



Universitas Mercu Buana  
Fakultas Ilmu Komunikasi  
Bidang Studi Advertising and Marketing Communication  
Imam Subkhan Aldi Setiawan 44318010006  
PENGARUH CO BRANDING SEPATU COMPASS DAN TAME IMPALA  
TERHADAP BRAND IMAGE SEPATU COMPASS  
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#### ABSTRAK

Penelitian ini bertujuan untuk menginvestigasi pengaruh *co-branding* antara Sepatu Compass dan Tame Impala terhadap *brand image* Sepatu Compass. Metode penelitian yang digunakan adalah penelitian kuantitatif, yang melibatkan pengumpulan data dari responden melalui kuesioner. Sampel penelitian ini terdiri dari konsumen yang telah menggunakan atau memiliki pengetahuan tentang Sepatu Compass dan Tame Impala.

Penelitian ini mengumpulkan data dari 100 responden melalui kuesioner yang diberikan secara daring. Data yang terkumpul dianalisis menggunakan teknik regresi linear untuk menguji hubungan antara variabel bebas (*co branding*) dan variabel terikat (citramerek). Hasil analisis menunjukkan adanya hubungan positif dan signifikan antara *co branding* Compass dan Tame Impala dengan citra merek sepatu Compass.

Penelitian ini memiliki manfaat praktis bagi perusahaan Sepatu Compass sebagai bahan evaluasi dalam melihat pengaruh dari strategi *co-branding* yang telah dilakukan. Hasil penelitian ini dapat memberikan wawasan yang berharga bagi perusahaan dalam mengoptimalkan strategi *co-branding* mereka, sehingga dapat memperkuat *brand image* Sepatu Compass di pasar. Selain itu, penelitian ini juga dapat memberikan kontribusi teoritis dalam bidang komunikasi pemasaran

dengan memperluas pemahaman tentang pengaruh *co-branding* terhadap *brand image*.

Hasil penelitian ini memberikan pemahaman yang lebih baik tentang bagaimana *co-branding* mempengaruhi *brand image* Sepatu Compass. Analisis data dilakukan dengan menggunakan teknik regresi linier, yang memungkinkan identifikasi hubungan antara variabel *co-branding* dan *brand image*.

Kata kunci: *co-branding*, *brand image*, Sepatu Compass, Tame Impala, komunikasi pemasaran, penelitian kuantitatif.





Mercu Buana University

faculty of Communication

Advertising and Marketing Communication Study Field

Imam Subkhan Aldi Setiawan 44318010006

THE INFLUENCE OF COMPASS SHOES AND TAME IMPALA CO  
BRANDING ON COMPASS SHOES BRAND IMAGE

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#### ABSTRACT

This research aims to investigate the influence of co-branding between Compass Shoes and Tame Impala on the brand image of Compass Shoes. The research method used is quantitative research, which involves collecting data from respondents through questionnaires. This research sample consists of consumers who have used or have knowledge about Compass and Tame Impala shoes.

This research collected data from 100 respondents through a questionnaire given online. The collected data was analyzed using linear regression techniques to test the relationship between the independent variable (co branding) and the dependent variable (brand image). The results of the analysis show that there is a positive and significant relationship between co-branding Compass and Tame Impala and the brand image of Compass shoes.

This research has practical benefits for the Compass Shoes company as evaluation material in seeing the influence of the co-branding strategy that has been carried out. The results of this research can provide valuable insight for companies in optimizing their co-branding strategy, so that they can strengthen the brand image of Compass Shoes in the market. Apart from that, this research can also provide theoretical contributions in the field of marketing

communications by expanding understanding of the influence of co-branding on brand image.

The results of this research provide a better understanding of how co-branding affects the brand image of Compass Shoes. Data analysis was carried out using linear regression techniques, which allows identifying the relationship between co-branding variables and brand image.

Keywords: co-branding, brand image, Compass Shoes, Tame Impala, marketing communications, quantitative research.

