

## **ABSTRACT**

*The growing potential of the fashion industry market in Indonesia has significantly increased competition among fashion brands. Local products with various characteristics strive to occupy the top position in consumers' preferences. Brand collaboration has become one of the most common strategies companies use to drive innovation. Product collaborations are launched to fulfill Consumption Value and influence customers' purchasing decisions. Happy Go Lucky (HGL), a local fashion retail store, is one such company that engages in brand collaborations.*

*This study aims to analyze the impact of product collaboration on repurchase intention, with Consumption Value (hedonic and utilitarian value) and Customer Equity as mediating variables for HGL customers. The research employs a quantitative approach using Structural Equation Modeling Partial Least Squares (SEM-PLS) for data processing. Data were collected through a survey of HGL consumers familiar with the brand's collaborative products, using a questionnaire with 30 Likert-scale-based indicators.*

*The findings reveal that product collaboration significantly influences Consumption Value, both hedonic and utilitarian. Furthermore, Consumption Value positively contributes to Customer Equity, which, in turn, significantly affects Repurchase Intention. The study also reveals that Customer Equity mediates the relationship between product collaboration and repurchase intention, underscoring the importance of customer value perception in building brand loyalty.*

*This research offers theoretical implications by expanding the literature on the impact of product collaboration on consumer behavior, particularly in the context of consumption value and customer equity. Practically, the findings suggest that companies should enhance the elements of uniqueness, symbolism, and aesthetics in their product collaboration strategies to strengthen emotional connections with customers and drive repurchase intention.*

**Keywords:** *product collaboration, consumption value, customer equity, repurchase intention, SEM-PLS*