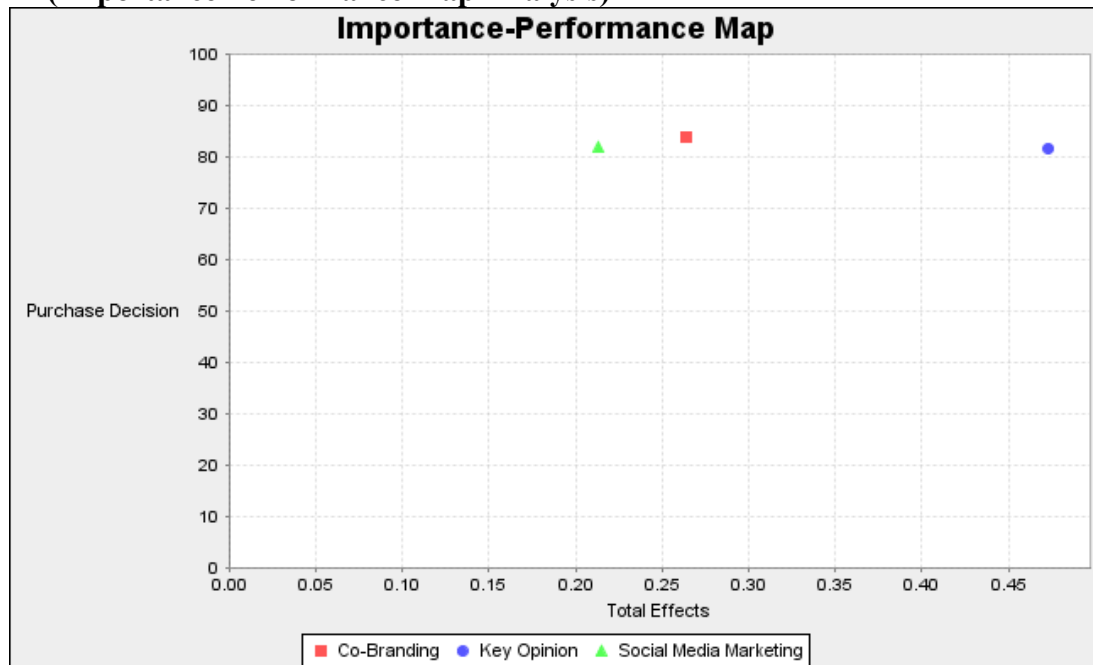
R-square

Table 3. R-Square Test Results

	R Square	R Square Adjusted
Purchase Decision	0.682	0.679

Based on Table 3, the R-Square test value is 0.682, and it can be stated that the variables studied have an influence of 0.682 or 68.2% on purchasing decisions, and the rest is influenced by other factors outside of this research model. In addition, the relationship showed a moderate relationship between variables. Scholars indicated that the values of R-square 0.25, 0.50, and 0.75 have weak, moderate, and substantial relationships (Hair et al., 2022).

IPMA (Importance Performance Map Analysis)



The results showed that co-branding has high performance and low importance based on the characteristic respondents who filled in the survey for Janji Jiwa. In this case, Janji Jiwa coffee focuses too much on co-branding; in this case, Janji Jiwa should focus on other variables. Furthermore, a variable of crucial opinion leader results showed low performance and high importance. The results of low performance and high importance mean Janji Jiwa coffee should concentrate on this variable. Respondents felt that crucial opinion leaders played an important part when providing reviews, feedback, comments, or making content about Janji Jiwa coffee, which will increase and attract society's trust to consume the products. Next, in the study, the social media variable has shown low performance and low importance; this means social media is a low priority for Janji Jiwa Coffee outlet to consider. Respondents felt Janji Jiwa's social media has reached the right audience and that all the content posted by Janji Jiwa's social media is reliable, credible, and current.

Hypothesis testing

Table 4. Hypothesis Test Results

	Original Sample	T Statistics	P Values
Co-Branding -> Purchase Decision	0.257	4.151	0.000
Key Opinion -> Purchase Decision	0.492	9.865	0.000
Social Media Marketing -> Purchase Decision	0.196	3.069	0.001

Co-Branding to Purchase Decisions

Ho: Co-branding does not affect purchasing decisions

H1: Co-branding has influenced purchasing decisions

Reject Ho if the P value < 0.05 .

From Table 4, it can be seen that the P value is $0.000 < 0.05$. The result shows sufficient evidence to reject Ho, meaning H1 can be declared accepted or proven. Co-branding has influenced purchase decisions.

Social media marketing to Purchase Decisions

Ho: Social Media Marketing does not affect purchasing decisions

H2: Social Media Marketing has influenced purchasing decisions

Reject Ho if the P value < 0.05 .

From the table, it can be seen that the P value is $0.000 < 0.05$. The result shows sufficient evidence to reject Ho, which means H2 can be declared accepted or proven. So, it can be concluded that Social Media Marketing has influenced purchasing decisions.

Key Opinion Leader (X3) on Repurchase Decisions (Y1)

Ho: Key Opinion Leader does not affect repurchase decisions (Y)

H3: Key Opinion Leader has influenced purchase decisions (Y)

Reject Ho if the P value < 0.05 .

Table 4 displays a P value of $0.001 < 0.05$. The result shows sufficient evidence to reject Ho, which means H3 can be declared accepted or proven. So, the Key opinion leader impacts purchase decisions.

Discussion of Research Results

Co-Branding on Purchasing Decisions

In this research, co-branding influences purchasing decisions, which means that if brand collaboration occurs, it will influence the purchasing decisions of Kopi Janji Jiwa restaurant customers. This brand collaboration means that if the products created by Kopi Janji Jiwa become more feasible by society, then the purchasing decisions of Kopi Janji Jiwa restaurant customers will also increase. Vice versa, if the brand collaboration product provided by Kopi Janji Jiwa is increasingly unsuitable, then the decision to purchase Kopi Janji Jiwa will decrease.

The result of the current finding is aligned with previous research, which shows that co-branding has a significant positive effect on purchasing decision (Shen et al., 2014). In addition, co-branding played an essential role in purchase decisions. Co-branding will escalate brand awareness of a brand and make society aware of specific products or services. Furthermore, other research showed that co-branding positively affects purchase decisions (Paydas Turan, 2021). Prior research supported current findings, where co-branding affects purchase decisions among young customers on luxury products (Yu et al., 2021).

Social Media Marketing on Purchasing Decisions

In this research, social media marketing influences purchasing decisions, which means that if promotions occur through marketing media, it will influence the purchasing decisions of Kopi Janji Jiwa restaurant customers. Brand promotion through marketing media means that if the products promoted by Kopi Janji Jiwa become more feasible to society, then the purchasing decisions of Kopi Janji Jiwa restaurant customers will also increase. On the contrary, if the marketing media provided by Kopi Janji Jiwa becomes increasingly inadequate,

the decision to purchase Kopi Janji Jiwa will also decrease.

The current finding follows prior research, which shows that social media marketing significantly affects purchasing decisions (Huang, 2023). The result means that if some organization provides social media marketing, it will be more feasible and lead to a higher chance of purchase decision (Poturak & Turkyilmaz, 2018).

Key Opinion Leader on Purchasing Decisions

In this research, the key opinion leader influences purchasing decisions, which means that promotion through the key opinion leader will influence the purchasing decisions of Kopi Janji Jiwa restaurant customers. Brand promotion through crucial opinion leaders means that if the product promoted through the key opinion leader by Kopi Janji Jiwa is increasingly feasible, it will influence the purchasing decisions of Kopi Janji Jiwa restaurant customers.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

In this section, there are several conclusions from the results of the analysis and discussion that have been carried out briefly and thoroughly:

1. Co-branding influenced the decision to purchase Janji Jiwa Coffee in DKI Jakarta.
2. Social Media Marketing influenced the purchase of Janji Jiwa Coffee in DKI Jakarta.
3. Key Opinion Leader does influence the decision to purchase Kopi Janji Jiwa in DKI Jakarta.

Suggestion

Based on the results of the research that has been carried out, the author concludes with suggestions that can be useful for various parties, as follows:

Practical Advice

The research that has been carried out shows positive results that the positive co-branding, key opinion, and social media marketing variables significantly impact the decision to purchase Janji Jiwa Coffee. Therefore, the advice that can be given to Kopi Janji Jiwa is as follows;

- Due to brand collaboration, Kopi Janji Jiwa needs to develop a new product or variant offering. Producing new products is one of the factors that is strong enough to increase buyers' interest in purchasing from Kopi Janji Jiwa.
- Kopi Janji Jiwa must pay attention to how it is marketed via social media because social media is vital in promoting Kopi Janji Jiwa. Social media is also one of the main factors that can increase purchasing desires.
- Based on IPMA results, Kopi Janji Jiwa must consider key opinion leader factors. Choosing the right key opinion leader can increase customer interest in making purchases. key opinion leaders are well known to society, and it will attract consumers to consume Janji Jiwa coffee.

Limitations

This study's limitation is that the research was only done in some of greater Jakarta. Respondents age dominantly by millennial generations. Further research can be carried out for all kanji jiwa coffee outlets in Indonesia, adding more variables, including flow experience, emotion, and information quality.

Theoretical Suggestions

The theoretical suggestion in this research is that in the future, this research can be further developed by finding other factors that can influence purchasing decisions, such as promotions, taglines, facilities, sales campaigns, and other activities. Therefore, it is hoped that this research can improve the factors that have a significant influence so that they become even better. The factors that have not been influential in this research can be corrected and improved further.

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