

## ABSTRACT

*Uniqlo as a global fashion brand tries to take advantage of the Korean wave phenomenon by collaborating with the K-pop group Treasure. This collaboration aims to expand Uniqlo's market among young people who are influenced by the Korean wave and Uniqlo can strengthen its brand image and create added value through its products that combine modern fashion styles with the appeal of K-pop culture. According to (Yuan, 2023), the relationship between co-branding and brand image can support the purchasing decision process. This study aims to determine whether or not there is an influence of co-branding and brand image on the purchase decision of Uniqlo and Treasure products among Treasure fans (Teume). The method used in this study is a descriptive quantitative method with a nonprobability sampling technique with a purposive sampling type. The data collection technique used questionnaires and 97 respondents were obtained. The data collected was then analyzed using SPSS software ver 25. Based on the results of the study, it was found that co-branding had a significant positive effect on purchasing decisions. Furthermore, brand image had a significant positive effect on purchasing decisions. And co-branding and brand image have a significant positive effect simultaneously on purchasing decisions by 72% and the remaining 28% is influenced by other variables not explained in this study.*

*Keywords: Co-Branding, Brand Image, Purchasing Decisions*