

ABSTRACT

As a brand that is quite old in the World, Nike maintain its existence as a market leader in the business of sports equipment, especially shoes. With the tagline "Just Do It" Nike is able to maintain the quality of the brand with the latest technological breakthroughs in use on the shoes products. Brand Personality Through the activities undertaken throughout the course, which is part of the Nike product characteristics that can be applied to the characteristics of consumers.

The purpose of this study was to determine the respondents on Brand Personality Influence Of Interest Buy Nike Shoes, respondents on Brand Personality nike shoes and to determine respondents about buying interest nike shoes.

This type of research is causality. The analysis technique used is descriptive analysis toward multiple linear regression analysis to determine the effect of brand personality on buying interest. The sample in this study of 100 respondents and derived from the students of the Faculty of Communication and Business, University of Telkom.

The results showed that the brand personality is in both categories with the results of 76.83%, and buying interest at 76% showed in both categories. The results of multiple regression analysis showed variable competence, sophistication and ruggedness significant effect on buying interest, and the coefficient of determination shows that the brand personality variables significantly influence the buying interest of 34.5%.

Suggestions for the company is to add features to their products that refer to the dimensions of brand personality that does not significantly so that there is an increase in the dimension of excitement and sincerity.

Keywords: *Brand Personality, Buying Interest, Consumer Behaviour*