

ABSTRACT

Unstable economic developments like today mean that companies must continue to survive in order to compete. The increasing number of competitors requires every company to continue to pay attention to consumer needs and desires. The sports equipment industry is a rapidly growing industry in Indonesia. Currently the sports product industry is very competitive in determining price, shape, colour and product quality. The Top Brand Index shows that Adidas Sports Shoes remain at their peak and every year, for the last three years, from 2018 to 2020, the product saw an increase in sales in 2020. The official store on Lazada shows that Adidas Sports Shoes are not the cheapest price compared to other brands. Even though the price offered is more expensive than other products, it is still superior in sales. This is influenced by several factors that cause Adidas customers in Indonesia to make decisions to purchase Sports Shoes products.

This research aims to study the simultaneous and partial influence of brand image and product price on purchasing decisions, as well as to find out how strong the influence of brand image and product price is on purchasing decisions for Sports Shoes products, among Adidas customers in Indonesia.

The method used is quantitative. The sampling technique used in this research was non-probability sampling using convenience sampling with a sample size of 385 respondents from customers of Adidas Sports Shoes products in Indonesia. The data analysis used is descriptive analysis and multiple linear regression analysis with the help of the IBM Statistics SPSS 23 application.

Based on the results of data analysis, it is concluded that brand image has a significant positive influence on the decision to purchase sports shoes and also product price has a significant positive influence on the decision to purchase sports shoes.

Suggestions for further research are to propose Adidas new, more elegant packaging. Adidas can also reach a larger market with the latest, more varied product packages. So when consumers see the Adidas brand, an impression of affordability will be created and sales will increase. As well as, improving the quality of existing Adidas so that consumers do not feel disadvantaged due to the costs they have incurred. If the quality provided by Adidas is improved, consumers will not feel the loss of the costs they have incurred. products and strengthen its position in the market and strengthen its position in the market.

Keywords: *Brand Image, Product Price, Purchase Decision, Adidas, Sport Shoes.*