

# ***The Influence of Brand Image, Lifestyle, and Purchase Intention on Purchase Decisions on Adidas Brand Shoe Products in Depok***

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## *Abstract*

*The fashion industry is experiencing fierce competition due to technological advances, especially in the shoe industry sector. The rapid growth seen in the sports shoe industry, with a wide selection of shoes from global and local brands in the Indonesian market, indicates fierce business competition, including a large role from brands such as Adidas. This research aims to explore, prove and analyze whether brand image, lifestyle and purchasing intentions have an influence on purchasing decisions for Adidas shoe products in Depok. A total of 100 respondents became the research sample, and data was collected via a Google Form questionnaire. Data analysis was carried out using the SmartPLS 4 program. The results of a series of tests showed the following conclusions: 1). There is a significant influence of the brand image variable on purchase decisions, 2). There is a significant influence of lifestyle variables on purchase decisions, 3). There is a significant influence of the purchase intention variable on purchase decisions.*

***Keywords: Brand Image, Lifestyle, Purchase Intention, Purchase Decision***

**Pengaruh *Brand Image*, *Lifestyle*, dan *Purchase Intention*  
Terhadap *Purchase Decision* Pada Produk Sepatu Merek Adidas  
Di Depok**

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Abstrak

Industri fashion sedang mengalami persaingan yang sengit akibat kemajuan teknologi, khususnya di sektor industri sepatu. Pertumbuhan pesat terlihat dalam industri sepatu olahraga, dengan berbagai pilihan sepatu dari merek global dan lokal di pasar Indonesia, menandakan kompetisi bisnis yang sengit, termasuk peran besar dari merek seperti Adidas. Penelitian ini bertujuan untuk mengeksplorasi, membuktikan, dan menganalisis apakah brand image, gaya hidup, dan niat pembelian memiliki pengaruh terhadap keputusan pembelian pada produk sepatu Adidas di Depok. Sebanyak 100 responden menjadi sampel penelitian, dan data dikumpulkan melalui kuesioner Google Form. Analisis data dilakukan menggunakan program SmartPLS 4. Hasil serangkaian uji menunjukkan kesimpulan sebagai berikut: 1). Terdapat pengaruh yang signifikan variable *brand image* terhadap *purchase decision*, 2). Terdapat pengaruh secara signifikan variable *lifestyle* terhadap *purchase decision*, 3). Terdapat pengaruh signifikan variable *purchase intention* terhadap *purchase decision*.

**Kata Kunci:** *Brand Image, Lifestyle, Purchase Intention, Purchase Decision*