

ABSTRACT

Today's human needs (primary and secondary needs) are getting more complicated than ever. The same also happens to shoes that currently becomes a fundamental need that should be fulfilled by man, therefore, becomes a very profitable product to be traded. Adidas, a brand of a prominent shoe manufacturer, Adidas has innovated in designing and marketing one of its product Adidas Yeezy by collaborating with a famous Hollywood artist named Kanye West. As the sales and demands of this product soar, many resellers return to sell these sneakers with a very high resale price compared to its retail price.

The research aims at finding out the influence of resale price to the decision to buy Adidas Yeezy. It seeks to identify the resale price of the Adidas Yeezy product, what is the purchase decision of Adidas Yeezy product, and the influence of the resale price to the purchase decision of Adidas Yeezy product.

The research used a quantitative method with descriptive type of research. Sampling was made through Non-Probability Sampling method with the 100 respondents as samples and obtained through a questionnaire distributed in sneakers community in the Facebook social network. The data analysis technique employed was descriptive analysis and simple linear regression analysis.

Based on the descriptive analysis, the value of the resale price is 81.88% and classified as very good, while the value of the decision to purchase the Adidas Yeezy product is 83,4% also categorized as very good. The resale price variable significantly affects the purchase decision with the value of influence of 64% and the remaining 36% was influenced by other variables not included in this research.

Keywords: Resale Price, Purchase Decision, Adidas Yeezy

