

THE EFFECT OF *CO-BRANDING*, PRODUCT QUALITY AND E-PROMOTION ON THE PURCHASE DECISION OF AEROSTREET SHOES

Husein Nur Fauzy¹⁾, Hari Purwanto²⁾, Hendra Setiawan³⁾.

¹ Management, Faculty of Economics and Business, University of PGRI Madiun
email: Huseinnurf5@gmail.com

² Management, Faculty of Economics and Business, University of PGRI Madiun
email: hari.purwanto@unipma.ac.id

³ Management, Faculty of Economics and Business, University of PGRI Madiun
email: hendrasetiawan@unipma.ac.id

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh Co-Branding, Kualitas Produk, dan E-Promotion terhadap Keputusan Pembelian sepatu Aerostreet di Kota Madiun. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Sampel diperoleh melalui teknik purposive sampling, dengan kriteria responden adalah masyarakat Kota Madiun yang pernah membeli sepatu Aerostreet. Analisis data menggunakan alat uji berupa software SPSS 25. Hasil penelitian menunjukkan bahwa secara parsial Co-Branding, Kualitas Produk, dan E-Promotion masing-masing berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Secara simultan, ketiga variabel tersebut juga berpengaruh signifikan terhadap Keputusan Pembelian sepatu Aerostreet..

Kata Kunci: *Co-Branding, Kualitas Produk, E-Promotion, Keputusan Pembelian*

Abstract

This study aims to determine the effect of Co-Branding, Product Quality, and E-Promotion on Purchase Decisions for Aerostreet shoes in Madiun City. This study uses a quantitative approach with a survey method. The sample was obtained through a purposive sampling technique, with the respondent criteria being the people of Madiun City who have purchased Aerostreet shoes. Data analysis used a test tool in the form of SPSS 25 software. The results of the study indicate that partially Co-Branding, Product Quality, and E-Promotion each have a positive and significant effect on Purchase Decisions. Simultaneously, these three variables also have a significant effect on Purchase Decisions for Aerostreet shoes.

Keywords: *Co-Branding, Product Quality, E-Promotion, Purchase Decision*

A. INTRODUCTION

The fashion industry has experienced rapid development in recent decades. Several factors influence the development of fashion in Indonesia today, one of which is modernization, as modern society places great emphasis on fashion and clothing style (Putri et al., 2022). Fashion is a form of self-expression that reflects a person's personality, culture, and social values. One of the most well-known fashion items is shoes. Along with the development of fashion trends and increasing consumer awareness of appearance, shoes have now become a highly sought-after item among various groups, especially Generation Z.

Social media plays a crucial role in accelerating the spread of the latest trends, allowing individuals to easily adopt unique and diverse styles. The dominance of international brands like Nike, Adidas, Converse, and Vans, with their strong global image, creates competition in the Indonesian market. Furthermore, numerous local shoe brands compete fiercely with similar products. The presence of these brands also attracts consumers to various brands. Several local brands, such as Aerostreet, Compass, NAH Project, and Ventela, are now enlivening the national fashion industry.

Online marketplaces remain the preferred shopping option for most Indonesians. According to Standard Insights' 2023 Consumer Report Indonesia, 24.11% of Indonesians shop online at least once a month. Another 4.05% shop online daily. The most frequently purchased products online are fashion, which includes clothing and footwear. 70.13% of Indonesians chose this category as their most frequently purchased online. Beauty and personal care products are also among the top choices, accounting for 49.73%. Meanwhile, in the food and beverage category, 40.8% of Indonesians prefer to purchase these products online. Furniture and home furnishings are also among the top choices, accounting for 37.34%, and electronics, such as mobile phones, laptops, and cameras, account for 31.51%. Other products people purchase online include travel products, such as tickets and accommodation, at 15.3%, entertainment products at 4.92%, luxury goods at 3.46%, and products in other categories at 5.46%. When people buy clothes, factors such as motivation, perception, and personality also influence their decision-making process.

Furthermore, companies must better understand how customer attitudes are formed in the digital and physical worlds, as the growth of technology and the rise of e-commerce have changed customer behavior, encouraging many customers to shop online (Yermitha et al., 2025). One fashion item that is currently popular among the public, especially young people, is shoes.

Research purchasing decisions are the result of various considerations, both emotional and logical. According to Aprilia et al. (2023), purchasing decisions are a series of problem-solving processes that include recognizing needs and wants, searching for information, evaluating various sources, selecting alternative purchases, and post-purchase behavior. This shows that before making a purchasing decision, a person will first consider things such as assessing product quality, how important the product is to their needs, and whether their financial condition allows for purchasing the desired product.

The phenomenon of Co-Branding on Aerostreet products has attracted attention because it has a unique strategy by combining several brands. This allows Aerostreet to expand the market and increase product appeal. Aerostreet adopts this partnership strategy to strengthen the brand in the eyes of consumers while driving increased sales. By consciously joining hands with other brands, Aerostreet is able to reach a wider market segment and maintain its competitiveness. In addition, brands must always present creative innovations to obtain optimal profits and maintain their existence in the retail goods market. This kind of collaboration strategy is now a trend among business people as an effort to increase sales while strengthening their brand image and popularity.

Another influencing factor is product quality. According to Ernawati (2019), product quality is an important factor that influences customer choices to purchase goods or services. According to Maulana et al. (2024), in every development, Aerostreet ensures the quality of its products. Aerostreet uses Shoe Injection Mold technology to unite the sole and upper part of the shoe without glue. Product quality is an important factor in shaping consumer loyalty and purchasing decisions. The phenomenon of product quality indicates that Aerostreet has good product quality. This can influence customers in purchasing decisions. Aerostreet strives to

continuously improve the quality of its products through design innovation, selection of comfortable materials, and production processes that pay attention to product durability. Consumers tend to consider the quality aspect as a basis for purchasing decisions, because good products will provide a satisfying and sustainable user experience. Research that supports product quality on purchasing decisions conducted by (Agustina et al., 2024) uses the variable Product quality has a positive and significant effect on purchasing decisions.

In (Akbar et al., 2022), e-promotion is also a factor in purchasing decisions. In the context of digital marketing, Aerostreet also maximizes technology and online platforms through e-promotion activities. This promotional strategy includes the use of social media, engaging digital content, online discount promotions, and support. E-promotion allows Aerostreet to reach consumers more widely and interactively, and drive sales conversions in a way that is relevant to today's digital habits. This e-promotion phenomenon is also implemented by Aerostreet, which uses a promotional strategy through social media.

Aerostreet, a rising local shoe brand in Indonesia, utilizes Instagram as one of its primary platforms for its digital promotion strategy. It promotes the concept of "affordable, high-quality local shoes." Aerostreet's Instagram account can also be accessed through the Instagram app with the handle @Aerostreet. Aerostreet's official account, with 2.4 million followers, has successfully captured the market's attention, particularly among the younger generation, thanks to its creative and innovative promotions. Through its official Instagram account, Aerostreet consistently uploads various content, including product photos, customer testimonials, influencer collaborations, and discount promotions, all aimed at increasing engagement and building consumer loyalty.

1. Theory and Hypothesis Study

Grand Theory of Marketing

The Theory of Planned Behavior (TPB) is a development of the Theory of Reasoned Action (TRA) introduced by Ajzen (1991). TPB explains that individual behavior is influenced by the intention

to perform an action, where this intention is influenced by three main factors: attitude toward the behavior, subjective norms, and perceived behavioral control. Co-branding: Consumer attitudes and subjective norms (Sumantri et al. 2024). Product quality is closely related to attitudes toward behavior (Ekobistek & Edriani, 2021).

Co-Branding

According to Keller (2016) *Co-Branding* is a marketing strategy that often combines two or more brands that strengthen each other to attract the attention of new consumers. According to Blackett & Boad (1999) in the book *Co-Branding: The Science of Alliance*, *Co-Branding* states that it can be between products and celebrities, events, or even animated characters. So, entities that do not produce goods can still partner with *Co-Branding*. According to Nurpriyanti & Hurriyati (2016) *Co-Branding* is a form of strategic cooperation in which a product or service is marketed by including more than one brand simultaneously. According to Himawan and Susanto as quoted in Prasetyo & Febriani (2020) optimal implementation of the *Co-Branding* strategy can provide various benefits. Therefore, the following hypothesis is proposed: H1: Co-branding is suspected to have an impact on purchasing decisions.

Product Quality

Harjadi (2021) states that product quality refers to the level of excellence, conformity to specifications, and services and characteristics of a product that reflect its ability to satisfy consumers and meet their needs. Meanwhile, according to Dwijantoro et al. (2022), product quality is the overall characteristics and capabilities of a product or service to meet needs and provide satisfaction to consumers. Meanwhile, according to Purwadinata (2020), product quality is the optimal state of a product that has high benefits, such as durability, precision, and reliability in meeting consumer desires and needs. So the following hypothesis is proposed H2: It is suspected that product quality has an effect on purchasing decisions.

E-Promotion

E-Promotion is a promotional approach that utilizes the internet to convey information online. This strategy generally encompasses three main aspects: product and service promotion, website management, and domain name utilization. These three elements play a crucial role in influencing consumer purchasing decisions (Rachmawati et al., 2020). Companies need to implement active marketing strategies to encourage consumers to purchase and try products offered through E-Promotion (Pidada & Suyasa 2021). So the following hypothesis is proposed H3: It is suspected that e-promotion has an impact on purchasing decisions.

B. METHOD

This study used a quantitative approach with a survey method. The sample was obtained through purposive sampling, with respondents being residents of Madiun City who had purchased Aerostreet shoes. Data analysis used SPSS 25 software as a testing tool.

C. RESULTS AND DISCUSSIONS

1. Classical Assumption Test

Validity test

Validity test Table

Variabel	Item	r_{hitung}	r_{tabel}	Keterangan
<i>Co-Branding</i> (X_1)	1	0,897**	0,100	valid
	2	0,933**	0,100	valid
	3	0,937**	0,100	valid
	4	0,934**	0,100	valid
	5	0,907**	0,100	valid
	6	0,904**	0,100	valid
<i>Product Quality</i> (X_2)	1	0,813**	0,100	valid
	2	0,856**	0,100	valid
	3	0,906**	0,100	valid
	4	0,896**	0,100	valid
	5	0,881**	0,100	valid
	6	0,868**	0,100	valid
<i>E Promotion</i> (X_3)	1	0,825**	0,100	valid
	2	0,869**	0,100	valid
	3	0,901**	0,100	valid
	4	0,868**	0,100	valid

	5	0,817**	0,100	valid
Keputusan Pembelian (Y)	1	0,868**	0,100	valid
	2	0,921**	0,100	valid
	3	0,880**	0,100	valid

Source: SPSS Output (Processed)

This indicates that each statement item in the instrument has a significant relationship with the total score of its respective variable. Thus, all instrument items are declared valid and can be used in this study.

Reliability Test

Reliability Test Table

No	Variabel	Cronbach's Alpha	Batas Ketentuan	Keterangan
1	<i>Co-Branding (X1)</i>	0,963	0,70	Reliabel
2	<i>Product Quality (X2)</i>	0,936	0,70	Reliabel
3	<i>E Promotion (X3)</i>	0,909	0,70	Reliabel
4	Keputusan Pembelian	0,849	0,70	Reliabel

Source: SPSS Output (Processed)

Cronbach's Alpha for all variables was greater than 0.70 ($\alpha > 0.70$). This means that all statement items in each variable are reliable and therefore suitable for use in research.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		384
Normal	Mean	.0000000
Parameters ^{a,b}	Std. Deviation	3.38800963
Most Extreme	Absolute	.041
Differences	Positive	.038
	Negative	-.041
Test Statistic		.041
Asymp. Sig. (2-tailed) ^c		.146
Sig.		.118
99% Confidence Interval Lower Bound		.109

Monte Carlo Upper Bound .126
Sig. (2-tailed)^d

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 1517194786.

Source: SPSS Output (Processed)

A significance value of 0.146 was obtained. Since the significance value is greater than 0.05 (>0.05), it can be concluded that the residual data is normally distributed.

Uji Multikolonieritas

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 <i>Co-Branding</i>	.954	1.048
<i>Product Quality</i>	.966	1.035
<i>E Promotion</i>	.987	1.013

a. Dependent Variabel: Keputusan Pembelian

Source: SPSS Output (Processed)

All independent variables had tolerance values > 0.10 and $VIF < 10$, indicating no multicollinearity in the regression model.

2. Hypothesis Testing

The research data has met the requirements, and heteroscedasticity and multiple linear regression tests. Therefore, the following hypothesis test was continued:

F-Test

F-Test Table

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	564.193	3	188.064	16.256	.000 ^b

Residual	4396.307	380	11.569		
Total	4960.500	383			

a. Dependent Variabel: Keputusan Pembelian
 b. Predictors: (Constant), *E Promotion*, *Product Quality*, *Co-Branding*
Source: SPSS Output (Processed)

The results of the ANOVA test in the table obtained a calculated F value of 16.256 and a significance value of 0.000. Because the significance value is $0.000 (\leq 0.05)$, it can be concluded that the variables *Co-Branding* (X1), *Product Quality* (X2), and *E Promotion* (X3) simultaneously have a significant effect on Purchasing Decisions (Y).

T Test

Variabel	t-hitung	t-tabel	Sig.
<i>Co-Branding</i>	2,583	1,96	0,010
<i>Product Quality</i>	4,810	1,96	0,000
<i>E Promotion</i>	3,199	1,96	0,001

Source: SPSS Output (Processed)

1. *Co-Branding* variable has a t-count value of 2.583 with a significance of 0.010. Because the t-count > t-table ($2.583 > 1.96$) and the significance value < 0.05, it can be concluded that *Co-Branding* has a significant effect on Purchasing Decisions.
2. *Product Quality* variable shows a t-count of 4.810 with a significance of 0.000. Because the t-count > t-table ($4.810 > 1.96$) and the significance < 0.05, it can be concluded that *Product Quality* also has a significant influence on Purchasing Decisions.
3. *E Promotion* variable has a t-count of 3.199 with a significance of 0.001. Since the t-count > t-table ($3.199 > 1.96$) and significance < 0.05, it can be concluded that *E Promotion* has a significant effect on Purchasing Decisions.

Coefficient of Determination Test

**Coefficient of Determination Test Table
Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.337 ^a	.114	.107	3.401

a. Predictors: (Constant), *E Promotion*, *Product Quality*, *Co-Branding*

Source: SPSS Output (Processed)

Based on the Model Summary output results in the table above, a correlation coefficient (R) value of 0.337 was obtained, which indicates a low positive relationship between the variables Co-Branding (X₁), Product Quality (X₂), and E-Promotion (X₃) on Purchase Decisions (Y). Furthermore, the R Square value of 0.114 indicates that 11.4% of the variation that occurs in Purchase Decisions (Y) can be explained by the three independent variables in the model.

D. CONCLUSIONS

The results of this study demonstrate that Co-Branding, Product Quality, and E-Promotion each have a positive and significant effect on the purchase decisions of Aerostreet shoes in Madiun City. Co-Branding strategies enhance product attractiveness and exclusivity, while consistent product quality strengthens consumer trust and loyalty. Likewise, digital promotions through social media and e-commerce platforms effectively influence consumer interest, particularly among younger audiences. Furthermore, when examined simultaneously, these three variables collectively exert a significant impact, indicating that consumer purchase decisions are shaped not only by a single factor but by the integration of brand collaboration, reliable product performance, and effective digital marketing strategies. These findings highlight the importance for Aerostreet to maintain strong product quality while continuously innovating through collaborations and digital promotion efforts to sustain consumer interest and strengthen its competitive position in the local footwear market.

E. SUGGESTIONS

This study suggests that Aerostreet should strengthen its market position by expanding local collaborations with community figures and creative brands to enhance consumer identification. Product innovation remains essential, particularly in design, comfort, and the use of eco-friendly materials to maintain competitiveness. Digital promotions should be more targeted and interactive by leveraging consumer data and utilizing tools such as live shopping, giveaways, and collaborations with local content creators. Importantly, Aerostreet needs to integrate co-branding, product quality, and digital promotion into a unified strategy to maximize effectiveness. For future research, additional factors such as price, brand awareness, or customer experience may be included, while qualitative approaches could provide deeper insights into consumer perceptions.

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