

ABSTRACT

Shoes are necessity in this era of globalization and accompanied by the rapid development of fashion make every company or shoe manufacturers trying to compete showed business strategy at its best, where the company Adidas Originals using aspects of brand image to win market were also significantly could affect to the aspects of the purchase decision process.

The independent variable used in this study is the Adidas Originals brand image were used as independent variables and the four dimensions of brand association, brand favourability of association, strength of brand association and uniqueness of brand association. For the dependent variable using the purchase decision process that has five dimensions, namely the determination of needs, information search, evaluation of alternatives, purchase decision and post-purchase behavior.

The aim of this study was to determine the effect of brand image on the purchase decision process Adidas Originals footwear products. The method used is descriptive quantitative method. Population and sample in this research is consumer products Adidas Originals shoes that are in the outlet Parijs van Java and Bandung Trans Studio Mall with a population that is not known. The sampling technique used in this study is a non-probability sampling with sampling incidental type.

Based on the results of hypothesis testing the overall effect of brand image significantly influence the purchase decision process at Adidas Originals footwear products. This can be proved by analysis $t_{count} > t_{table}$ is $10.090 > 1.987$. Based on the results of the coefficient of determination can affect the brand image that influence the purchase decision process at Adidas Originals footwear products by 51% and the balance of 49% is influenced by other factors were not examined in this study.

Keywords: Brand Image, Purchase Decision Process