

# **PENGARUH CO-BRANDING DAN BRAND TRUST TERHADAP KEPUTUSAN PEMBELIAN INDOMIE GORENG RASA CHITATO**

## **ABSTRAK**

**Abstract:** *This study aims to study the effect of co-branding, and brand trust on purchasing decisions of Indomie fried Chitato flavor consumers located in DKI Jakarta. This type of research is associative with quantitative research. Based on this study, researchers used quantitative data from the results of direct questionnaire research. The sample of this study is 180 respondents with suggestions for learning or have tried the Indomie fried flavored Chitato who lives in Jakarta. it can be concluded that Co-branding has a positive impact on purchasing decisions, brand trust has a positive influence on purchasing decisions, and co-branding and brand trust together - positively influence purchase decisions.*

**Keywords:** *co-branding, brand trust, purchasing decisions, Indomie, Chitato, Mie instant*

**Abstrak:** *Penelitian ini bertujuan untuk mengetahui pengaruh co-branding, dan brand trust terhadap keputusan pembelian konsumen Indomie goreng rasa Chitato yang berlokasi di DKI Jakarta. Jenis penelitian asosiatif dengan pendekatan kuantitatif. Berdasarkan penelitian ini, peneliti menggunakan data kuantitatif dari hasil penyebaran kuesioner secara langsung. Sampel penelitian ini adalah sebanyak 180 responden dengan kriteria mengetahui atau pernah mencoba Indomie goreng rasa Chitato yang berdomsili di DKI Jakarta. dapat disimpulkan bahwa Co-branding berpengaruh positif terhadap keputusan pembelian, brand trust memiliki pengaruh positif terhadap keputusan pembelian, serta co-branding dan brand trust secara bersama – sama berpengaruh positif terhadap keputusan pembelian.*

**Kata Kunci:** *co-branding, brand trust, keputusan pembelian, Indomie, Chitato, Mi instant*