ABSTRACT

The competition in the cosmetics industry is currently getting tougher, making it a challenge for industry owners in this field. Cosmetics have become one part of human needs, because they are used to support appearance to skin care. As the market demand for cosmetic products increases, cosmetic business owners are required to be able to develop strategies and technologies that are very useful in producing more practical and innovative cosmetics. Dear Me Beauty is a cosmetic brand from Indonesia that collaborates with several other brands as a strategy for its products. The previous collaborations include Yupi, Sasa, Nissin, Snoopy, Sociolla and KFC. This collaboration with KFC (Kentucky Fried Chicken) is the latest collaboration from Dear Me Beauty. Based on the data, it was found that the most interesting product collaboration is the collaboration with celebrities. In addition, the desire of consumers to buy beauty products on collaborative products is still relatively low.

For that reason, this study was conducted to analyze Co-Branded Products through eWOM, Customer-Based Brand Equity (CBBE) and Brand Image and their influence on consumer Purchase Intention. This study has a sample of 153 respondents using the Non probability sampling method as a research reference and an online questionnaire as a data collection method. The Non probability sampling method is used in this study so that respondents who contribute to the research meet predetermined criteria. The data obtained from the online questionnaire were processed using SPSS and AMOS 24 software and there were 7 hypotheses tested using the structural equation model (SEM) method.

This study shows that eWOM from consumers has a positive and significant effect on Co-Branding. Therefore, Customer-Based Brand Equity (CBBE), Brand Image and Co-Branding (Dear Me Beauty and KFC) have a positive and significant effect on Purchase Intention.

Keywords: *Electronic Word of Mouth* (eWOM)*, Customer-Based Brand Equity* (CBBE)*, Brand Image, Co-Branding* dan *Purchase Intention*