

INTISARI

Penelitian ini dilatarbelakangi oleh perkembangan industri perbankan yang terus mengeluarkan produk-produk terbaru untuk menarik nasabah baru, dengan salah satu strateginya adalah *co-branding* dengan entitas populer seperti EVOS Esport. Penelitian ini bertujuan untuk menganalisis pengaruh *co-branding* EVOS Esport dan *brand image* terhadap minat pembukaan rekening tabungan di Bank Mandiri. Metode yang digunakan adalah deskriptif analisis dengan pendekatan kuantitatif, dimana data dikumpulkan melalui survei menggunakan kuesioner yang disebarkan kepada komunitas penggemar EVOS Esport di media sosial. Analisis data dilakukan dengan menggunakan regresi linier berganda untuk menguji pengaruh variabel independen (*co-branding* dan *brand image*) terhadap variabel dependen (minat pembukaan rekening). Hasil penelitian menunjukkan bahwa *co-branding* dengan EVOS Esport memiliki pengaruh positif dan signifikan terhadap minat pembukaan rekening di Bank Mandiri, sedangkan *brand image* tidak memiliki pengaruh signifikan.

Kata Kunci: *Co-branding*, EVOS Esport, *Brand Image*, Minat Pembukaan Rekening, Bank Mandiri.

ABSTRACT

This research is motivated by the banking industry's continuous efforts to launch new products to attract new customers, with one of the strategies being co-branding with popular entities such as EVOS Esport. The study aims to analyze the impact of EVOS Esport co-branding and brand image on the interest in opening savings accounts at Bank Mandiri. The method used is descriptive analysis with a quantitative approach, where data were collected through a survey using questionnaires distributed to the EVOS Esport fan community on social media. Data analysis was conducted using multiple linear regression to test the influence of independent variables (co-branding and brand image) on the dependent variable (interest in opening an account). The results indicate that co-branding with EVOS Esport has a positive and significant impact on the interest in opening an account at Bank Mandiri, while brand image does not have a significant impact. In conclusion, co-branding with EVOS Esport is proven to be effective in attracting potential customers to open accounts at Bank Mandiri, while the brand image does not have a significant effect. Strategic partnerships with popular entities like EVOS Esport can be a crucial factor in expanding the customer base and increasing Bank Mandiri's market share.

Keywords: Co-branding, EVOS Esport, Brand Image, Account Opening Interest, Bank Mandiri