STRATEGIES TO ENHANCE CUSTOMER PURCHASE DECISIONS: THE MEDIATING ROLE OF PURCHASE INTENTION

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ABSTRACT
The beverage industry in Indonesia has experienced significant growth. Haus! is a local brand operating in the F&B industry in Indonesia, particularly in the contemporary beverage sector, and has been established since 2018. To increase sales, Haus! has implemented an innovative marketing strategy through branding collaborations with brands such as Drink Beng-Beng, Kitkat, and HotOppa. Online Customer Reviews (OCR), created by consumers after purchasing and experiencing Haus! products via social media, can attract consumer purchase intention and significantly influence the purchase decision of a consumer. This study aims to analyze the impact of Co-Branding and Online Customer Reviews on Purchase Decision, with Purchase Intention as an intervening variable among Haus! consumers. The research uses a quantitative method with a population of consumers who have purchased Haus! products and reside in Surakarta, with a minimum age of 15 years, and a sample size of 150 respondents. The sampling technique used is non-probability sampling, specifically purposive sampling. The data analysis technique used is SEM PLS 3.0. The results of this study show that Co-Branding and Online Customer Reviews have a positive and significant impact on Purchase Decision, with Purchase Intention as a mediating variable.

Keywords: Co-Branding, OCR, Purchase Decision

ABSTRAK
Industri minuman di Indonesia telah mengalami pertumbuhan yang signifikan. Haus! merupakan merek lokal yang beroperasi di industri makanan dan minuman (F&B) di Indonesia, khususnya dalam sektor minuman kontemporer, dan telah berdiri sejak tahun 2018. Untuk meningkatkan penjualan, Haus! telah menerapkan strategi pemasaran inovatif melalui kolaborasi merek (co-branding) dengan merek-merek seperti Drink Beng-Beng, Kitkat, dan HotOppa. Ulasan Pelanggan Daring (Online Customer Reviews/OCR) yang dibuat oleh konsumen setelah membeli dan mencoba produk Haus! melalui media sosial dapat menarik minat beli konsumen dan secara signifikan memengaruhi keputusan pembelian konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh Co-Branding dan Ulasan Pelanggan Daring terhadap Keputusan Pembelian, dengan Niat Beli sebagai variabel intervening di antara konsumen Haus!. Penelitian ini menggunakan metode kuantitatif dengan populasi konsumen yang telah membeli produk Haus! dan berdomisili di Surakarta, dengan usia minimal 15 tahun, dan ukuran sampel sebanyak 150 responden. Teknik pengambilan sampel yang digunakan adalah non-probability sampling, khususnya purposive sampling. Teknik analisis data yang digunakan adalah SEM PLS 3.0. Hasil penelitian ini menunjukkan bahwa Co-Branding dan Ulasan Pelanggan Daring memiliki pengaruh positif dan signifikan terhadap Keputusan Pembelian, dengan Niat Beli sebagai variabel mediasi .

Kata kunci: Co-Branding, Ulasan Pelanggan Daring (OCR), Keputusan Pembelian

1. INTRODUCTION

Business competition has become increasingly fierce in the era of globalization and digitalization, presenting significant challenges for companies. The growing competition forces companies to develop strategies to retain existing customers and attract new ones to make purchase decisions. Companies that fail to meet consumer needs may experience a decline in sales. The ease of access to information in the current digital era also influences consumer purchase decisions (Zuhdi et al., 2020). Haus! is a local brand operating in Indonesia's F&B industry, specializing in trendy beverages, which has been operating since 2018. Haus! offers a variety of flavors and is known for its affordable drink prices.

According to data released by Goodstart (2022) in the list of the most consumed beverage brands in Indonesia, Haus! ranked fifth. Although this achievement shows that Haus! has gained significant popularity among consumers, it still holds the fifth position and requires further strategies to increase sales. One way to accelerate growth is by enhancing consumer purchase decisions. Therefore, Haus! should focus on strategies that strengthen purchase intention, such as leveraging effective co-branding and positive online customer reviews.

Branding is one approach that can be implemented to face business competition. Purchase decisions can be influenced by marketing strategies, one of which is co-branding. The purpose of co-branding is to create synergy, increase awareness, and enhance brand value between the two brands involved (Paydas Turan, 2021). Haus! has implemented an attractive marketing innovation strategy through collaborations with Drink Beng-Beng, Kitkat, and HotOppa. In 2024, Haus! collaborated with several brands that are already familiar among the public. Haus! combined the distinctive flavors and unique packaging of each brand in these collaborations. Through this partnership, Haus! is able to capture consumers' purchase intentions, which in turn increases the likelihood of purchase decisions.

In today's competitive food and beverage industry, the challenge is to create a product that is easily recognizable by the public at the lowest possible cost (Rasib et al., 2023). To attract consumers to purchase products, companies must pay attention to customer reviews. Many consumers who purchase Haus! products share photo and video reviews of these products on social media. When consumers face difficulties in assessing the quality of a product, the availability of information becomes one of the key factors in making a purchase decision (Auliya et al., 2017). This information is derived from reviews by consumers who have already purchased or used the product.

From the perspective of the S-O-R theory, which has a communication model consisting of the message (Stimulus; S), the communicator (Organism; O), and the effect (Response; R) (Adibin, Rahmat, 2021). In this study, the stimulus is Co-branding and Online Customer Reviews. Attractive co-branding can influence external stimuli that affect consumers' perceptions, interests, and emotions. Meanwhile, online customer reviews can create judgments and shopping views that influence consumers' emotions. The organism in this study is purchase intention. Purchase intention creates a link between the stimulus and the response in individuals. Response or reaction refers to an action taken by the organism as a result of the stimulus received. In this study, the response is the intention decision that leads to a change in attitude, which is the desire to purchase the product.

Previous research revealed a research gap between studies conducted by Dina, Ravindra (2024) and Ramadhan & Lailla (2024), which showed that co-branding

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significantly influences purchase decisions. This contrasts with the findings of Putri & Damayanti (2024), who reported that co-branding does not significantly affect purchase decisions. Additionally, the study by Latief & Ayustira (2020) showed that online customer reviews significantly influence purchase decisions, while Lestari et al. (2022). Research by (Anggraini et al. (2023) found that purchase intention significantly influences purchase decisions, while a study by Purwati & Cahyanti (2022).

Based on the explanation of the phenomenon and the research gap above, this study aims to examine how Co-Branding and Online Customer Reviews affect Purchase Decisions, with Purchase Intention as an intervening variable among Haus! consumers in the company's marketing strategy. This is because these two factors have been identified as highly potential in creating customer purchase intentions, which will lead to increased purchase decisions.

2. THEORETICAL FRAMEWORK AND HYPOTHESIS
Co-Branding

The purpose of co-branding is to expand reach and improve purchase decisions through customer awareness and intention (Pranata, 2022). According to the research by Wiyono et al. (2024), co-branding has a positive and significant effect on purchase intention. The study by Kusuma et al. (2020) also explains that co-branding has a positive and significant effect on purchase decisions. Based on various previous studies, the hypotheses formulated in this research are:

H1; Co-branding has a positive and significant effect on Purchase Intention.

H4: Co-branding has a positive and significant effect on Purchase Decision.

Online Customer Review

Consumers today often seek product information from online reviews (Auliya et al., 2017). Online customer reviews can shape the initial perception of potential customers before making a purchase decision Latief & Ayustira (2020). In line with research by Cincin Rohmatulloh (2022) and Riyadini & Krisnawati (2022), which shows that online customer reviews have a positive and significant effect on purchase intention. The research conducted by Latief & Ayustira (2020) and Stefani et al. (2023) also indicates that online customer reviews have a positive and significant effect on purchase decisions. Based on various previous studies, the hypotheses formulated in this research are:

H2: Online Customer Review has a positive and significant effect on Purchase Intention.

H5: Online Customer Review has a positive and significant effect on Purchase Decision.

Purchase Intention

Purchase intention is the desire or intent that consumers have to buy a specific product or brand (Kartika, 2023). This is in line with research by Novianti & Saputra (2023) and (Anggraini et al., 2023), which shows that purchase intention has a positive and significant effect on purchase decisions. Based on various previous studies, the hypotheses formulated in this research are:

H3: Purchase Intention has a positive and significant effect on Purchase Decision.

Purchase Decision

Purchase decision refers to the final decision made to buy a product after considering various factors. The collaboration strategy implemented by the brand can play a key role in attracting the interest of buyers, leading to a decision to purchase the product (Wiyono et al., 2024). This is consistent with research by Ashrori & Santosa (2023), which shows that co-branding has a positive and significant effect on purchase decisions through

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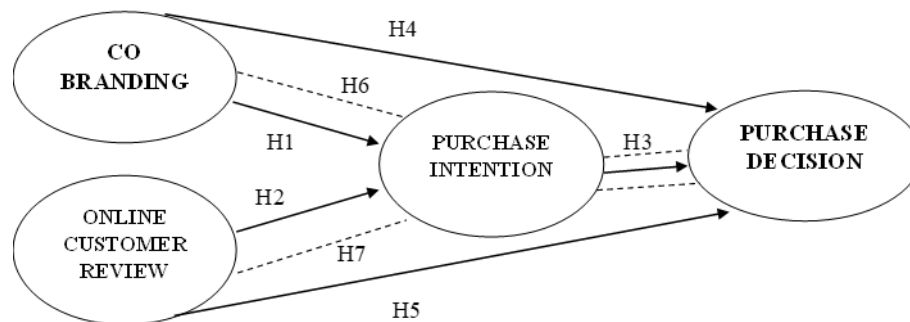Vol : 2   No.: 1   No. E- ISSN: 3025-4086

purchase intention. Research by Yogi Noviana et al. (2023) found evidence that online customer reviews have a positive and significant effect on purchase decisions mediated by purchase intention. Based on various previous studies, the hypotheses formulated in this research are:

H6: Co-Branding has a positive and significant effect on Purchase Decision through Purchase intention.

H7: Online Customer Review has a positive and significant effect on Purchase Decision through Purchase Intention.

Based on the hypotheses outlined above, the researcher has formulated the following framework:

Source: Author (2025)
Figure 1. Research model

3.   RESEARCH METHODS

Data Collection Techniques

The approach in this study is a quantitative approach. The approach in this study is a quantitative approach. In this research, the data collection technique used is primary data, specifically a questionnaire with a measurement scale ranging from 1 to 5 on a Likert scale. The questionnaire was distributed both online and offline. The researcher also used secondary data obtained from scientific journals, books, and articles.

Operational Definitions of Variables

This study uses two independent variables: Co-Branding (X1) and Online Customer Review (X2), with the dependent variable being Purchase Decision (Y) and Purchase Intention (Z) as the intervening variable.

Table 1. Operational Variables

Variables	Definitions and Indicators	Question items
Co branding	Co-branding is a brand collaboration that strengthens each brand, making it attractive to consumers and capable of increasing sales (Tamira & Maulina, 2023).	CB 1
	1. Reputation	CB 2
	2. Branding Match	CB 3
	3. Trust	CB 4
	4. Attitude Toward Co Branding	CB 5

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	5. Familarity (Dickinson & Barker, 2007 in Yudha et al., 2023)	
Online Customer Review	Online customer reviews refer to when a consumer gets product information from a previous buyer who has experienced the benefits of the product, and it is direct feedback, not an advertisement (Ramadhana & Nicky, 2022) 1. Perceived Usefulness 2. Source Credibility 3. Argument Quality 4. Quantity of Online Reviews 5. Valance of Online Customer Review (Agesti et al., 2021)	OCR 1 OCR 2 OCR 3 OCR 4 OCR 5
Purchase Intention	Purchase intention is the desire and will of the consumer to buy a specific product or brand (Kartika, 2023). 1. Transactional Value 2. Referential Value 3. Preferential Value 4. Explorative Value According Satriawan&Setiawan (2020)	PI 1 PI 2 PI 3 PI 4
Purchase Decision	Purchase decision is a process where an individual gathers information, evaluates two or more alternatives, and then chooses one product (Pangestika, 2023). 1. Product steadfastness 2. Product purchasing habits 3. Giving recommendations to others 4. Making repeat purchases Kotler and Keller (2009) in Larika & Ekowati (2020)	PD 1 PD 2 PD 3 PD 4

Source: Author (2025)

Sample Collection Techniques

The population used in this study consists of all consumers who have purchased Haus! products. This study uses the Lemeshow formula to determine the sample size because the population or total number of consumers is unknown (Wajdi et al., 2024). The sampling technique used is Non-Probability Sampling, and the method for selecting samples is purposive sampling. The criteria for the sample are consumers who have

purchased Haus! products, specifically those residing in the Surakarta area (Banjarsari, Jebres, Laweyan, Pasar Kliwon, Serengan districts), with a minimum age of 15 years. This study involves at least 150 respondents.

Data Analysis Techniques

This study uses Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis method with the SmartPLS 3.0 application. The testing model consists of the Outer Model, which aims to test the validity and reliability, and the Structural Model (Inner Model). The analysis used in this mediating variable model is path analysis to examine both direct and indirect relationships between variables. Path coefficient testing is done to test the hypothesis. Hypothesis testing is conducted by examining the significance of the influence between variables through p-values and t-statistic significance using the bootstrapping method (Ghozali dan Hengky, 2015).

4. RESULT AND DISCUSSION
Data Analysis

Based on Table 2, the majority of respondents (77.3%) are female. Most (56%) are between the ages of 21-25. In terms of residence, the highest proportion (28%) comes from the Banjarsari subdistrict. Out of the 150 respondents who filled out the questionnaire, 64% have purchased the product more than once.

Table 2. Characteristics of the Respondents

Categories	Alternative Response	Frequency (N=150)	Percentage (%)
Gender	Female	116	77.3%
	Male	34	22.7%
Age (years	15-20 years	39	26%
	21-25 years	84	56%
	26-30 years	16	10.7%
	>31 years	11	7.3%
Domicile	Banjarsari	42	28%
	Serengan	30	20%
	Pasar Kliwon	24	16%
	Laweyan	30	20%
	Jebres	24	16%.
Purchase Frequency	One time	54	36%
	More than one time	96	64%

Source: Author (2025)

Outer Model
Validity test

To assess data validity, convergent validity is examined using loading factor table values. The analysis results demonstrate that all constructs with reflective indicators achieve loading factor values greater than 0.70, validating their indicators.

Tabel 3. Loading Factor and AVE

Variables	Indicators	Loading Factor	AVE	Status
Co-Branding (X1)	X1.1	0.83	0.70	Valid
	X1.2	0.82		Valid
	X1.3	0.85		Valid
	X1.4	0.84		Valid
	X1.5	0.82		
Online Customer Review (X2)	X2.1	0.83	0.73	Valid
	X2.2	0.88		Valid
	X2.3	0.86		Valid
	X2.4	0.87		
	X2.5	0.84		
Purchase Intention (Z)	Z.1	0.77	0.59	Valid
	Z.2	0.74		Valid
	Z.3	0.76		Valid
	Z.4	0.79		Valid
Purchase Decision (Y)	Y.1	0.78	0.64	Valid
	Y.2	0.80		Valid
	Y.3	0.84		Valid
	Y.4	0.79		Valid

Source: Author (2025)

With a validity threshold of AVE > 0.5, the Average Variance Extracted (AVE) value can also be used to evaluate the data's validity in addition to the loading factor value. As can be seen from the accompanying table, every indication is over this cutoff, indicating the validity of every question in the indicators.

Reliability test

Making sure an instrument measures a construct consistently, precisely, and properly is the goal of reliability testing. A reliable instrument must have a Composite Reliability value > 0.7 and a Cronbach's Alpha value > 0.6 across all constructs.

Table 4. Reliability test results

Variables	Cronbach's Alpha	Composite Reliability
Co-Branding (X1)	0.89	0.851
Online Customer Review (X2)	0.91	0.859
	0.82	0.899
Purchase Intention (Z)	0.77	0.851
Purchase Decision (Y)		

Source: Author (2025)

The results of the reliability test show that all variables meet the required thresholds. Composite reliability values greater than 0.7 demonstrate high reliability, while each construct has a Cronbach's Alpha value above 0.6, confirming its validity and reliability.

Inner Model

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The purpose of inner model testing, or structural model evaluation, is to confirm that the model is both stable and precise, maintaining consistent parameters even when tested on a different population sample. In PLS analysis, the model's fitness is determined using the R-Square coefficient and predictive relevance Q-Square (Q2) (Rani et al., 2023).

Tabel 5. R2 and Q2 Test results

Variables	R2	Q2
Purchase Intention (Z)	0.39	0.22
Purchase Decision (Y)	0.54	0.34

Source: Author (2025)

Based on the coefficient of determination test, the R-square value for purchase decision is 0.54, and for purchase intention is 0.39. This indicates that purchase intention affects purchase decision by 54%, while the remaining variance is attributed to other variables that were not studied. The Q2 test results show that both the purchase intention and purchase decision variables have Q2 values greater than 0, indicating that the research model has predictive relevance.

Hypothesis Test

The process of hypothesis testing in this research follows the criteria: if the t-statistic value is > 1.96, and the p-value is < 0.05, then the hypothesis is accepted, indicating a significant positive effect between the tested variables.

Tabel 6. Hypothesis test

Hypothesis	Effects	Original Sample	T Statistics	P Value	Statement
1	X1 → Z	0.35	4.29	0.00	Significant
2	X2 → Z	0.33	5.25	0.00	Significant
3	Z → Y	0.43	5.95	0.00	Significant
4	X1 → Y	0.56	8.23	0.00	Significant
5	X2 → Y	0.17	2.18	0.03	Significant

6	X1 → Z → Y	0.15	3.26	0.00	Significant
7	X2 → Z → Y	0.16	3.88	0.00	Significant

Source: Author (2025)

From the table above, it is known that the t-statistic values for each variable are greater than 1.96 and the p-values are less than 0.05. This indicates that the research results have a significant positive effect, and the null hypothesis is rejected.

Discussion

Effect of Co-Branding on Purchase Intention

The hypothesis testing results using Smart PLS confirm that Co-Branding (X1) significantly increases Purchase Intention (Z). Positive co-branding collaborations by brands can strengthen their image, which in turn positively impacts consumers' purchase intentions (Tamira & Maulina, 2023). These findings align with the study by Pratiwi & Marlien (2022), which states that co-branding has a positive and significant effect on purchase intention. Companies can apply this by collaborating with brands that have a similar brand image to attract consumer interest, which can ultimately drive product sales.

Effect of Online Customer Review on Purchase Intention

The hypothesis testing results show that online customer review has a significant positive effect on purchase intention. The existence of online customer reviews allows companies to promote their products, as the number of reviews can influence consumers' purchase intentions (Cincin Rohmatulloh, 2022). This result is also consistent with the study by Mulyati & Gesitera (2020). This finding can be applied by companies with a focus on encouraging positive reviews that can strengthen brand reputation and attract consumers to purchase the product.

Effect of Purchase Intention on Purchase Decision

The hypothesis testing results show that purchase intention has a significant positive effect on purchase decision. The higher the consumer's intention to buy a product, the more likely they are to make a purchase decision (Istiqomah & Usman, 2021). These findings are consistent with the study by Novianti & Saputra (2023), which states that purchase intention has a significant positive effect on purchase decision.

Effect of Co-Branding on Purchase Decision

The research findings indicate that co-branding has a significant positive effect on purchase decision. This aligns with the study by Dina, Ravindra (2024), which states that co-branding influences purchase decision. Companies can apply this finding by collaborating with other brands to encourage consumers to make purchase decisions, as they feel more confident and attracted to the brand collaboration.

Effect of Online Customer Review on Purchase Decision

The hypothesis testing results show that online customer reviews have a significant positive effect on purchase decision. Consumer purchase decisions are made after receiving information about a product from previous buyers who have experienced the product's benefits (Ramadhana & Nicky, 2022). These findings align with the research by Nur & Oktaliana (2024). This finding can be applied by companies through continuous monitoring

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and responding to customer reviews to ensure product quality and service, which will increase trust and strengthen consumers' purchase decisions.

Effect of Co-Branding on Purchase Decision through Purchase Intention as a Mediating Variable

The hypothesis testing results show that co-branding has a significant positive effect on purchase decision through purchase intention as a mediator. This is in line with the research by Ashrori & Santosa (2023). Companies can apply this finding by leveraging collaborations to attract purchase intentions, strengthen brand images, create added value for consumers, and ultimately drive purchase decisions to accelerate sales growth.

Effect of Online Customer Review on Purchase Decision through Purchase Intention as a Mediating Variable

This study shows that online customer reviews have a significant positive effect on purchase decision through purchase intention as a mediating variable. These findings align with the research by Yogi Noviana et al. (2023). Companies can apply this by managing and responding well to reviews and understanding the crucial role of consumers' purchase intentions. By maximizing the use of customer reviews, companies can increase conversion rates and speed up the consumer decision-making process.

5.   CONCLUSION & SUGGESTION

This research aims to understand the impact of co-branding and online customer reviews on purchase decisions through purchase intention as a mediating variable. Based on the findings, it can be concluded that both co-branding and online customer reviews have a significant positive effect on consumers' purchase intentions. Furthermore, purchase intention is proven to be a significant mediator in the relationship between these variables and purchase decisions. Therefore, Haus! Indonesia can leverage both factors as key elements in their marketing strategy to attract more consumers and increase sales.

For readers, particularly marketing practitioners and academics, the results of this study can serve as an important reference in understanding how co-branding and online customer reviews can contribute to enhancing consumer purchase intentions and decisions. It is recommended for future researchers to expand the scope, as this study is limited to the city of Surakarta and focuses only on the F&B sector. For companies, particularly Haus! beverage outlets, it is recommended to continue utilizing co-branding strategies with relevant brands to strengthen their brand image and expand market reach. Additionally, it is important for the company to pay attention to online customer reviews and maintain quality and service, ensuring that received reviews remain positive. This can be a strategic approach to increasing consumer trust and purchase decisions, leading to higher sales volume and customer loyalty.

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