

ABSTRACT

Adidas is one of the largest multinational companies in existence, having a store virtually in every country. Based on the top brand award data in 2018 adidas has always been in the top brand position in the last four years. However, there is a decrease for sales for each year. With the increasing number of competing companies that exist today.

Brand image and brand awareness affect in the consumer to decide the purchase of a product. The purpose of this study is to see how the influence of brand image and brand awareness of adidas product purchase decisions by taking samples on Telkom university students. This study uses quantitative approach by distributing questionnaires to respondents through non-probability sampling technique, with a sample count of 100 people.

From the results of the study can be concluded that brand awareness on Adidas generate percentage of 76.3% of the value included in the high or good category. While the brand image produces a percentage of 80.3% the value is either high or good category. The regression model is $Y = 0.957 + 0.388X_1 + 0.317X_2$ which means every increase of one level of brand awareness will increase the purchasing decision 38,8%. And every increase of one level of brand image will increase the purchase decision of 31.7%. The result of R^2 explains that 67.7% of adidas product purchase decisions are influenced by brand awareness and brand image and the rest of 32.3% is influenced by other factors not examined such as price factor, product quality, ease of getting product, cultural factor, and some other factors.

Keywords: Brand awareness, Brand image, Purchase Decision