

ABSTRACT

This paper was written to acknowledge the impact of business to business co-branding activity between Walls and Oreo towards brand equity of the Walls Selection Oreo product in the eye of Indonesian consumer. In this paper, the author also tries to explain definition starting from what is brand, branding, and co-branding and see how these are connecting and influencing brand equity of a product from a consumer perspective. Descriptive analysis, multiple regression methods, F-test and T-test or hypothesis test were utilized in this study. Using the theory from prior research S. Senechal et al., (2014), There are three important concepts are affecting co-branding performance: Perceived Relevancy and Expectancy of The Alliance, Similarity between Fair Trade Label and Commercial Brand and Attitude toward Fair Trade Label and Commercial Brand, which in this study serve as an independent variable. This research use Customer-based brand equity as a dependent variable. The findings showed that Similarity of the brand and Attitude have a significant positive effect on Customer-based brand equity, and Perceived Relevancy and Expectancy of the alliance also has a positive effect on Customer-based brand equity but not significant.

Keywords: B2B Co-branding, Co-Branding, Brand Alliance, Alliance Evaluation, Brand Equity, Customer-based Brand Equity, Marketing, Indonesia Consumers.

INTISARI

Makalah ini ditulis untuk mengetahui dampak dari bisnis terhadap aktivitas *b2b co-branding* antara Walls dan Oreo terhadap ekuitas merek produk Walls Oreo Selection di mata konsumen Indonesia. Dalam tulisan ini, penulis juga mencoba menjelaskan definisi mulai dari apa itu merek, *branding*, dan *co-branding* dan melihat bagaimana ini menghubungkan dan mempengaruhi ekuitas merek suatu produk dari perspektif konsumen. Analisis deskriptif, metode regresi berganda, uji-F dan uji-T atau uji hipotesis digunakan dalam penelitian ini. Menggunakan teori dari penelitian sebelumnya S. Senechal et al., (2014), Ada tiga konsep penting yang mempengaruhi kinerja co-branding: Persepsi Relevansi dan Harapan Aliansi, Kesamaan antara Label Perdagangan Adil dan Merek Komersial dan Sikap terhadap Perdagangan Adil Label dan Merek Komersial, yang dalam penelitian ini berfungsi sebagai variabel independen. Penelitian ini menggunakan ekuitas merek berbasis pelanggan sebagai variabel dependen. Temuan menunjukkan bahwa Kesamaan merek dan Sikap memiliki efek positif yang signifikan terhadap ekuitas merek berbasis Pelanggan, dan Persepsi Relevansi dan Harapan aliansi juga memiliki efek positif pada ekuitas merek berbasis Pelanggan tetapi tidak signifikan.

Kata kunci: *Co-branding B2B, Co-Branding, Aliansi Merek, Evaluasi Aliansi, Ekuitas Merek, Ekuitas Merek Berbasis Pelanggan, Pemasaran, Konsumen Indonesia.*