

The Influence of Brand Collaboration and Brand Image on the Customer Engagement and Purchase Decision of Tomoro Coffee x Jujutsu Kaisen in Semarang City

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Abstract

This study examines the influence of brand collaboration and brand image on customer engagement and purchase decision in the context of the collaboration between Tomoro Coffee and the anime series Jujutsu Kaisen in Semarang City. Drawing on the Stimulus–Organism–Response (S-O-R) model, brand collaboration and brand image are positioned as external stimuli that shape customer engagement as an internal psychological response, which subsequently influences purchase decision. Using a quantitative approach, data were collected from 110 respondents who were aware of the collaboration and analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM). The results indicate that brand collaboration and brand image have a positive and significant effect on customer engagement, while customer engagement strongly influences purchase decision. The findings highlight the importance of emotional involvement and symbolic value in brand collaborations based on popular culture. This study contributes to marketing literature by extending the application of the S-O-R model in brand collaboration research and offers managerial insights for coffee brands and similar industries in designing effective collaboration strategies to enhance customer engagement and purchase decision.

Keywords: Brand Collaboration; Brand Image; Customer Engagement; Purchase Decision.

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INTRODUCTION

The strategy includes broadening market reach and developing novel experiences for consumers. Tomoro Coffee is initiating a collaboration with the anime series Jujutsu Kaisen, commencing on December 3, 2024. This collaboration includes four special edition beverage variations, each adorned with illustrations of characters from the narrative: rosy hibiscus lemonade featuring a cup with Kugisaki Nobara's visage, limitless sky blue with a cup depicting Gojo Satoru's likeness, orange reverse oat latte with a cup showcasing Itadori Yuji's face, and sea salt matcha garden with a cup portraying Fushiguro Megumi's countenance, as illustrated in Fig 1. Additionally, it features the "Domain 12k Challenge" promotion as an extra incentive. This collaboration encompasses not just beverage products but also visual aspects and merchandise that enrich the consumption experience through fictitious characters.



Figure 1. Tomoro Coffee features drink varieties and character imagery from Jujutsu Kaisen on its cups.

Source: ggwp.id (2024)

On the other hand, the rapid growth of Tomoro Coffee as one of Indonesia's fastest-expanding coffee chains provides an important contextual foundation for this collaboration strategy. According to (Prasetyo & Akbar, 2025) Tomoro Coffee sold more than 40 million cups of coffee in 2023 and expanded aggressively to reach 1,000 outlets by 2024. In addition, report (Muhammad, 2024) notes that the company established a roasting facility with an annual capacity of 2,400 tons to strengthen its production capabilities. These achievements indicate that the collaboration with Jujutsu Kaisen represents a strategic effort to reinforce brand image, capture consumer attention, and foster emotional attachment through products and character-driven visuals supported by a strong fan base.

One of the marketing strategies widely adopted in recent years is brand collaboration. Brand collaboration enables firms to enhance differentiation, stimulate consumer interest, and expand market reach by combining the strengths of partnering brands (Philip Kotler, Kevin Keller, Mairead Brady, 2019). In practice, collaborations between food and beverage brands and elements of popular culture have proven particularly effective in attracting younger consumers (Guo et al., 2024). This phenomenon is evident in the Tomoro Coffee × Jujutsu Kaisen collaboration, which received positive responses across several major cities, including Semarang.

Nevertheless, most prior studies (Roscha & Mahaputra, 2022) have predominantly examined brand collaboration in a general context, such as partnerships between commercial brands or collaborations involving public figures and celebrities, with a primary focus on functional attributes and purchase intention. Other studies (Tito & Stefani, 2023) have explored the collaboration between brand collaboration and purchase decision using a single independent variable. Such research has not sufficiently addressed

how coffee retail companies collaborate with animation studios rooted in fandom culture, nor has it incorporated additional independent variables such as brand image or mediating variables such as customer engagement, which reflects high levels of emotional attachment and fan loyalty. Consequently, scholarly understanding of how collaborations with popular culture products and corporate imagery generate consumer engagement and lead to purchase decision distinct from conventional brand collaborations remains limited.

Anime-based collaborations are distinctive because fandom is not merely consumptive but also participatory and emotionally driven. Previous research suggests that popular culture fandom fosters strong connections between audiences and cultural objects through symbolic identification, narrative involvement, and visual elements that represent specific characters and storylines (Prasetyo & Akbar, 2025). Within this context, the Tomoro Coffee × Jujutsu Kaisen collaboration offers not only limited-edition products but also symbolic experiences that resonate with fans, thereby shaping purchase decision through emotional attachment and symbolic meaning rather than purely functional needs.

In addition, brand image plays a critical role in shaping consumer perceptions and influencing purchase decisions. As explained in (Keller, 2013), a strong brand image helps build trust and emotional closeness, which increases consumers' likelihood of making a purchase. Collaborating with a popular anime series such as Jujutsu Kaisen allows Tomoro Coffee to construct a brand image that is perceived as more modern, creative, and aligned with the characteristics of anime-oriented market segments.

The integration of brand collaboration and a strong brand image can further enhance customer engagement. Customer engagement emerges when consumers actively interact, participate, and experience a brand (Kam et al., 2012). In the case of the Tomoro Coffee × Jujutsu Kaisen collaboration, promotional activities such as merchandise, limited-edition cup designs, and social media campaigns stimulate customer engagement, particularly among anime enthusiasts who are highly responsive to visual trends and pop culture collaborations.

This heightened level of customer engagement has the potential to influence purchase decisions. Purchase decisions are shaped by perceived value, experience, emotions, and the degree of consumer involvement in brand interactions (Kotler & Armstrong, 2018). Attractive brand collaborations combined with a positive brand image can encourage consumers to proceed with purchase decision. This is reflected in the increased enthusiasm among anime fans for Tomoro Coffee's collaborative products during the campaign period.

Several previous studies have demonstrated that brand collaboration and brand image significantly influence customer engagement and purchase decisions. Findings from (Abbas et al., 2023), (Putri, Anisa Ermanda; Mulyati, 2024), (Oswari, 2025), and (Tjahjningsih, 2007) indicate that these variables are interrelated and exert positive and significant effects. However, contrasting results have also been reported. For instance, study (Sitorus & Yasri, 2023) concludes that brand image does not have a significant effect on customer engagement. Such inconsistencies in prior findings provide a strong rationale for further investigation into the effects of brand collaboration and brand image within the specific context of the Tomoro Coffee × Jujutsu Kaisen collaboration, particularly in Semarang, which represents a promising market for the modern coffee industry.

Literatur Review

Stimulus-Organism-Response (S-O-R) Model

The S-O-R paradigm posits that consumer behavior is impacted not just by external stimuli but also by internal processes within the individual as an organism (Albert Mehrabian, 1974). This model comprises a stimulus, an organism, and a response. Stimuli may originate from environmental factors or individual traits, whereas organisms embody psychological processes, including perception, emotions, and attitudes, that develop subsequent to the reception of stimuli (Jacoby, 2008). The Response manifests as observable, tangible behavior ensuing from that process (Rahmawati & Kuswati, 2022).

This research is further substantiated by Brand Equity Theory, Customer Engagement Theory, and Social Identity Theory to enhance the linkages among factors. The Brand Equity Theory posits that brand partnership can generate additional value through favorable imagery and associations (Kotler & Keller, 2016). Customer involvement Theory posits that consumer involvement includes cognitive and emotional dimensions, rather than solely behavioral features (Hollebeek, 2011). Social Identity Theory elucidates that anime fans' allegiance to a brand may arise from its congruence with their identity and the community to which they belong (Bhattacharya, C. B., & Sen, 2003). Within this approach, Brand Collaboration and Brand Image serve as triggers that elicit emotional responses from customers. This method cultivates Customer Engagement as an internal response, which later affects Purchase Decision as a manifestation of customer behavior.

Influence of Brand Collaboration on Customer Engagement

Brand collaboration is a synergistic strategy wherein many brands unite to attain shared objectives (Philip Kotler, Kevin Keller, Mairead Brady, 2019). Each participating brand preserves its own attributes and client allegiance while collaboratively introducing products or services to the market through diverse collaboration models. The partnership between Tomoro Coffee and Jujutsu Kaisen fosters a distinctive experience that can elevate customer engagement. This study evaluated the brand collaboration variable using four primary indicators: brand fit, creativity, perceived quality, and perceived value (Tito & Stefani, 2023). When both brands align in values, image, or target market, it might foster a favorable opinion among customers (Wang, Sharon; Chan, Arianis; Fordian, 2022). This view not only augments customer-based brand equity but also fortifies the emotional connection and intimacy between consumers and the company. Research findings from (Abbas et al., 2023), (Wang, Sharon; Chan, Arianis; Fordian, 2022), and (Waldi; Setiawan, Harry; Listiana, Erna; Barkah; Fitriana, 2025) demonstrate that a certain quality of brand collaboration can favorably impact customer engagement. The Tomoro Coffee x Jujutsu Kaisen collaboration, encompassing special edition items and the overarching concept, can stimulate people to participate and engage more actively with the business. Consequently, this study posits the following hypothesis:

H1: Brand collaboration positively influences customer engagement.

Influence of Brand Image on Customer Engagement

Brand image encompasses the perceptions and beliefs established in consumers' minds, manifested through numerous associations with a brand, and represents the initial thought that arises when consumers encounter the brand's name or slogan (Keller, 2013). The collaboration between Tomoro Coffee and Jujutsu Kaisen enhances product allure and fortifies brand perception among consumers. Brand image can be assessed by three primary indicators: corporate image, product image, and user image (David A. Aaker, 2013). The establishment of this collaboration is closely linked to its significant function in enhancing customer engagement. Research undertaken by (Kam et al., 2012) has quantified client engagement through five primary indicators: attention, identification, enthusiasm, absorption, and interaction. Previous study (Putri, Anisa Ermanda; Mulyati, 2024), (Maesa & Besra, 2023), (Miati, 2020) indicates that specific aspects within brand image positively influence customer involvement. The Tomoro Coffee x Jujutsu Kaisen collaboration effectively engages customers through social media contact, participation in promotional activities, and repeat purchases. Consequently, the study posits the following hypothesis:

H2: Brand image positively influences customer engagement.

Influence of Customer Engagement on Purchase Decision

In a prior study (Kam et al., 2012), Customer Engagement is defined as a psychological state developed via shared experiences, collaboration, and involvement between customers and certain entities or parties. The partnership between Tomoro Coffee and Jujutsu Kaisen can generate significant customer involvement, hence directly impacting purchase decision. The purchase choice is a phase in the consumer behavior process in which an

individual selects a product from several alternatives after evaluating several criteria in advance (Kotler & Armstrong, 2018). Previous research by (Hanaysha, 2018) identifies four primary markers of purchase decision: experiencing happiness when acquiring a certain product, the inclination to suggest the product to others, the commitment to consistently purchase from the same company, and the interest in future repurchase. The research findings from (Oswari, 2025), (Dharmawan et al., 2024), and (Nurfitriyani et al., 2025) indicate that specific elements of consumer involvement positively affect purchase decision. The Tomoro Coffee x Jujutsu Kaisen cooperation provides information about the items that encourages consumer engagement with the brand, hence enhancing the probability of purchase. Consequently, this study posits the following hypothesis: H3: Customer engagement positively influences purchase decision.

METHOD

Sample

This study employs a quantitative methodology, utilizing purposive sampling to select respondents based on characteristics that fit with the research aims (Sugiyono, 2018). Distributing questionnaires via Google Forms to examine the associations between variables in the structural model utilizing the Partial Least Squares-Structural Equation Modeling (PLS-SEM) approach. The research sample comprises 110 respondents from Semarang City, who have an interest in anime, have purchased Tomoro Coffee products within the previous month, and are cognizant of the Tomoro Coffee × Jujutsu Kaisen collaboration. The selection of respondents based on these criteria was conducted to ensure the alignment of sample characteristics with the research environment.

Measure

All dimensions in this study were assessed using a questionnaire instrument employing a five-point Likert scale, with a score of 1 representing significant disagreement and a score of 5 representing strong agreement. The brand collaboration variable was operationalized using twelve indicators modified from (Tito & Stefani, 2023), whilst brand image was assessed through nine indicators referenced from (David A. Aaker, 2013). Moreover, client involvement was assessed using twenty-seven indicators formulated by (Kam et al., 2012), which encompass many dimensions derived from distinct research sources, including Attention from (Bhattacharya, C. B., Rao, H., & Glynn, 1995), Enthusiasm from (Vivek, 2009), Absorption from (Patterson, P., Yu, T., & de Ruyter, 2006), and Interaction and Identification from the same study (Kam et al., 2012). The assessment of purchase decision was based on twelve variables derived from (Hanaysha, 2018).

RESULTS AND DISCUSSION

Responden Characteristic

This section introduces Table 1, detailing the characteristics of the study's respondents, so offering a first insight into the sample profile utilized.

Table 1. Responden characteristic results

Characteristic	Category	Frequency	Presentation
Gender	Male	39	35%
	Female	71	65%
Age	< 20 year	12	11%
	20 – 25 year	85	77%
	26 – 30 year	13	12%
	31 – 40 year	0	0%
	< 40 year	0	0%
Job	Student / University	60	55%
	Student		
	Private Employee	31	28%
Monthly purchase frequency	Entrepreneur	19	17%
	< 2 time	42	38%

Characteristic	Category	Frequency	Presentation
Level of interest in anime	2 – 5 time	39	35%
	6 – 10 time	20	18%
	>10 time	9	8%
Information about the collaboration between Tomoro Coffe x Jujutsu Kaisen	Yes	100	91%
	No	10	9%
Information about the collaboration between Tomoro Coffe x Jujutsu Kaisen	Social media	39	35%
	Friends / anime community	37	34%
	Family	18	16%
	Advetising / promotions	16	15%

The data indicates that a predominant portion of the respondents are female, including (65%) of the survey participants. The predominant age group comprises responders aged 20 - 25 years, accounting for (77%). A significant proportion of respondents are students (55%), suggesting that this research predominantly engages engaged youth. The predominant purchasing frequency among respondents is fewer than twice monthly (38%). Moreover, nearly all participants expressed an interest in anime (91%). Social media (35%) was the primary source of information for responders regarding the Tomoro Coffee x Jujutsu Kaisen cooperation.

Measurement of the Outer Model

Discriminant Validity

Discriminant validity testing is performed to confirm that each indication represents its respective construct more effectively than alternative constructs. This is signified when the loading factor value of an indicator on its original construct exceeds the loading factor value of that indicator on alternative constructs (Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, 2017). This assessment is evident from the cross-loading numbers displayed in Table 2.

Table 2. Outer Loading Value Results

Indikator	Brand Collaboration	Brand Image	Customer Engagement	Purchase Decision	Status
X1-1	0.832				Valid
X1-2	0.790				Valid
X1-3	0.814				Valid
X1-4	0.829				Valid
X1-5	0.860				Valid
X1-6	0.791				Valid
X1-7	0.805				Valid
X1-8	0.839				Valid
X1-9	0.843				Valid
X1-10	0.855				Valid
X1-11	0.849				Valid
X1-12	0.827				Valid
X2-1		0.801			Valid
X2-2		0.800			Valid
X2-3		0.786			Valid
X2-4		0.807			Valid
X2-5		0.813			Valid
X2-6		0.820			Valid
X2-7		0.829			Valid
X2-8		0.761			Valid
X2-9		0.835			Valid

Indikator	Brand Collaboration	Brand Image	Customer Engagement	Purchase Decision	Status
Y1-1			0.820		Valid
Y1-2			0.818		Valid
Y1-3			0.815		Valid
Y1-4			0.810		Valid
Y1-5			0.803		Valid
Y1-6			0.799		Valid
Y1-7			0.811		Valid
Y1-8			0.793		Valid
Y1-9			0.775		Valid
Y1-10			0.765		Valid
Y1-11			0.780		Valid
Y1-12			0.776		Valid
Y1-13			0.777		Valid
Y1-14			0.799		Valid
Y1-15			0.821		Valid
Y1-16			0.816		Valid
Y1-17			0.825		Valid
Y1-18			0.827		Valid
Y1-19			0.825		Valid
Y1-20			0.803		Valid
Y1-21			0.832		Valid
Y1-22			0.840		Valid
Y1-23			0.854		Valid
Y1-24			0.827		Valid
Y1-25			0.794		Valid
Y1-26			0.817		Valid
Y1-27			0.792		Valid
Y2-1				0.833	Valid
Y2-2				0.821	Valid
Y2-3				0.851	Valid
Y2-4				0.836	Valid
Y2-5				0.820	Valid
Y2-6				0.831	Valid
Y2-7				0.827	Valid
Y2-8				0.862	Valid
Y2-9				0.853	Valid
Y2-10				0.855	Valid
Y2-11				0.826	Valid
Y2-12				0.832	Valid

Table 2. indicates that the necessary cross-loading values confirm the validity and appropriateness of all indicators in this study for subsequent examination. The lack of deleted signs suggests that the research instrument is well-constructed and suitable for the research setting.

Convergent Validity

In the measurement model, validity is evaluated through the correlation between the scores of each indicator and the latent variable it signifies, as indicated by the loading factor value (Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, 2017). An indicator achieves convergent validity when its loading factor exceeds 0.7. Concurrently, the Average Variance Extracted (AVE) value was recorded as presented in Table 3.

Table 3. AVE test results

No	Variable	Average Variance Extracted (AVE)	Status
1.	Brand Collaboration	0,686	Reliable
2.	Brand Image	0,650	Reliable
3.	Customer Engagement	0,653	Reliable
4.	Purchase Decision	0,701	Reliable

The test findings in Table 3. indicate that the Average variation Extracted (AVE) values for all variables surpass 0.50, demonstrating that each construct sufficiently accounts for its indicator variation. Consequently, the measurement model has satisfied the criterion for convergent validity.

Reliability Test

This study conducted a reliability test in addition to assessing discriminant and convergent validity. The reliability was assessed by composite reliability and Cronbach's alpha values to examine the consistency of indicators in measuring the construct (Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, 2017). As illustrated in Table 4.

Table 4. Reliability test results

No	Variable	Cronbach's Alpha	Composite Reliability (rho_c)	Status
1.	Brand Collaboration	0,958	0,944	Reliable
2.	Brand Image	0,933	0,963	Reliable
3.	Customer Engagement	0,980	0,966	Reliable
4.	Purchase Decision	0,961	0,981	Reliable

Table 4. indicates that the reliability test results demonstrate all variables possess Cronbach's Alpha and Composite Reliability values exceeding 0.70. Consequently, all measurement tools utilized in this study are deemed reliable and suitable for elucidating the collaboration among variables within the research model.

Coefficient of Determination test

The Coefficient of Determination test assesses the capacity of independent factors to elucidate the variability in the dependent variable. This evaluation is illustrated by the R-Square and Adjusted R-Square values, which indicate the precision of the regression model employed in the study (Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, 2017). The test outcomes are presented in Table 5.

Table 5. Coefficient of Determination test results

No	Variable	R-Square	R-Square Adjusted
1.	Customer Engagement	0,622	0,615
2.	Purchase Decision	0,648	0,644

The test findings in Table 5. indicate that the R-Square value for the Customer Engagement variable is 0.622, signifying that the independent variables account for 62.2% of the variation in customer engagement, with the remaining variation attributable to external factors not included in the model. The Adjusted R-Squared score of 0.615 signifies that the model demonstrates a commendable degree of accuracy.

The R-Square score of 0.648 for the Purchase Decision variable signifies that 64.8% of purchase decisions are elucidated by the independent factors in this study. The Adjusted R-Squared score of 0.644 signifies that the employed regression model is adequately representative.

Structural Output Model

To evaluate the significance level in a predictive model during structural model analysis, the t-statistic value for the association between independent and dependent variables is assessed.

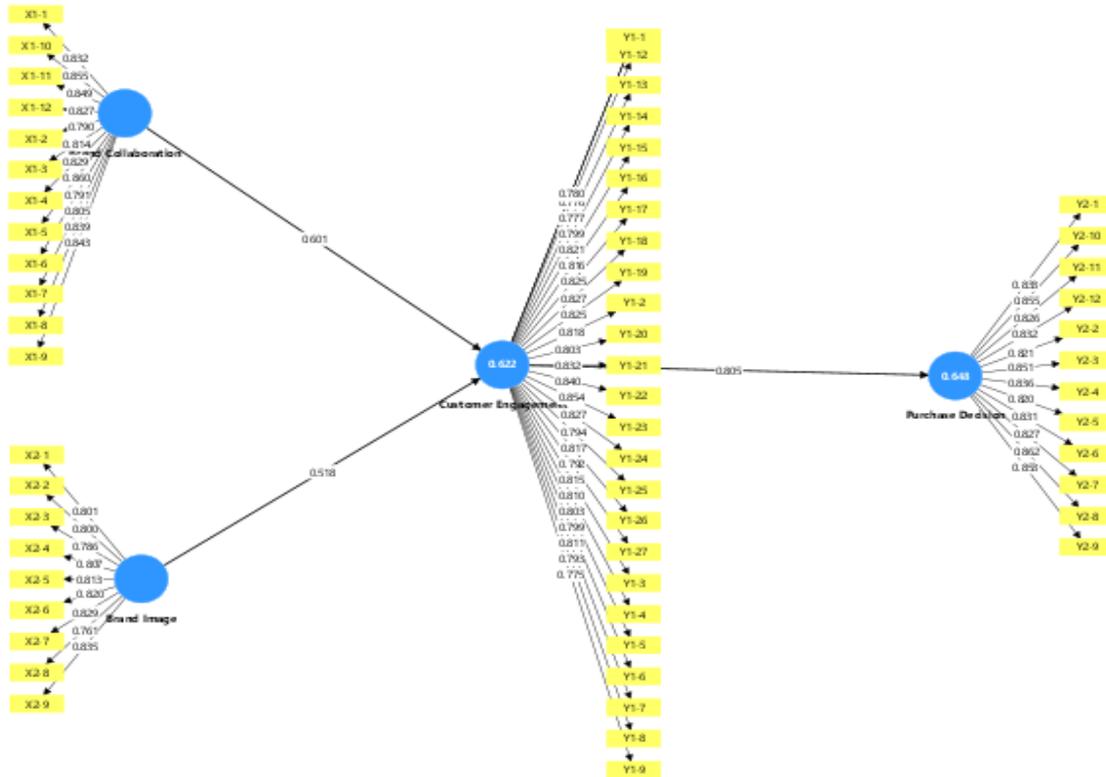


Figure 2. Display of Structural Model Output

The evaluation of the structural model (inner model) in the PLS approach involves analyzing the R-square (R^2) values for the dependent variables and the path coefficients for each independent variable. Table 6. illustrates the structural correlations among the variables in this study.

Table 6. Path Coefficient

Hypothesis	T statistic	P value
H1 : Brand Collaboration (X1) -> Customer Engagement (Y2)	11.568	0.000
H2 : Brand Image (X2) -> Customer Engagement (Y2)	9.354	0.000
H3 : Customer Engagement (Y1) -> Purchase Decision (Y2)	26.961	0.000

According to Table 6, it is evident that:

The test findings indicate significance, evidenced by a P value of 0.000, which is below 0.05, and a T statistic of 11.568, surpassing the essential threshold of 1.96. Consequently, it may be inferred that Brand Collaboration affects Customer Engagement.

The test findings indicate a P value of 0.000, which is below 0.05, and a T statistic of 9.354, beyond the necessary threshold of 1.96, so confirming the significance of these results. Consequently, it may be inferred that Brand Image affects Customer Engagement.

The test findings indicate a P value of 0.000, which is below 0.05, and a T statistic of 26.961, beyond the necessary threshold of 1.96, so confirming the significance of these results. Consequently, it may be inferred that Customer Engagement affects Purchase Decision.

Hypothesis Testing

According to Table 6., the first sample value for the brand collaboration variable is noted as 0.601, with a significance level below 5%, specifically 0.000. The result is corroborated by a t-statistic of 11.568, surpassing the t-table value of 1.96. The positive coefficient signifies that brand partnership positively affects customer engagement. Consequently, the findings of this test suggest that the initial hypothesis is valid.

According to Table 6, the initial sample value for the brand image variable is 0.518, with a significance level of 0.000, which is below 5%. The outcome is corroborated by a t-statistic of 9.354, surpassing the t-table value of 1.96. The positive coefficient signifies that brand image positively affects customer engagement. Consequently, the findings of this test suggest that the second hypothesis is valid.

According to Table 6, the first sample value for the customer engagement variable is noted as 0.805, with a significance level below 5%, specifically 0.000. The result is corroborated by a t-statistic of 26.961, surpassing the t-table value of 1.96. Consequently, the findings of this test suggest that the third hypothesis is valid.

Discussion

The findings of this study demonstrate that all provided hypotheses were validated, affirming the substantial influence of Brand Collaboration and Brand Image on Customer Engagement, and the importance of Customer Engagement as a key factor in Purchase Decision-making. The findings indicate that marketing techniques based on cross-industry collaboration, especially those including elements of popular culture, might elicit consumer responses that transcend mere utilitarian considerations.

Brand collaboration positively influences customer engagement, aligning with prior research findings (Abbas et al., 2023), (Waldi; Setiawan, Harry; Listiana, Erna; Barkah; Fitriana, 2025), (Wang, Sharon; Chan, Arianis; Fordian, 2022), which indicate that such collaboration enhances customers' emotional engagement when there is value and creative synergy between companies. The resemblance in outcomes can be elucidated by the attributes of the Tomoro Coffee x Jujutsu Kaisen cooperation (Abbas et al., 2023), which not only presents limited edition items but also delivers a symbolic experience pertinent to the anime fan identity. Within fandom, consumers exhibit a heightened responsiveness to marketing stimuli, resulting in narrative and visual collaborations fostering greater engagement than traditional collaborations.

Subsequently, Brand Image was demonstrated to exert a favorable impact on Customer Engagement. This finding corroborates the majority of prior studies (Putri, Anisa Ermanda; Mulyati, 2024), (Maesa & Besra, 2023), (Miati, 2020) that underscore the capacity of a robust brand image to enhance consumer attention, engagement, and interaction. This study identifies Tomoro Coffee's achievement in establishing a unique brand image through anime partnerships, which significantly enhanced consumer engagement among the younger generation. The disparity in outcomes relative to certain studies (Sitorus & Yasri, 2023) that reported no significant effect may stem from contextual variations, wherein collaborations rooted in popular culture possess more pronounced emotional and social identity aspects.

Customer interaction has demonstrated the most significant impact on purchase decision (Oswari, 2025), (Dharmawan et al., 2024), (Nurfitriyani et al., 2025). This outcome, aligned with other research (Oswari, 2025), (Tjahjaningsih, 2007), verifies that purchase decision are influenced not just by rational product assessment but also by the degree of emotional engagement and interactive consumer experiences. Consumers who identify with the Tomoro Coffee x Jujutsu Kaisen cooperation are more inclined to exhibit increased purchase intent, a propensity to promote the product, and a likelihood of repeat purchases.

From a theoretical standpoint, these findings underscore the significance of the Stimulus–Organism–Response (S-O-R) paradigm in elucidating consumer behavior in the realm of brand collaborations rooted in popular culture. Brand collaboration and brand

image act as catalysts that activate internal psychological processes, specifically customer engagement (Jacoby, 2008), which ultimately results in behavioral responses manifested as purchase decision (Rahmawati & Kuswati, 2022). This study enhances the literature (Tito & Stefani, 2023) on brand collaboration by illustrating that cross-industry partnerships involving fandom position customer interaction as a crucial mechanism linking stimuli and consumer responses.

The findings of this study suggest that stakeholders in the coffee industry, such as Tomoro Coffee, should regard brand collaboration as a strategy for fostering long-term engagement rather than only a short-term promotional tactic. Collaborations involving fandom-centric intellectual property must be crafted with attention to brand value congruence, visual impact, and consumer engagement potential (Prasetyo & Akbar, 2025). Moreover, enhancing brand image through consistent and interactive consuming experiences is a crucial element in fostering sustainable customer engagement, which ultimately influences purchase decision.

Limitation

This study possesses multiple limitations that warrant consideration. The research sample is confined to respondents from Semarang City, hence the findings cannot be applied to other places with distinct consumer characteristics. The cross-sectional research approach restricts the study's capacity to observe temporal variations in customer engagement and behavior. The research approach exclusively examines two antecedent variables: Brand Collaboration and Brand Image, leaving other potential factors that may affect Customer Engagement and Purchase Decision unaddressed. Given these constraints, it is advisable for future research to enhance the model by include mediating or moderating variables such as brand affection, perceived value, or fandom identification. Moreover, employing a longitudinal approach can yield a more profound comprehension of the dynamics of customer interaction over time. It is essential to replicate the research in various cities or regions to evaluate the consistency of the findings across diverse market conditions.

CONCLUSION

This research shows that the efficacy of the Tomoro Coffee x Jujutsu Kaisen combination is attributable not alone to its aesthetic allure or the renown of its partner, but also to its capacity to forge a profound emotional bond with consumers. Brand partnership and brand image are established as primary factors influencing customer engagement, which is a crucial influencer of purchase decisions. Moreover, these data indicate that consumer behavior regarding collaborations rooted in popular culture cannot be entirely elucidated using a purely rational framework. Purchase decisions are shaped by psychological mechanisms related to self-identification, symbolic connection, and emotional experiences. This research establishes that customer involvement is a key factor linking marketing strategies and consumer purchasing behavior in the contemporary coffee industry.

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