EFFECT OF CO-BRANDING, BRAND IMAGE, AND SOCIAL MEDIA MARKETING ON GEN Z PURCHASE INTENTION IN DENPASAR

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ABSTRACT

This study aims to determine the effect of co-branding, brand image, and social media marketing on the purchase intention of Gen Z consumers toward the Le Minerale × Indonesian National Football Team collaboration product in Denpasar City. The collaboration between Le Minerale and the national team represents an innovative marketing strategy that appeals to young consumers who are highly engaged on social media and value strong brand identity. This research employs a quantitative method with multiple linear regression analysis. Data were collected through questionnaires distributed to 114 Gen Z respondents in Denpasar who were aware of or had purchased the collaboration product. The results indicate that co-branding has a positive and significant effect on purchase intention, with a t-value of 3.816 and a significance level of 0.000. Brand image also shows a positive and significant effect, with a t-value of 2.540 and a significance level of 0.000, while social media marketing demonstrates a positive and significant influence, with a t-value of 4.200 and a significance level of 0.000. Simultaneously, these three variables significantly affect purchase intention, as shown by an F-value of 41.691 and a significance level of 0.000. The Adjusted R² value of 0.519 indicates that 51.9% of the variation in purchase intention is explained by these variables. These findings suggest that a stronger co-branding strategy, a positive brand image, and effective social media marketing can enhance Gen Z's purchase intention toward the Le Minerale × Indonesian National Team product in Denpasar City.

Keywords: *Co-Branding, Brand Image, Social Media Marketing, Purchase Intention*

A. INTRODUCTION

Marketing is one of the most important aspects of the modern business world because it not only focuses on product sales but also involves the process of creating value, building relationships, and maintaining long term consumer loyalty. According to Kotler and Keller (2016), the essence of marketing lies in understanding consumer needs and wants so that companies can develop strategies that align with market dynamics. This aligns with (Li et al., 2021)), who state that consumer behavior is the foundation of effective marketing, as consumers' decisions in choosing products determine a brand's sustainability in a competitive market. Consumer behavior is influenced by internal factors such as motivation, attitude, and perception, as well as external social and cultural factors such as reference groups, trends, and digital media (Engel et al., 2018). In the digital era, consumer behavior has become increasingly complex due to intensive interactions among social media, technology, and social identity. One of the key indicators of consumer behavior is purchase intention, which represents the initial stage before the actual buying decision (Ferdinand, 2002). Generation Z, born between 1997 and 2012, represents a highly potential consumer segment as they have grown up surrounded by digital technology and social media. Gen Z is known as digital natives, critical of social and environmental issues (Dwiyanti, 2025) and heavily influenced by digital technology, including e-commerce platforms, in shaping their consumption habits (Junaedi et al., 2023). Trust in credible

and authentic brands also plays a crucial role in shaping their purchase intentions (Addriani Sukma Melati, Deni Yanuar, 2024).

Denpasar City serves as a strategic research location because approximately 40% of its population belongs to Gen Z (BPS Denpasar City, 2023). Furthermore, purchase intention is not only a marketing phenomenon but also a social one, as consumption today functions as a form of identity expression, self-image formation, and participation in popular culture such as attachment to national icons like the Indonesian National Football Team (Dwiyanti 2025). One factor that can drive purchase intention is Co-branding (X1). Cross-industry co-branding strategies, such as collaborations between food products and digital games, can expand market reach, increase brand appeal, and strengthen consumer perceptions of product quality when there is value alignment between the two brands (Sagita & Said, 2024) Collaboration between brands enables positive association transfer, making the co-branded product more attractive and valuable in the eyes of consumers. Research (Qorie Isnaen Fadilla & Jamiati KN, 2023) found that the co-branding strategy between Dear Me Beauty and KFC significantly strengthened consumer purchase decisions. Using simple linear regression analysis on 75 respondents, the study found a positive influence of 62.6% on purchase intention. Similarly, (Roscha et al., 2022) revealed that the collaboration between McDonald's × BTS successfully increased brand trust and purchase intention among young consumers by creating emotional and aspirational associations. Social media marketing strategies that combine elements of entertainment, direct interaction, and personalized content have been shown to significantly drive consumer purchase intentions, while factors such as trends and word-of-mouth recommendations did not show similar effects (Khairunnisa & Hendrawan, 2023) In the Le Minerale × Indonesian National Team campaign, social media marketing was used to reinforce co-branding messages through storytelling that integrates product quality with national pride, thereby attracting young consumers' attention.

On the other hand, several studies have shown inconsistent or even insignificant results. For instance, (Putri & Vildayanti, 2024) aimed to analyze the influence of co-branding, product quality, and price on consumer purchasing decisions at Café Minuman Haus in South Tangerang. The results showed that co-branding had no significant effect on purchasing decisions. However, product quality and price had significant effects when tested simultaneously, indicating that both factors play an important role in influencing purchasing decisions in that café. Another study by (Aisyah Wulandari, 2024) analyzed the influence of co-branding, store atmosphere, and social media on purchasing decisions at Communion Coffee Brewer. The findings showed that co-branding did not significantly influence purchasing decisions. Conversely, store atmosphere and social media marketing activities had positive and significant effects on consumer purchase decisions. These results suggest that direct in-store experiences and consumer interactions through digital platforms play a greater role in shaping purchasing behavior than co-branding strategies in this context. Similarly (Kania et al., 2021) examined co-branding strategies in collaborations between local cosmetic brands and popular food brands, revealing that co-branding had no direct influence on consumer purchase intention unless supported by brand congruence that strengthens the relationship between the main brand and the collaboration product.

The inconsistency of previous research findings indicates the need for further study by examining simultaneously the influence of co-branding, brand image, and social media marketing on purchase intention, especially among Generation Z consumers in the bottled water (AMDK) sector. Most prior studies focused on fast food, cosmetics, and café industries, leaving the AMDK context characterized by highly competitive markets and relatively homogeneous products largely unexplored. Moreover, research focusing on Gen Z consumer behavior in Indonesia remains limited, particularly in urban areas such as South Denpasar, where the majority of the population is young.

The selection of Denpasar City as the research location is based on several strategic considerations. First, Denpasar is the administrative, economic, and educational center of Bali Province, characterized by a heterogeneous, modern, and dynamic urban society. Second, according to BPS Denpasar City (2023), around 40% of its residents belong to Gen Z, making it a representative area for studying digital consumption behavior among young generations. Third, Denpasar residents are known as active digital consumers a group highly connected to the internet, social media, and digital marketing trends. This makes Denpasar an ideal location for studying the influence of co-branding, brand image, and social media marketing on Gen Z's purchase intention. Fourth, Denpasar is also one of the cities with a high level of competition among bottled water brands, allowing this study to provide valuable insights into the effectiveness of collaboration-based marketing strategies in a competitive market context.
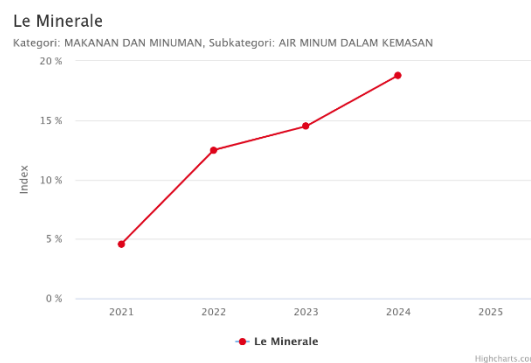

Figure 1.1 Le Minerale in Top Brands

This indicates the success of the brand's market penetration strategy. The Le Minerale × Indonesian National Team co-branding strategy combines functional value (water quality and modern packaging) with emotional value (national pride and Gen Z aspirations), making it appealing to young consumers. According to BPS (2021), the proportion of Gen Z at the national level reached 27.9%, reflecting a significant demographic opportunity in urban areas. Furthermore, education indicators show high access to infrastructure, making this setting suitable for testing the effectiveness of co-branding strategies based on nationalism.

B. RESEARCH MEHODS

This study employs a quantitative approach with an associative method to analyze the effect of co-branding, brand image, and social media marketing on the purchase intention of Generation Z consumers toward the collaborative product Le Minerale × Indonesian National Football Team in Denpasar City. The research was conducted in Denpasar, Bali, which was selected because it represents an urban area with digitally active consumers and a significant proportion of Generation Z individuals who are highly engaged with social media trends and digital marketing. The population in this study consists of all Generation Z individuals aged 13–28 years residing in Denpasar. A sample of 114 respondents was determined using a purposive sampling technique based on specific criteria, such as awareness of the Le Minerale brand and its collaboration with the Indonesian National Team. Data collection was conducted using primary data obtained through questionnaires and supported by secondary data from journals, books, and related publications. The questionnaire utilized a Likert scale to measure respondents' perceptions of co-branding, brand image, social media marketing, and purchase intention. Data analysis was carried out using SPSS version 25, which included descriptive statistical analysis, validity and reliability tests, as well as multiple linear regression analysis. Classical assumption tests including normality, multicollinearity, and heteroscedasticity tests were conducted to ensure that the regression model met statistical requirements. Hypothesis testing in this study was performed

using t-tests (partial) and F-tests (simultaneous), while the coefficient of determination (R²) was used to measure the extent to which the independent variables could explain variations in purchase intention among Generation Z consumers.

C. RESEARCH AND DISCUSSION RESULT

Data Analysis
This study involved Generation Z respondents aged 13–28 years who reside in Denpasar City. These respondents were familiar with or had heard of the Le Minerale brand, were aware of or had at least heard about the co-branding campaign between Le Minerale and the Indonesian National Team through social media, advertisements, or other promotional activities, and were active users of various social media platforms such as TikTok, Instagram, and Facebook. A total of 114 respondents participated, with data collected via Google Forms.

Respondent Characteristics
The majority of respondents were male (75 respondents, 65.8%), while female respondents totaled 39 (34.2%). All respondents were within the 13–28 age range, representing 100% of the sample.

Analysis Results
Instrument Testing
a. Validity Test:
The validity test was conducted using the Pearson Product Moment correlation at a 5% significance level ($\alpha = 0.05$). The results showed that all items for the variables co-branding, brand image, social media marketing, and purchase intention had correlation coefficients greater than 0.30, indicating that the research instrument was valid.

b. Reliability Test:
Reliability testing was conducted using Cronbach's Alpha, and the results showed that all variables had values above 0.80, indicating that the research instrument had a very high level of reliability.

Descriptive Statistics
The results of the descriptive analysis show that the average scores for all variables fall into the "good" category, indicating that respondents gave positive assessments of co-branding, brand image, social media marketing, and purchase intention.

1) **Purchase Intention:** Mean = 2.98; highest-rated statement: *"I am interested in seeking more information about this product"* (Mean = 3.13); lowest-rated: *"This product is my main choice compared to similar products"* (Mean = 2.82).
2) **Co-Branding:** Mean = 2.98; highest-rated statement: *"Promotional information about Le Minerale and the Indonesian National Team is easy to find"* (Mean = 3.10); lowest-rated: *"Le Minerale with the Indonesian National Team is more appealing than other mineral water brands"* (Mean = 2.88).
3) **Brand Image:** Mean = 3.04; highest-rated statement: *"I believe that purchasing Le Minerale with the Indonesian National Team will not disadvantage me"* (Mean = 3.16); lowest-rated: *"The product meets my expectations in terms of quality"* (Mean = 2.86).
4) **Social Media Marketing:** Mean = 3.06; highest-rated statement: *"Le Minerale presents content relevant to my preferences on social media"* (Mean = 3.15); lowest-rated: *"I see many people talking about Le Minerale with the Indonesian National Team on social media"* (Mean = 2.98).

Classical Assumption Test
a. Normality: The results of the Kolmogorov–Smirnov normality test show an Asymp. Sig. (2-tailed) value of $0.075 > 0.05$, indicating that the residual data are normally distributed and meet the classical assumption of normality.
b. Multicollinearity: All independent variables have a Tolerance value > 0.10 and a VIF < 10, indicating that there is no multicollinearity.
c. Heteroscedasticity: The Glejser test results show that all variables have a significance value > 0.05, meaning that heteroscedasticity does not occur.

Multiple Linear Regression Analysis
Multiple linear regression analysis was used to determine the effect of co-branding, brand image, and social media marketing on consumers' purchase intention. Based on the data processing results, the multiple linear regression equation is obtained as follows:

$$Y = 0.397 + 0.276X_1 + 0.187X_2 + 0.300X_3 + e$$

1. **Constant (α) = 0.397** indicates that when co-branding, brand image, and social media marketing have a value of zero, the purchase intention is 0.397.
2. **Co-branding coefficient (β_1 = 0.276)** implies that a one-unit increase in co-branding increases purchase intention by 0.276.
3. **Brand image coefficient (β_2 = 0.187)** implies that a one-unit increase in brand image increases purchase intention by 0.187.
4. **Social media marketing coefficient (β_3 = 0.300)** implies that a one-unit increase in social media marketing increases purchase intention by 0.300.

t-Test Results

The t-test was used to examine the partial effect of each independent variable on the dependent variable. Based on the data analysis results, the partial t-test results can be seen in Table 1 below.

Table 1. t-Test Results

Model	B	Standard Error	Beta	t	Sig.
Constant	.397	1.073		.370	.712
Co-Branding	.276	.072	.329	3.816	.000
Brand Image	.187	.074	.210	2.540	.012
Social Media Marketing	.300	.071	.336	4.200	.000

Source: SPSS

a. Bound Variable: Buying Interest

Based on the results of the t-test in Table 1, the results of the partial hypothesis test can be described as follows:

a. Dependent Variable: Purchase Intention

Based on the results of the t-test in Table 1, the partial hypothesis testing results can be described as follows:

b. The Effect of Co-Branding on Purchase Intention

Based on the t-test results, the regression coefficient value is 0.276, with a t-count of 3.816 > t-table of 1.658 and a significance value of 0.000 < 0.05. These results indicate that co-branding (X_1) has a positive and significant effect on purchase intention (Y). Thus, H_0 is rejected and H_1 is accepted, meaning that the better the co-branding strategy implemented, the higher the consumers' purchase intention.

c. The Effect of Brand Image on Purchase Intention

Based on the t-test results, the regression coefficient value is 0.187, with a t-count of 2.540 > t-table of 1.658 and a significance value of 0.012 < 0.05. These results indicate that brand image (X_2) has a positive and significant effect on purchase intention (Y). Thus, H_0 is rejected and H_2 is accepted, meaning that the more positive the brand image formed in consumers' minds, the higher their purchase intention toward the product.

d. The Effect of Social Media Marketing on Purchase Intention

Based on the t-test results, the regression coefficient value is 0.300, with a t-count of 4.200 > t-table of 1.658 and a significance value of 0.000 < 0.05. These results indicate that social media marketing (X_3) has a positive and significant effect on purchase intention (Y). Thus, H_0 is rejected and H_3 is accepted, meaning that the more intensive and effective the marketing activities through social media, the higher the consumers' purchase intention.

F-Test Results

The F-test is used to determine whether all independent variables simultaneously have a significant effect on the dependent variable. Based on the analysis results, the simultaneous F-test results can be seen in Table 2 below.

Table.2 Results of the F test

Varian Analysis

Model	Number of Squares	Df	Average Squares	F	Sig.
Regresion	758.422	3	252.807	41.691	.000 b
Remnant	667.017	110	6.064		
Total	1425.439	113			
Source: SPSS					

a.   Bound Variable : Buying Interest
b.   Predikor (Konstan), Social Media Marketing, Brand Image, Co- Branding

Based on table 2 above, it can be seen that the calculated F value is 41.691 > F table 2.69 and the significance value of 0.000 is smaller than the value of 0.05. This means that simultaneously *co-branding* (X1), *brand image* (X2), and *social media marketing* (X3) have a significant (real) effect on buying interest (Y). This means that co-branding is in the area of H0 rejection and H4 is accepted.

Discussion

The Influence of Co-Branding on Gen Z Consumers' Purchase Intention on Le Minerale Products × the Indonesian National Team in Denpasar City

The t-test results for co-branding showed a t-value of 3.816 > 1.660, with a regression coefficient of 0.276 and a significance of 0.000 < 0.05. This indicates that co-branding has a positive and significant effect on Generation Z consumers' purchase intention. These findings align with Ajzen's (1991) Theory of Planned Behavior, suggesting that the collaboration between Le Minerale and the Indonesian national team strengthens brand perception and encourages purchase intent. Similar results were reported by (Mutiafani & Ahmadi, 2024) and (Pinto & Paramita, 2021) showing that effective co-branding increases consumer purchase intention through enhanced perception and emotional value.
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The Influence of Brand Image on Gen Z Consumers' Purchase Intent at Le Minerale × the Indonesian National Team in Denpasar City

The t-test for brand image showed a t-value of 2.540 > 1.660, with a regression coefficient of 0.187 and a significance of 0.012 < 0.05, indicating a positive and significant effect on Generation Z consumers' purchase intention. A stronger brand image increases buying interest, while a weaker image reduces it. Following Ajzen's (1991) Theory of Planned Behavior, the collaboration between Le Minerale and the Indonesian national team strengthens consumer trust and pride, encouraging purchase intention. These results are supported by Image et al. (2022) and

(Rahman & Syardiansah, 2021)), showing that a strong brand image enhances consumer perception of quality and emotional value, thereby increasing desire to buy.

The Influence of Social Media Marketing on Gen Z Consumers' Purchase Intent at Le Minerale × the Indonesian National Team in Denpasar City

The t-test for social media marketing showed a t-value of 4.200 > 1.660, with a regression coefficient of 0.300 and a significance of 0.000 < 0.05, indicating a positive and significant effect on Generation Z consumers' purchase intention. Effective social media marketing increases buying interest, while less optimal strategies may reduce it. According to Ajzen's (1991) Theory of Planned Behavior, Le Minerale's promotions with the Indonesian national team on platforms like Instagram and TikTok strengthened consumer engagement and purchase intention. This is supported by (Yeik et al., 2023) and Arifin & Lestari (2023), showing that interactive and consistent social media marketing significantly enhances consumer interest and brand engagement.

The Influence of Co-Branding, Brand Image, and Social Media Marketing at the Same Time on the Purchase Intention of Gen Z Consumers at Le Minerale × the Indonesian National Team in Denpasar City

The F-test results showed an F-value of 41.691 > 2.69, with a significance of 0.000 < 0.05, indicating that co-branding, brand image, and social media marketing simultaneously have a positive and significant effect on Generation Z consumers' purchase intention. This suggests that improvements in all three factors collectively increase buying interest, while decreases in one or more can reduce it. Consistent with Ajzen's (1991) Theory of Planned Behavior, co-branding strengthens positive associations, a strong brand image enhances trust, and effective social media marketing expands engagement, together boosting purchase intention. These findings are supported by (Yanti & Muzammil, 2023)and (Salhab et al., 2023) showing that integrated branding strategies and social media activities significantly enhance purchase intent and consumer loyalty.

D. CONCLUSIONS AND SUGGESTIONS

The results of this study indicate that co-branding between Le Minerale and the Indonesian National Team has a positive and significant effect on Gen Z consumers' purchase intention. A strong brand image also increases consumers' desire to buy, while effective social media marketing enhances engagement and further encourages purchase intention. Simultaneously, co-branding, brand image, and social media marketing collectively have a significant positive impact on consumers' buying behavior. Based on these findings, companies are advised to continue developing creative co-branding strategies, strengthen their brand image, and maintain engaging and relevant social media marketing targeting Gen Z consumers. For future research, it is recommended to explore additional variables such as brand loyalty or influencer marketing and to use larger or multi-city samples to achieve broader generalization.

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