

ABSTRACT

The development of the business world today is increasingly stringent and continues to grow, especially the sports shoes business. In modern times, innovation is driven more by the efforts of sports shoe manufacturers to always provide the best goods to consumers. Competition in the world of sports shoes business is currently controlled by Adidas and Nike. Adidas is a brand that has high value, but in its market share Adidas is still inferior to its competitor, Nike in terms of sports shoes.

This research method uses quantitative methods with the type of causality research. This research uses a Likert scale. Sampling is done by the non-probability sampling method. The sample in this study amounted to 100 respondents. Data collection in this research was carried out by distributing questionnaires distributed to all respondents, namely Adidas sport shoes consumers in millennial generation in the city of Bandung.

The overall results of the study show that the Brand Equity variables and Consumer Purchase Decision variables of Adidas sport shoes in millennial generation in the city of Bandung are in the good category. The results of the coefficient of determination also show that Brand Equity affects the Consumer Purchasing Decision of Adidas sports shoes in millennial generation in the city of Bandung.

Keywords : Brand Equity, Purchase Decisions