

ABSTRACT

In modern times, requires a company to always innovate in each of its products. This make competition between companies increasingly tight in the struggle for market share. Every company wants to succeed in running its business. One of the fastest growing industries is the shoe industry in Indonesia. Nowadays shoes have become one of the needs of fashion that plays an important role as well as clothing.

This study aims to analyze The Influence of Brand Image on The Adidas Shoes Consumer Buying Decision Process (Study on Adidas Shoe Buyers in Indonesia).

This research is a type of quantitative research. The research method used is descriptive-causal. The population in this study were Adidas shoe buyers in Indonesia. The sampling technique used is nonprobability sampling with an incidental sampling method. Data collection was done by distributing questionnaires to 385 respondents. The data analysis technique used is simple linear regression analysis.

The result of the study show that brand image has a positive and significant effect on the consumer purchasing decision process. It can be seen from the result of the $t_{hitung} > t_{tabel}$ ($23,477 > 1,966$) and the level of significance, $0,000 < 0,05$. Based on calculation coefficient of determination (R^2) can be seen the influence of brand image variable (X) on purchase decision process (Y) is equal to 58,98% and the remaining 41,02% is the effect given by other variables outside the model or research such as brand trust, price, marketing strategy, product quality and others.

Based on the results of the study, there are a number of things that need to be improved or improved by Adidas regarding brand image variables, namely by maintaining the Adidas logo that is easy to remember and increasing color choices on Adidas shoe products and on purchasing decision variables namely maintaining the quality of Adidas footwear products that have been considered good by consumers and improve consumer product information through online media.

Keyword: Brand Image, Consumer Buying Decision Process, Brand Association, Adidas Shoes