

ABSTRACT

The phenomenon of co-branding strategies in the retail industry is increasingly used as an approach to attract consumer interest. One example is the co-branding between Miniso and Harry Potter, which presents a variety of fantasy-themed products and triggers electronic word of mouth (E-WOM) on various social media platforms, especially TikTok. However, in a competitive market, the impact of electronic word of mouth and co-branding on consumer purchase decisions needs to be further examined. This research aims to determine the extent of the impact of electronic word of mouth (E-WOM) and co-branding on the purchase decision of Miniso x Harry Potter products. This study uses a quantitative approach with a survey method involving 385 respondents who have purchased the product. The results show that both electronic word of mouth and co-branding have a positive and significant effect on purchase decisions, both partially and simultaneously. The coefficient of determination (R^2) value of 0.486 indicates that the two independent variables explain 48.6% of the variation in purchase decisions, while the remaining 51.4% is influenced by other factors. The regression test results also show that electronic word of mouth has a larger impact ($B = 0.451$) compared to co-branding ($B = 0.337$). These findings are expected to contribute to future research and emphasize the importance of brand alliances and consumer-based communication in influencing purchasing behavior.

Keywords: *Co-Branding, Electronic Word of Mouth (E-WOM), Purchase Decision.*