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The Influence of Co-Branding and Product Innovation on Customer Loyalty *MINISO* MOG Malang (Case Study on Customer *Miniso* MOG Malang)

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KEYWORDS: product innovation, co-branding, customer loyalty; *Miniso*

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ABSTRACT: This study aims to examine the influence of co-branding and product innovation on customer loyalty at *Miniso* Mall Olympic Garden (MOG) Malang. This research employed an explanatory design with a quantitative approach. Data were collected through questionnaires distributed to 110 *Miniso* MOG Malang customers selected using purposive sampling. The data were analyzed using multiple linear regression, t-test, F-test, and validity and reliability tests. The results showed that co-branding and product innovation each had a positive and significant effect on customer loyalty. Simultaneously, both variables also significantly influenced customer loyalty. Collaborations with popular brands and continuous product innovation increased customer attraction and encouraged repeat purchases. Customer loyalty at *Miniso* MOG Malang is influenced by positive perceptions of innovative product features, quality, design, and attractive co-branding collaborations. Therefore, maintaining product innovation and expanding strategic co-branding partnerships are important to sustain and enhance customer loyalty.

1. INTRODUCTION

In today's highly competitive business environment, companies are required to implement effective strategies to attract consumers and maintain long-term customer relationships. The increasing number of brands offering similar products has intensified market competition, making it essential for companies to differentiate themselves and create sustainable competitive advantages (Ortiz-Villajos & Sotoca, 2018). One strategy that has gained significant attention is co-branding, which involves collaboration between two or more brands to create products that combine the value and image of each participating brand (Keller, 2018).

Co-branding has become increasingly popular because it enables companies to enhance product attractiveness, strengthen brand perception, and expand market reach. According to Visual Objects (2021), 71% of consumers enjoy products resulting from brand collaborations, while 43% are willing to try co-branded products. Previous studies have demonstrated that co-branding positively influences brand image, brand equity, and purchase intention (Wang, 2019; Yu et al., 2021). Through strategic partnerships, companies can leverage the reputation and popularity of partner brands to create stronger consumer engagement and improve business performance.

In addition to co-branding, product innovation is recognized as a crucial factor in achieving long-term business success. Product innovation refers to the development of new products or the improvement of existing products to meet changing consumer needs and preferences (Fillayata & Mukaram, 2020). Companies that continuously innovate are better positioned to compete in dynamic markets and maintain customer interest. Previous studies have found that product innovation positively affects customer loyalty by increasing customer satisfaction and perceived value (Somalua, 2022; Winarti et al., 2021).

One company that actively implements both co-branding and product innovation strategies is *MINISO*, a global lifestyle retail company originating from China. Through collaborations with internationally recognized brands and characters such as Marvel, Disney, Sanrio, Harry Potter, Barbie, and One Piece, *MINISO* offers exclusive products that combine functional value with emotional appeal. The company's success is reflected in its 2024 revenue growth of 22.8%, reaching 17 billion yuan, supported by global expansion and strategic collaborations with well-known brands (Retail Insight Network, 2024).

At *MINISO* Mall Olympic Garden (MOG) Malang, co-branded products and innovative product offerings have become important elements in attracting and retaining customers. Collaborative products featuring popular characters and unique product

innovations provide consumers with distinctive shopping experiences and create stronger emotional connections with the brand. These conditions indicate the potential contribution of co-branding and product innovation to customer loyalty.

However, despite the growing popularity of co-branding strategies, most previous studies have primarily examined their influence on brand image, brand equity, and purchase intention (Aurelia, 2019; Wang, 2019; Yu et al., 2021). Research investigating the direct influence of co-branding on customer loyalty remains limited. Furthermore, studies that simultaneously analyze the effects of co-branding and product innovation on customer loyalty within the lifestyle retail industry are still scarce, particularly in the Indonesian context. This gap highlights the need for further investigation.

Therefore, this study aims to examine the influence of co-branding and product innovation on customer loyalty at *MINISO* MOG Malang. The findings are expected to enrich the marketing literature regarding customer loyalty and provide practical insights for retail companies in developing strategies that strengthen long-term customer relationships.

II. LITERATURE REVIEW

Co-branding

Co-branding illustrates that two products can provide a win-win solution for both partners to increase consumer appeal, make their products a choice in purchasing and also a win-win for consumers in looking for the right product choice (Kusuma & Anita 2021; Jia & Ran, 2021; Zhang & Guo, 2023).

Factors that influence co-branding

According to Humaniora et al. (2021), co-branding effectiveness is influenced by four main factors: reputation, which reflects consumers' perceptions of a brand's credibility, quality, and overall value; product fit, referring to the compatibility between collaborating brands that facilitates the transfer of positive brand associations; trust, which shapes consumers' confidence in the co-branded product and influences their attitudes and purchasing decisions; and familiarity, which represents consumers' knowledge and experience with a brand, affecting their ability to recognize, evaluate, and develop positive perceptions toward the co-branding alliance.

Indicator of Co-branding

According to Pratama et al. (2019), Co-branding can be measured through five key indicators: familiarity, product fit/co-brand match, reputation, attitude toward co-branding, and trust. Familiarity reflects consumers' accumulated experiences with a brand, while product fit refers to the compatibility between the collaborating brands. Reputation represents a valuable intangible asset that is difficult to create, imitate, or replace. Attitude toward co-branding describes consumers' overall evaluation of the collaboration, which tends to be positive when both brands are viewed favorably. Trust serves as the foundation of the relationship between consumers and brands, particularly as initial trust is largely based on cognitive perceptions.

Product Innovation

Product innovation refers to the development, improvement, or introduction of new products to meet consumer needs and adapt to changing market conditions. It involves creating new ideas, modifying existing products, and utilizing resources more effectively to provide greater value to customers. Innovation also serves as a mechanism for companies to remain competitive, respond to dynamic environments, and continuously enhance customer satisfaction (Fitriyani et al., 2020; Prasetyo, 2020; Khomilah, 2020).

Indicator of Product Innovation

According to Prasetyo (2020), product innovation can be measured through three indicators: product features, product design, and product quality. Product features distinguish a product from competitors through its functionality, product design enhances both the appearance and usefulness of the product, and product quality reflects the product's ability to perform its functions reliably, durably, and consistently.

Customer Loyalty

Customer loyalty refers to a customer's commitment to consistently repurchase and continue using a company's products or services over time. Loyalty is formed through customer satisfaction and positive experiences, creating a willingness to make repeat purchases, recommend the product to others, and resist competitors' offerings. As a result, customer loyalty provides long-term benefits for companies by increasing profitability and sustaining competitive advantage (Sari & Yasa, 2020; Sinulingga & Sihotang, 2021; Sudarsono, 2020).

Indicator of Customer Loyalty

According to Rahyuda and Atmaja, as cited in Sari (2020:29), consumer loyalty can be measured through three indicators: repeat purchase, retention, and referrals. Repeat purchase refers to consumers' willingness to consistently repurchase a product, retention reflects consumers' resistance to negative information and competing products, and referrals indicate consumers' willingness to try other products offered by the same company or producer.

Conceptual Research

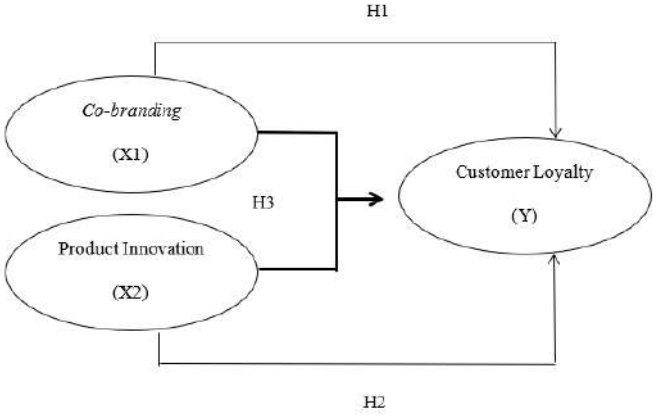

Figure 1. Conceptual Research

Source: Data Processed (2025)

H1 : It is hypothesized that Co-branding has a partial influence on Customer Loyalty *Miniso* MOG Malang
H2 : It is hypothesized that Product Innovation has a partial influence on Customer Loyalty *Miniso* MOG Malang
H3 : It is hypothesized that Co-branding and Product Innovation have simultaneous influence on Customer Loyalty *Miniso* MOG Malang

III. RESEARCH METHODS

Research Type

In the study on the influence of *co-branding* and product innovation on customer loyalty at *Miniso* MOG Malang, an explanatory research type with a quantitative approach was used. Explanatory research is a study that explains the causal relationship between one variable and another (Afifah, 2022). The quantitative approach utilizes systematic and statistical data analysis to measure the impact of these variables. The goal is to gain a deeper understanding of the phenomenon.

Population and Sample

The population of this study consists of all consumers who have previously purchased products at *MINISO* MOG Malang. Since the exact number of consumers is unknown, the population is considered infinite. The sample was selected using a purposive sampling technique, targeting consumers who had made purchases at *MINISO* MOG Malang. Based on Hair et al. (2010), with 11 research indicators, the minimum required sample size was 110 respondents, which is considered adequate for multivariate analysis.

Data Collection Method

This research uses a questionnaire as the data collection method, where respondents are given a set of structured questions to obtain their responses. The questionnaires are distributed directly at *MINISO* MOG Malang to respondents who meet the research criteria. This method is used to ensure accurate data collection and to provide relevant information related to the variables studied.

IV. RESULTS

Validity Test

According to Sahabuddin et al. (2021:182), a validity test is a method of examining data to determine whether the data can be trusted as true and in accordance with reality or not. According to Hidayat (2021), for a t-table with $\alpha = 0.05$ and degrees of freedom (df = n - 2), if the t-value > t-table, then the item is considered valid; conversely, if the t-value < t-table, it is considered invalid. In this study, the sample size (n) is 110, so the degrees of freedom can be calculated as df = n - 2, which is df = 110 - 2 = 108. With df = 108 and $\alpha = 0.05$ (5%), the resulting t-table value is r table = 0.1874. The following are the results of the validity tets using IBM SPSS Statistics 27.

Table 1. Validity Test Results

Variable	Item	r value	r table	Sig.	Conclusion
***Co-branding* (X1)**	X1.1.1	0,584	0,1874	0,000	VALID
	X1.1.2	0,540	0,1874	0,000	VALID
	X1.1.3	0,647	0,1874	0,000	VALID
	X1.1.4	0,680	0,1874	0,000	VALID

	X1.1.5	0,719	0,1874	0,000	VALID
	X1.2.1	0,447	0,1874	0,000	VALID
	X1.2.2	0,534	0,1874	0,000	VALID
	X1.3.1	0,523	0,1874	0,000	VALID
	X1.3.2	0,689	0,1874	0,000	VALID
	X1.4.1	0,655	0,1874	0,000	VALID
	X1.4.2	0,675	0,1874	0,000	VALID
	X1.5.1	0,670	0,1874	0,000	VALID
	X1.5.2	0,675	0,1874	0,000	VALID
Product Innovation (X2)	X2.1.1	0,597	0,1874	0,000	VALID
	X2.1.2	0,592	0,1874	0,000	VALID
	X2.2.1	0,715	0,1874	0,000	VALID
	X2.2.2	0,697	0,1874	0,000	VALID
	X2.3.1	0,635	0,1874	0,000	VALID
	X2.3.2	0,769	0,1874	0,000	VALID
Customer Loyalty (Y)	Y1.1.1	0,638	0,1874	0,000	VALID
	Y1.1.2	0,664	0,1874	0,000	VALID
	Y1.2.1	0,724	0,1874	0,000	VALID
	Y1.2.2	0,690	0,1874	0,000	VALID
	Y1.3.1	0,690	0,1874	0,000	VALID
	Y1.3.2	0,654	0,1874	0,000	VALID

Source: Data Processed (2025)

Based on the table, it shows that all question items used as measurement tools for the variables *co-branding* (X1), product innovation (X2), and customer loyalty (Y) are valid. This is proven by the fact that all question items for each variable have an r-value greater than the r-table value (0.1874) and a significance level less than 0.05.

Reliability Test

A reliability test is used to measure the consistency of a questionnaire, which serves as an indicator of a variable or construct. A questionnaire is considered reliable if a person's responses to the statements are consistent or stable over time. In this study, the reliability testing technique used is Cronbach's Alpha. A variable is considered reliable if it yields a Cronbach's Alpha > 0.6. Below are the results of the reliability test calculated using IBM SPSS Statistics 27.

Table 2. Reliability Test Results

Variable	Cronbach Alpha	Standar	Conclusion
Co-branding (X1)	0,859	0,6	Reliable
Product Innovation (X2)	0,752	0,6	Reliable
Customer Loyalty (Y)	0,744	0,6	Reliable

Source: Data Processed (2025)

Normality Test

According to Sutha (2021:244), the normality test is used to determine whether the research data are normally distributed as a prerequisite for statistical analysis. In a normal probability plot, the regression model is considered to meet the normality assumption if the data points are distributed around and the follow the diagonal line, or if the histogram displays a normal distribution pattern. Conversely, if the data points are far from the diagonal line and do not follow its direction, or if the histogram doe not show a normal distribution pattern, the regression model does not meet the normality assumption

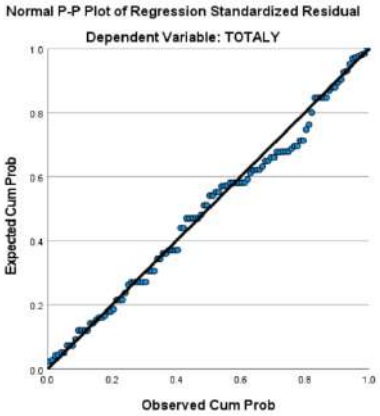

Figure 2. Normality Test Results
Source: IBM SPSS Statistic 27, Data Processed (2025)

Based on the results of the normality test, the variables of co-branding and product innovation in relation to customer loyalty satisfy the normality assumption, as the data points are distributed around and follow the diagonal line and the histogram displays a normal distribution pattern. Therefore, the regression model can be considered normally distributed and suitable for further analysis.

Multicollinearity Test

According to Ghozali (2018:157), the multicollinearity test is used to determine whether there is a correlation among the independent variables in a regression model. A good regression model should not exhibit multicollinearity, which is indicated by a Tolerance value greater than 0.10 and a VIF value less than 10.00; otherwise, multicollinearity is considered to exist in the model.

Table 3. Multicollienarity Test Results

Variable	Collinearity Statistic		Conclusion
	Tolerance	VIF	
Co-branding (X1)	0,656	1,523	No multicollinearity
Product Innovation (X2)	0,656	1,523	No multicollinearity

Source: Data Processed (2025)

Based on Table, the multicollinearity test results indicate that the co-branding and product innovation variables have tolerance values above 0.10 and VIF values below 10, indicating that no multicollinearity exists in the regression model.

Heteroscedasiticity Test

According to Nugraha (2022:71), the heteroscedasticity test is used to determine whether the residual variance remains constant across observations in a regression model. Based on Purnomo (2016), heteroscedasticity is indicated when the data points form a specific pattern, whereas the absence of a clear pattern and a random distribution of points above and below zero on the Y-axis indicate that heteroscedasticity is not present.

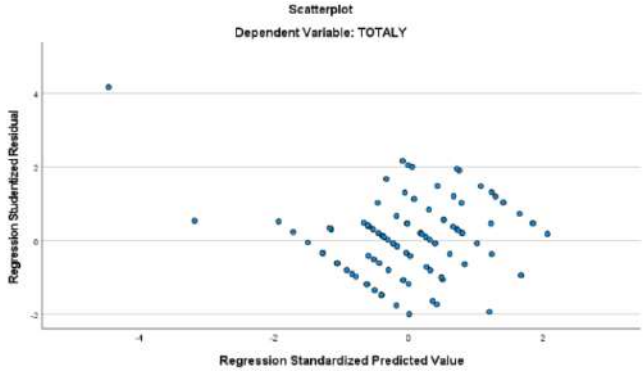

Figure 3. Heteroscedasticity Test Results
Source: IBM SPSS Statistic 27, Data Processed (2025)

Based on Figure 3, the scatterplot shows that the data points are randomly distributed above and below zero on the Y-axis without forming a specific pattern, indicating no heteroscedasticity. To confirm this result, the Glejser test was also used by regressing the absolute residual values on the independent variables. In this test, a significance value greater than 0.05 indicates the absence of heteroscedasticity, while a significance value less than 0.05 indicates its presence.

Table 4. Heteroscedasticity Test Results (Glejser Test)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.122	1.066		1.991	.049
	Co-branding	.000	.020	-.001	-.005	.996
	Product Innovation	-.044	.042	-.121	-1.0462	.300
a. Dependent Variable: abs_residual						

Source: IBM SPSS Statistics 27, Data Processed (2025)

Based on the Glejser test results, the significance values for the Co-branding variable (0.996) and Product Innovation variable (0.304) are both greater than 0.05, indicating that the regression model is free from heteroscedasticity.

Multiple Regression Analysis

Multiple linear regression is a model equation that explains the relationship between one dependent/response variable (Y) and two or more independent/predictor variables (X1, X2, ... Xn). In this study, the independent variables are *co-branding* (X1) and product innovation (X2), while the dependent variable is customer loyalty (Y). The following presents the results of data processing using IBM SPSS Statistics 27:

Table 5. Multiple Regression Analysis Result

Model	**B**
(Constant)	2,998
Co-branding	0,351
Product Innovation	0,140

Source: Data Processed (2025)

Based on the table 5, the results of the multiple linear regression analysis can be used to formulate the following linear regression equation:

$$Y=2,998+0.351X1+0.140X2+e$$

Explanation:

1. The value of a (constant) is 2,998 which means that if the variables *co-branding* (X1) and product innovation (X2) are both 0, then the value of Y (customer loyalty) is 2,998.
2. The multiple regression coefficient for *co-branding* (X1) is 0,351 This means that if X1 (*co-branding*) increases by 1 unit and the product innovation (X2) variable is assumed to be 0, then the customer loyalty (Y) will increase by 0,351.
3. The multiple regression coefficient for product innovation (X2) is 0,140. This means that if X2 (product innovation) increases by 1 unit and the *co-branding* (X1) variable is assumed to be 0, then the customer loyalty (Y) will increase by 0.140.

Based on the results of the multiple linear regression analysis, the variable that has the most significant influence on customer loyalty (Y) is product innovation (X2) with a coefficient of 0,140 compared to *co-branding* (X1) with a coefficient of 0.351.

Determinant Analysis (coefficient of determination)

The coefficient of determination (R^2) measures the extent to which the independent variables explain the variation in the dependent variable. The R^2 value ranges from 0 to 1, where a value closer to 1 indicates greater explanatory power, while a value closer to 0 indicates little or no explanatory power.

Table 6. Coefficient of Determination Result (R^2)

Model Summary b				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.850[a]	.722	.717	1.078
a Predictors: (Constant), Product Innovation, *Co-branding*				
b Dependent Variable: Customer Loyalty				

Source: Data Processed (2025)

Based on the table, the coefficient of determination (R Square) obtained is 0.722, and the Adjusted R Square is 0.717. This means that 71,7% of customer loyalty at *Miniso* Mall Olympic Garden Malang can be explained by the variables of product innovation and *co-branding*. Meanwhile, the remaining 28,3% is influenced by other factors not examined in this study, such as service quality, pricing, store atmosphere, and others.

Partial Test (T test)

According to Roflin and Riana (2022), partial hypothesis testing is conducted using the t-test to determine whether each independent variable has a significant effect on the dependent variable. In this study, there were 110 respondents, resulting in 107 degrees of freedom (df = n − k − 1 = 110 − 2 − 1). At a significance level of α = 0.05 using a two-tailed test, the corresponding t-table value is 1.982. The following presents the results of data processing using IBM SPSS Statistics 27:

Table 7. Partial Test (T test) Result

Variable	t-value	Sig.	t-table (df=107)	Conclusion
Co-branding	2,040	<0,001	1,982	H1 accepted
Product Innovation	2,349	<0,001	1,982	H2 accepted

Source: Data Processed (2025)

Based on the table 7, the t-test results for Co-branding and Product Innovation variables on Customer Loyalty are as follows:

1. H1 is accepted because the co-branding variable (X1) has a t-count of 2.040 > 1.982 and a significance value of 0.000 < 0.05, indicating that co-branding has a positive and significant partial effect on customer loyalty at *Miniso* Mall Olympic Garden Malang.
2. H2 is accepted because the product innovation variable (X2) has a t-count of 2.349 > 1.982 and a significance value of 0.000 < 0.05, indicating that product innovation also has a positive and significant partial effect on customer loyalty.

Simultaneous Test (F test)

According to Roflin et al. (2022), simultaneous hypothesis testing is conducted using the F-test to determine whether the independent variables jointly have a significant effect on the dependent variable. Based on Darma and Wulansari (2021), H_0 is rejected and H_a is accepted if F-count > F-table, while H_0 is accepted and H_a is rejected if F-count < F-table.

The F-table value is determined using α = 0.05, with df1 = k = 2 and df2 = n − k = 110 − 2 = 107. Based on these values, the F-table is 3.08, and the decision is based on the F and Sig. values in the ANOVA table. The following presents the results of data processing using IBM SPSS Statistics 27:

Table 8. Simultaneous Test (F test) Result

F-count	f-table	Sig.	αSig	Result
139,106	3,08	0,000	0,05	Significant

Source: Data Processed (2025)

V. DISCUSSION

1. The influence of Co-branding on Customer Loyalty

Based on the research results, respondents strongly agreed with the Product Fit indicator, indicating that *Miniso* Mall Olympic Garden (MOG) Malang's collaborations with well-known brands such as Harry Potter, Barbie, and Sanrio are perceived

as highly compatible and valuable. This finding supports Keller (2018), who states that co-branding is effective when the collaborating brands share compatible values, identities, and consumer perceptions. The hypothesis testing also confirmed that co-branding has a positive and significant partial effect on customer loyalty, supporting the first hypothesis (H1).

The findings show that co-branding strengthens customer loyalty by increasing brand awareness, trust, and purchase intention. Respondents recognized *Miniso* as a brand strongly associated with collaborations with popular brands, making it easier to remember and encouraging repeat purchases. Customers also trusted the quality and safety of co-branded products because *Miniso* collaborates with reputable brands, while the uniqueness and added value of these collaborations increased their interest in purchasing *Miniso* products repeatedly.

These findings are consistent with Winardi (2023), who found that co-branding positively influences customer loyalty, although they differ from the results of Sari (2023). Overall, *Miniso*'s co-branding strategy has successfully created positive brand perceptions and strengthened customer loyalty, demonstrating that co-branding is an effective marketing strategy when supported by a positive customer experience.

2. The influence of Product Innovation on Customer Loyalty

Based on the research findings, respondents strongly agreed with the product feature indicator, indicating that *Miniso* Mall Olympic Garden (MOG) Malang offers products with clear functions and distinctive features compared to competitors. The hypothesis testing also showed that product innovation has a positive and significant partial effect on customer loyalty, supporting previous research by Putra et al. (2017) that product innovation positively influences customer loyalty.

The findings indicate that product innovation strengthens customer loyalty by offering creative designs, unique features, and products that follow current trends. Respondents gave the highest mean score to the statement that *Miniso*'s product designs reflect creativity and uniqueness, showing that customers are attracted to innovative and aesthetically appealing products. In addition, customers perceive *Miniso* as a brand that continuously introduces new products and adapts to market trends, encouraging repeat visits and purchases.

Respondents also expressed positive perceptions of *Miniso*'s product quality and safety, although product durability received relatively lower ratings than other indicators. Overall, customers consider *Miniso* products reliable and safe, increasing their confidence to make repeat purchases. Therefore, product innovation not only enhances product attractiveness but also contributes to customer satisfaction and loyalty toward *Miniso* Mall Olympic Garden Malang.

3. The Influence of Co- Branding and Product Innovation on Customer Loyalty

Based on the coefficient of determination analysis, the Adjusted R Square value of 0.717 indicates that 71.7% of customer loyalty at *Miniso* Mall Olympic Garden (MOG) Malang is explained by the combined influence of co-branding and product innovation. This finding shows that both variables play a significant role in building customer loyalty and should continue to be strengthened through effective brand collaborations and continuous product innovation.

The findings reveal that co-branding enhances customer loyalty by increasing brand awareness, trust, product attractiveness, and purchase intention through collaborations with well-known brands. At the same time, product innovation strengthens loyalty by offering creative designs, innovative features, and products that follow current market trends, encouraging customers to revisit the store and make repeat purchases.

These positive perceptions are reflected in customers' loyalty behaviors, including repeat purchases, customer retention, and willingness to recommend *Miniso* products to others. Overall, the combination of co-branding and product innovation successfully creates positive shopping experiences, customer satisfaction, and emotional attachment, ultimately strengthening customer loyalty toward *Miniso* Mall Olympic Garden Malang.

VI. CONCLUSION

The analysis in this study shows that co-branding and product innovation both have a positive and significant effect on customer loyalty at *Miniso* Mall Olympic Garden (MOG) Malang. Partially, stronger co-branding strategies and more innovative products each contribute to increasing customer loyalty. Simultaneously, both variables significantly influence customer loyalty, indicating that effective brand collaborations combined with continuous product innovation play an important role in strengthening customers' loyalty toward *Miniso*.

VII. SUGGESTIONS

Based on the research findings, *Miniso* Mall Olympic Garden Malang is encouraged to continue strengthening its co-branding strategies with relevant partners and consistently develop innovative products that align with consumer needs and preferences to enhance long-term customer loyalty. Future researchers are recommended to examine additional variables, such as service quality or brand experience, and use different research objects to provide broader insights into the factors influencing customer loyalty.

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