

ABSTRAK

Husein Nur Fauzy (2025) “Pengaruh *Co Branding*, Kualitas Produk dan *E Promotion* Terhadap Keputusan Pembelian Sepatu Aerostreet (studi empiris pada konsumen Aerostreet Kota Madiun)” Skripsi. Program Studi Manajemen. Fakultas Ekonomi dan Bisnis. Universitas PGRI Madiun. Dosen Pembimbing (I) Dr. Hari Purwanto, S. E., M. M. (II) Hendra Setiawan, S. E., M. M

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

Husein Nur Fauzy (2025) “The Influence of Co-Branding, Product Quality and E-Promotion on Aerostreet Shoe Purchase Decisions (an empirical study on Aerostreet consumers in Madiun City)” Thesis. Management Study Program. Faculty of Economics and Business. PGRI University Madiun. Supervisors (I) Dr. Hari Purwanto, S. E., M. M. (II) Hendra Setiawan, S. E., M. M

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, Purchasing Decision