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The effects of brand collaboration, brand image, and digital campaign on purchase intention in the digital society: The case of Extra Joss × Agak Laen

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Abstract

Brand rejuvenation strategies through brand collaboration are increasingly adopted to attract public attention; however, limited evidence explains the simultaneous effects of *Brand Collaboration*, *Brand Image*, and *Digital Campaign* on consumers' *Purchase Intention*. This study aims to examine the influence of these three variables on *Purchase Intention* in the Extra Joss × *Agak Laen* collaboration. A quantitative survey was conducted involving 120 respondents who had been exposed to the collaboration campaign through social media, and the data were analyzed using multiple linear regression with IBM SPSS Statistics. The findings reveal that *Brand Collaboration*, *Brand Image*, and *Digital Campaign* have positive and significant effects on *Purchase Intention*, with *Brand Image* emerging as the strongest predictor. The proposed model explains 63.8% of the variance in *Purchase Intention*. These findings highlight that *brand rejuvenation*, supported by a strong brand image and effective digital communication, can enhance public purchase intention and provide practical guidance for companies in developing marketing strategies that are more responsive to changing consumer behavior.

Keywords: Brand rejuvenation; Digital campaign; Purchase intention; Consumer behavior; Digital marketing.

Abstrak

Strategi *brand rejuvenation* melalui kolaborasi merek semakin banyak diterapkan untuk menarik perhatian masyarakat, namun masih terdapat kesenjangan mengenai pengaruh simultan *Brand Collaboration*, *Brand Image*, dan *Digital Campaign* terhadap *Purchase Intention* konsumen. Penelitian ini bertujuan menganalisis pengaruh ketiga variabel tersebut terhadap *Purchase Intention* pada kolaborasi Extra Joss × *Agak Laen*. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap 120 responden yang mengetahui kampanye kolaborasi melalui media sosial, kemudian dianalisis menggunakan regresi linear berganda dengan bantuan IBM SPSS Statistics. Hasil penelitian menunjukkan bahwa *Brand Collaboration*, *Brand Image*, dan *Digital Campaign* berpengaruh positif dan signifikan terhadap *Purchase Intention*, dengan *Brand Image* sebagai variabel yang memiliki pengaruh paling dominan. Model penelitian mampu menjelaskan 63,8% variasi *Purchase Intention*. Temuan ini menegaskan bahwa strategi *brand rejuvenation* yang didukung citra merek yang kuat dan komunikasi digital yang efektif mampu meningkatkan minat beli masyarakat serta menjadi acuan bagi perusahaan dalam merancang strategi pemasaran yang lebih adaptif terhadap perubahan perilaku konsumen.

Kata Kunci: Peremajaan merek; Kampanye digital; Minat beli; Perilaku konsumen; Pemasaran digital.

Introduction

The development of the marketing industry in the digital era has fundamentally transformed how companies build relationships with consumers (More, 2023). Market competition is no longer determined solely by product quality but also by a brand’s ability to create meaningful experiences, compelling narratives, and emotional connections that resonate with its target audience (Mills & John, 2025). This transformation has encouraged many companies to adopt *brand rejuvenation* strategies, which aim to renew a brand’s image and market position in response to evolving consumer preferences. One widely adopted approach is *brand collaboration*, which involves partnerships between brands and public figures, communities, or popular cultural products that resonate with society (Saraniemi & Komppula, 2019). Such strategies are believed to enhance brand exposure, expand market reach, and strengthen a company's competitive advantage amid increasingly dynamic and digitally driven consumer behavior.

Although *brand rejuvenation* through brand collaboration has become increasingly prevalent, its implementation does not necessarily lead to higher *purchase intention*. Many collaborations generate only temporary public attention without fundamentally changing consumers' perceptions of a brand. At the same time, modern consumers have become more selective in evaluating products, as their decisions are shaped by abundant digital information, previous experiences, and perceptions of brand credibility (Pellegrino, 2024). Under these circumstances, the success of a marketing strategy depends not only on creating an attractive collaboration but also on a company's ability to establish a favorable *brand image* and communicate its marketing messages through effective *digital campaigns* (Makrides et al., 2020). Therefore, understanding the relationships among these three factors is essential for explaining how *brand rejuvenation* strategies can effectively enhance consumers' purchase intentions.

This phenomenon is exemplified by the collaboration between Extra Joss and the film *Agak Laen*, which represents a notable example of leveraging popular culture within a contemporary marketing strategy. Beyond delivering more engaging promotional communication, this collaboration seeks to revitalize the brand's relevance among younger consumers through various digital initiatives. Nevertheless, extensive campaign exposure does not necessarily translate into stronger *purchase intention*. Consumers may be attracted to the collaboration itself without developing a favorable perception of the brand or a genuine intention to purchase the product (Kim et al., 2023). Consequently, a more comprehensive investigation is required to determine whether *Brand Collaboration*, *Brand Image*, and *Digital Campaign* genuinely contribute to increasing *purchase intention* within the context of a *brand rejuvenation* strategy.

Research on the influence of marketing strategies on *purchase intention* has been extensively conducted across various contexts and research settings. Research by Ibáñez-Sánchez et al. (2022) demonstrates that *brand collaboration* enhances consumer attention and expands brand reach through positive associations between collaborating partners. In contrast, research by Burr et al. (2018) found that collaborations often generate greater brand exposure without producing significant changes in purchasing behavior. Similarly, research by Foroudi et al. (2018) indicates that *brand image* is a crucial determinant of consumer decision-making, whereas research by Gaustad et al. (2019) argues that its influence becomes less substantial when it is not supported by effective marketing communication. Meanwhile, findings regarding *digital campaigns* remain inconsistent. Research by Dogra and Kaushal (2023) reports a significant positive effect on *purchase intention*, whereas Hollebeek and Macky (2019) emphasize that the effectiveness of digital campaigns largely depends on message quality and the level of consumer engagement.

Based on these findings, a research gap remains regarding how *Brand Collaboration*, *Brand Image*, and *Digital Campaign* operate simultaneously in supporting *brand rejuvenation*, particularly in the context of the Extra Joss × *Agak Laen* collaboration. Therefore, this study aims to examine the effects of these three variables on *Purchase Intention* using a quantitative survey approach and multiple linear regression analysis. Academically, this research is expected to enrich the literature on *brand rejuvenation* by providing empirical evidence regarding the most influential factors driving consumers' purchase intentions. Practically, the findings are expected to offer valuable insights for companies in designing brand collaboration and digital campaign strategies that not only enhance brand popularity but also strengthen brand image and foster sustainable consumer purchasing decisions.

Method

This study employed a quantitative approach with a survey design to examine the effects of *Brand Collaboration*, *Brand Image*, and *Digital Campaign* on *Purchase Intention* within the context of a *brand rejuvenation* strategy through the collaboration between Extra Joss and the film *Agak Laen* (Creswell, 2014). The research adopted an explanatory design to investigate the causal relationships among the variables based on empirical evidence. The target population comprised individuals who were aware of the Extra Joss × *Agak Laen* collaboration through digital media. The sample was selected using a purposive sampling technique, with respondents required to be at least 17 years old, have seen or been aware of the collaboration campaign, and voluntarily agree to participate in the survey (Etikan, 2016). Based on these selection criteria, a total of 120 respondents were deemed eligible and included in the analysis.

The research instrument was adapted from established studies on *Brand Collaboration*, *Brand Image*, *Digital Campaign*, and *Purchase Intention*. The *Brand Collaboration* construct was adapted from Simonin and Ruth (1998) and Newmeyer et al. (2014), emphasizing consumers' perceptions of collaboration fit, attractiveness, and credibility. The *Brand Image* construct was based on Keller (1993) and Aaker (1991), measuring brand associations, perceived quality, brand uniqueness, and overall brand image. The *Digital Campaign* construct was adapted from the digital marketing framework proposed by Chaffey and Ellis-Chadwick (2022), while *Purchase Intention* was measured using the scale developed by Spears and Singh (2004), which assesses consumers' intentions to purchase and recommend a product. All constructs were measured using a five-point Likert scale ranging from 1 (*strongly disagree*) to 5 (*strongly agree*). Data were collected online through Google Forms distributed via social media platforms, including WhatsApp, Instagram, and Facebook, enabling the survey to reach respondents who matched the study criteria.

The collected data were analyzed using IBM SPSS Statistics through several sequential procedures (Ghozali, 2006). The analysis began with descriptive statistics to summarize respondents' characteristics and describe the distribution of responses for each research variable. Instrument quality was subsequently assessed through validity testing using the *Corrected Item–Total Correlation* and reliability testing using *Cronbach's Alpha*. Prior to hypothesis testing, the data were examined using classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, to ensure that the regression model satisfied the required statistical assumptions. Pearson correlation analysis was then performed to examine the relationships among the variables. Finally, the effects of *Brand Collaboration*, *Brand Image*, and *Digital Campaign* on *Purchase Intention* were tested using multiple linear regression, complemented by partial (t-test), simultaneous (F-test), and coefficient of determination (R^2) analyses to evaluate the explanatory power of the proposed model.

Results and Discussion

Characteristics of respondents and research instrument evaluation

This study involved 120 respondents who had been exposed to or were aware of the Extra Joss × *Agak Laen* collaboration campaign through various promotional channels, particularly digital media. The respondents were selected because they represented the primary consumer segment targeted by Extra Joss's *brand rejuvenation* strategy. Before testing the proposed hypotheses, quantitative research requires verification that the collected data meet acceptable quality standards. Therefore, the initial stage of the analysis focused on identifying respondents' characteristics, conducting descriptive statistical analysis, assessing the validity and reliability of the research instrument, and performing classical assumption tests. These procedures were intended to ensure that the instrument consistently measured each construct and that the data satisfied the statistical requirements necessary for subsequent multiple linear regression analysis.

Table 1. Respondent characteristics (n = 120)

Characteristics	**Frequency (n)**	**Percentage (%)**
Gender		
Male	66	55.0
Female	54	45.0
Age		
17–20 years	36	30.0
21–25 years	50	41.7
26–30 years	24	20.0
>30 years	10	8.3
Occupation		
Student	58	48.3
Employee	38	31.7
Entrepreneur	14	11.7
Others	10	8.3
Total	120	100.0

Source: Primary data processed by the authors (2026).

As presented in Table 1, the majority of respondents were male, accounting for 66 individuals (55.0%), while female respondents comprised 54 individuals (45.0%). Regarding age distribution, the 21–25-year age group represented the largest proportion of respondents (41.7%), followed by those aged 17–20 years (30.0%). These findings indicate that most respondents belonged to the productive age group, which actively engages with digital media and represents the primary target audience of the Extra Joss × *Agak Laen* collaboration campaign. In terms of occupation, students constituted the largest group (48.3%), followed by employees (31.7%), entrepreneurs (11.7%), and respondents in other occupations (8.3%). Overall, the respondent profile demonstrates that the sample adequately represents young consumers who are highly relevant to popular culture-based marketing strategies.

To provide an overview of respondents' perceptions of each research variable, descriptive statistical analysis was conducted by examining the mean and standard deviation values. In addition, instrument reliability was evaluated using *Cronbach's Alpha* to determine the internal consistency of each construct. The mean values indicate respondents' overall perceptions of each variable, whereas *Cronbach's Alpha* assesses whether the indicators consistently measure the same underlying construct. The results of the descriptive statistics and reliability analysis are presented in Table 2.

Table 2. Descriptive statistics and reliability test

Variable	Mean	Standard Deviation	Cronbach's Alpha
Brand Collaboration	3.820	0.630	0.858
Brand Image	3.910	0.590	0.876
Digital Campaign	3.750	0.670	0.812
Purchase Intention	3.880	0.610	0.889

Source: Primary data processed by the authors (2026).

As shown in Table 2, all variables recorded mean scores above 3.00, indicating that respondents generally held favorable perceptions of the Extra Joss × *Agak Laen* collaboration. *Brand Image* achieved the highest mean score (Mean = 3.910), suggesting that the collaboration successfully strengthened consumers' perceptions of the brand as more modern and relevant. In contrast, *Digital Campaign* obtained the lowest mean score (Mean = 3.750), although it still remained within the positive evaluation range. Regarding reliability, all constructs demonstrated *Cronbach's Alpha* values exceeding 0.80, indicating excellent internal consistency. These findings confirm that the research instrument provides reliable measurements across all constructs included in the study.

Table 3. Instrument validity test results

Item	Corrected Item–Total Correlation	Decision
BC1	0.704	Valid
BC2	0.731	Valid
BC3	0.689	Valid
BC4	0.752	Valid
BI1	0.741	Valid
BI2	0.768	Valid
BI3	0.711	Valid
BI4	0.747	Valid
DC1	0.662	Valid
DC2	0.694	Valid
DC3	0.679	Valid
PI1	0.776	Valid
PI2	0.792	Valid
PI3	0.751	Valid
PI4	0.783	Valid

Source: Primary data processed by the authors (2026).

After confirming the overall data distribution and instrument reliability, the next stage involved assessing the validity of each indicator and determining whether the dataset satisfied the assumptions required for multiple linear regression analysis. Indicator validity was examined using the *Corrected Item–Total Correlation* to ensure that each item accurately represented its respective construct. Subsequently, classical assumption tests—including normality, multicollinearity, and heteroscedasticity tests—were performed. These procedures are essential to ensure that the regression model satisfies the required statistical assumptions and produces reliable parameter estimates. The results of the validity assessment and classical assumption tests are presented in Tables 3 and 4.

Table 4. Classical assumption test results

Test	**Indicator**	**Result**	**Decision**
Normality	Kolmogorov–Smirnov Sig.	0.186	Normal
Multicollinearity	Tolerance	0.618–0.703	Meets the assumption
	VIF	1.423–1.618	Meets the assumption
Heteroscedasticity	Glejser Sig.	0.472–0.661	No heteroscedasticity detected

Source: Primary data processed by the authors (2026).

As presented in Table 3, all indicators achieved *Corrected Item–Total Correlation* values above 0.30, indicating that every measurement item was valid and appropriate for subsequent analysis. Furthermore, Table 4 demonstrates that the dataset satisfied all classical regression assumptions. The Kolmogorov–Smirnov significance value of 0.186 (> 0.05) indicates that the residuals were normally distributed. In addition, all *Tolerance* values exceeded 0.10 and all *Variance Inflation Factor* (VIF) values remained below 10, confirming the absence of multicollinearity among the independent variables. The Glejser test also produced significance values greater than 0.05, indicating that no heteroscedasticity was detected. Therefore, the research instrument was confirmed to be both valid and reliable, while the dataset fulfilled all statistical assumptions required for the subsequent multiple linear regression analysis.

Regression analysis and hypothesis testing

After confirming that the research instrument satisfied the validity and reliability criteria and that the dataset passed all classical assumption tests, the next stage involved examining the relationships among the research variables using Pearson correlation analysis and multiple linear regression. Pearson correlation analysis was first conducted to identify the direction and strength of the relationships between the independent and dependent variables before testing their causal effects. Subsequently, multiple linear regression was employed to examine the partial and simultaneous effects of *Brand Collaboration*, *Brand Image*, and *Digital Campaign* on *Purchase Intention*. This analysis also aimed to identify the variable that contributed most substantially to enhancing consumers' purchase intentions toward Extra Joss following the implementation of the *brand rejuvenation* strategy through its collaboration with the film *Agak Laen*.

Table 5. Pearson correlation test results

Variable	BC	BI	DC	PI
BC	1.000			
BI	0.624**	1.000		
DC	0.517**	0.571**	1.000	
PI	0.671**	0.739**	0.618**	1.000

Note: Correlation is significant at the 0.01 level (2-tailed).

Source: Primary data processed by the authors (2026).

As presented in Table 5, all independent variables exhibited positive and statistically significant correlations with *Purchase Intention*. The strongest relationship was observed between *Brand Image* and *Purchase Intention* (r = 0.739), followed by *Brand Collaboration* (r = 0.671) and *Digital Campaign* (r = 0.618). These findings indicate that more favorable consumer perceptions of brand image, brand collaboration, and digital campaigns are associated with stronger intentions to purchase the product. Furthermore, the correlations among the independent variables remained below the threshold of 0.80, suggesting that excessive intercorrelations (*multicollinearity*) were not present among the predictors. Therefore, all variables were considered appropriate for inclusion in the subsequent multiple linear regression analysis.

Having established significant positive relationships among the variables, the analysis proceeded with multiple linear regression to examine the magnitude of each independent variable's effect on *Purchase Intention*. This analysis provided information regarding the explanatory power of the proposed model, the overall significance of the regression model, and the individual contribution of each independent variable. A summary of the regression results, including the *Model Summary*, *ANOVA*, and *Coefficients*, is presented in Table 6.

Table 6. Multiple linear regression analysis results

Component	Variable/Indicator	Value
Model Summary	R	0.799
	R Square	0.638
	Adjusted R Square	0.629
	Std. Error of the Estimate	0.605
ANOVA	F	68.517
	Sig.	<0.001

Coefficients	Constant (B)	0.521
	Std. Error	0.371
	t	1.404
	Sig.	0.163
	Brand Collaboration	
	B	0.281
	Std. Error	0.073
	Beta	0.287
	t	3.842
	Sig.	<0.001
	Brand Image	
	B	0.347
	Std. Error	0.074
	Beta	0.381
	t	4.716
	Sig.	<0.001
	Digital Campaign	
	B	0.236
	Std. Error	0.072
	Beta	0.241
	t	3.291
	Sig.	0.001

Source: Primary data processed by the authors (2026).

As shown in Table 6, the model produced an R value of 0.799, indicating a strong relationship between the independent variables and *Purchase Intention*. The *R Square* value of 0.638 demonstrates that 63.8% of the variance in *Purchase Intention* can be explained by *Brand Collaboration*, *Brand Image*, and *Digital Campaign*, while the remaining 36.2% is attributable to other factors outside the proposed model. Moreover, the ANOVA results yielded an F value of 68.517 with a significance level of $p < 0.001$, confirming that the regression model was statistically significant and suitable for explaining the relationships among the variables. The resulting regression equation is as follows:

$$PI = 0.521 + 0.281BC + 0.347BI + 0.236DC$$

where:

- PI = Purchase Intention

- *BC* = Brand Collaboration
- *BI* = Brand Image
- *DC* = Digital Campaign

The regression equation indicates that all regression coefficients are positive, implying that improvements in consumers' perceptions of the three independent variables are associated with higher levels of *Purchase Intention*. Based on the standardized beta coefficients, *Brand Image* exerted the strongest influence (β = 0.381), followed by *Brand Collaboration* (β = 0.287) and *Digital Campaign* (β = 0.241). These findings suggest that the success of a *brand rejuvenation* strategy depends not only on collaborating with popular cultural products but also on the ability of such collaborations to strengthen a brand's image as modern, relevant, and closely aligned with consumers' preferences. Consequently, strengthening *brand image* emerges as the most influential factor in encouraging consumers' purchase intentions toward Extra Joss products.

Table 7. Summary of hypothesis testing results

Hypothesis	Relationship	β	*t*	Sig.	Decision
H1	Brand Collaboration → Purchase Intention	0.287	3.842	<0.001	Supported
H2	Brand Image → Purchase Intention	0.381	4.716	<0.001	Supported
H3	Digital Campaign → Purchase Intention	0.241	3.291	0.001	Supported

Source: Primary data processed by the authors (2026).

As summarized in Table 7, all proposed hypotheses were supported, as each independent variable exerted a positive and statistically significant effect on *Purchase Intention*. These findings demonstrate that a *brand rejuvenation* strategy integrating brand collaboration, brand image enhancement, and digital campaigns can effectively increase consumers' purchase intentions. Among the three predictors, *Brand Image* made the greatest contribution to *Purchase Intention*, indicating that consumers' perceptions of a brand constitute the primary determinant of marketing effectiveness. Therefore, companies should not only develop attractive brand collaborations but also ensure that such collaborations reinforce brand identity and strengthen brand image, thereby generating a more substantial positive influence on consumers' purchasing decisions.

The effects of brand collaboration, brand image, and digital campaign on purchase intention

In the era of digital marketing, companies often assume that collaborations with public figures or popular culture automatically increase consumers' purchase intentions (Alzamora-Ruiz et al., 2020). However, in practice, not all collaborative strategies generate positive market responses. Some collaborations create only temporary attention (*buzz marketing*) without establishing lasting brand perceptions (Robertson et al., 2018). This phenomenon suggests that the success of a *brand rejuvenation* strategy depends not only on the attractiveness of the collaboration itself but also on a company's ability to strengthen its brand image and manage digital marketing communications effectively. Therefore, this study examines how *Brand Collaboration*, *Brand Image*, and *Digital Campaign* contribute to consumers' *Purchase Intention* using a multiple linear regression approach. This analysis is expected to provide a more comprehensive understanding of the factors that determine the success of the Extra Joss × *Agak Laen brand rejuvenation* strategy.

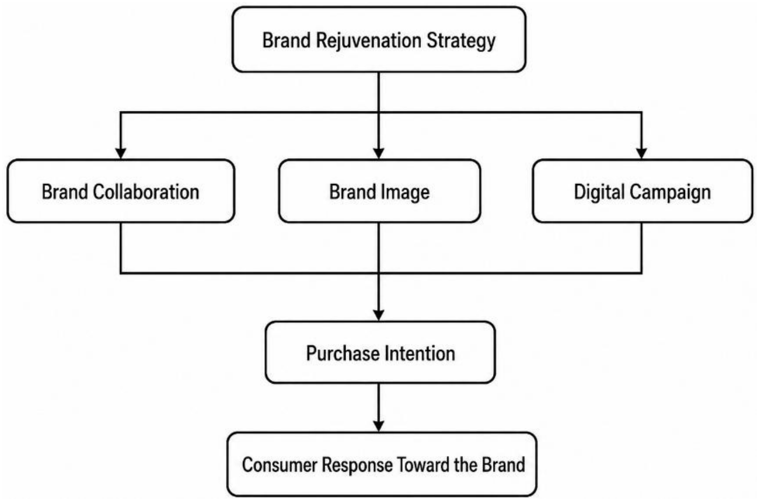

Figure 1. Conceptual process of brand rejuvenation strategy

Source: Developed by the authors based on the research findings (2026).

Figure 1 illustrates that a *brand rejuvenation* strategy extends beyond implementing brand collaborations or promotional campaigns, representing a comprehensive process that shapes consumer perceptions before ultimately leading to *purchase intention*. In this study, *Brand Collaboration*, *Brand Image*, and *Digital Campaign* are positioned as the three primary components that collectively determine the effectiveness of the *brand rejuvenation* strategy. The regression analysis confirmed that all three variables exert positive and significant effects on *purchase intention*, making the conceptual model a visual representation of the empirical relationships identified in this study. This perspective is consistent with the findings of Li et al. (2019), who conceptualized *brand rejuvenation* as a strategic process integrating multiple marketing activities. Similarly, Heinl et al. (2021) emphasized that successful brand collaborations can only be achieved when they foster sustainable positive consumer perceptions.

The regression analysis revealed that *Brand Collaboration* exerts a positive and statistically significant effect on *Purchase Intention*, with a standardized beta coefficient of 0.287 (t = 3.842, p < 0.001). This finding indicates that the collaboration between Extra Joss and *Agak Laen* successfully increased consumer interest in the product by leveraging associations with a popular cultural phenomenon. Beyond expanding brand exposure, the collaboration also created the impression that Extra Joss is capable of adapting to the preferences of younger consumers. Consequently, *brand collaboration* serves as an effective gateway for restoring brand relevance within an increasingly competitive marketplace. This finding reinforces the conclusions of Nasution et al. (2021), who argued that *brand collaboration* enhances consumer value perceptions through brand image transfer. However, the present findings differ from those reported by Geng and Chen (2021), who concluded that collaborations primarily generate short-term attention without producing a substantial impact on consumers' purchase intentions.

Among all independent variables, *Brand Image* emerged as the strongest predictor of *Purchase Intention*, as indicated by its standardized beta coefficient of 0.381 (t = 4.716, p < 0.001). This result suggests that the effectiveness of a *brand rejuvenation* strategy depends more heavily on transforming consumers' perceptions of the brand than merely implementing collaborations or increasing the intensity of digital promotional activities. An attractive collaboration alone is insufficient to stimulate purchase intention unless it successfully reinforces the brand's image as modern, relevant, and aligned with consumers' needs. This explains why *Brand Image* became the most influential variable in the present study. These findings are consistent with Chen et al. (2020), who identified brand image as a primary determinant of consumer purchasing behavior. Likewise, Ikonen et al. (2020) demonstrated that strengthening positive brand perceptions significantly increases consumers' likelihood of making a purchase, even when competing alternatives are available.

Similarly, *Digital Campaign* demonstrated a positive and statistically significant effect on *Purchase Intention*, with a standardized beta coefficient of 0.241 (t = 3.291, p = 0.001). Although its influence was weaker than that of *Brand Image* and *Brand Collaboration*, digital campaigns remained a crucial medium for communicating collaborative marketing messages to consumers. The findings suggest that the effectiveness of digital promotion depends not only on the frequency of information dissemination but also on the campaign's ability to encourage interaction and strengthen consumers' experiences with the brand. In other words, digital campaigns function as a bridge connecting corporate marketing strategies with the perceptions formed in consumers' minds. This finding is consistent with Bowden and Mirzaei (2021), who argued that digital marketing communication enhances consumer engagement and strengthens brand relationships. Nevertheless, unlike the findings of Aancy et al. (2023), which identified digital campaigns as the dominant predictor of consumer behavior, the present study indicates that their influence remains lower than that of *Brand Image*.

Overall, the regression model demonstrated substantial explanatory power, with R = 0.799, R^2 = 0.638, and an adjusted R^2 = 0.629, while the overall model was statistically significant (F = 68.517, p < 0.001). These results indicate that *Brand Collaboration*, *Brand*

Image, and *Digital Campaign* collectively explain 63.8% of the variance in *Purchase Intention*, whereas the remaining 36.2% is attributable to factors beyond the scope of the present model. These findings confirm that the success of a *brand rejuvenation* strategy does not rely on a single marketing activity but rather on the integration of relevant brand collaborations, a strong brand image, and effective digital communication. Consequently, this study provides empirical evidence that strengthening *brand image* is the most influential factor in enhancing consumers' *purchase intention*, while *brand collaboration* and *digital campaigns* serve as complementary strategic mechanisms that collectively contribute to the successful implementation of *brand rejuvenation*.

Conclusion

This study demonstrates that the *brand rejuvenation* strategy implemented through the Extra Joss × *Agak Laen* collaboration has a positive effect on consumers' *Purchase Intention*. The multiple regression analysis confirms that *Brand Collaboration*, *Brand Image*, and *Digital Campaign* collectively explain 63.8% of the variance in *Purchase Intention*, with *Brand Image* emerging as the most influential predictor, followed by *Brand Collaboration* and *Digital Campaign*. These findings suggest that the success of *brand rejuvenation* depends not merely on creating attractive collaborations or intensifying digital promotional activities, but more importantly on a company's ability to rebuild a brand image that aligns with consumers' needs, lifestyles, and preferences. For society, particularly younger consumers who actively engage in digital environments, brand collaborations supported by effective marketing communication can foster positive product perceptions, strengthen trust and interest, and ultimately encourage stronger purchase intentions.

This study contributes to the marketing literature by providing empirical evidence that *Brand Image* serves as the primary mechanism through which the effectiveness of *brand rejuvenation* strategies is enhanced, while *Brand Collaboration* and *Digital Campaign* function as complementary factors that shape consumer perceptions. These findings offer practical guidance for companies seeking to develop collaboration strategies that not only generate short-term publicity but also strengthen long-term brand positioning. Nevertheless, this study has several limitations, including the relatively small sample size of 120 respondents and its focus on a single collaboration case, which may limit the generalizability of the findings. Moreover, 36.2% of the variance in *Purchase Intention* remains unexplained by the proposed model. Future research is therefore encouraged to include larger and more diverse samples, investigate various forms of brand collaboration across different industries, and incorporate additional variables such as *brand trust*, *customer engagement*, *perceived value*, and *electronic word of mouth* (*e-WOM*) to provide a more comprehensive understanding of the factors influencing *Purchase Intention*.

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