

ANALYSIS OF INTEREST BUY NIKE SNEAKER SHOES

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ABSTRACT

This study aims to analyze and prove the influence of Brand Image, Promotion and Price on Interest in Buying Nike sneakers shoes. This research method is quantitative descriptive with 75 users of Sneakers users in the Jakarta area. Data collection was carried out through a questionnaire with a purposive sampling method and descriptive data analysis techniques using Smart PLS 3. The results of this study indicate that promotions and prices have a positive effect on buying interest. Whereas Brand Image has no effect on Purchase Interest.

Keywords: Brand Image, Price , Promotion, Purchase Interest

ANALISIS MINAT BELI SEPATU *SNEAKERS* NIKE

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Abstrak

Penelitian ini bertujuan untuk menganalisis dan membuktikan pengaruh Citra Merek, Promosi dan Harga terhadap Minat Beli Sepatu sneakers Nike. Metode penelitian ini yaitu deskriptif kuantitatif dengan populasi pengguna Sepatu Sneakers di wilayah Jakarta sebanyak 75 responden. Pengumpulan data dilakukan melalui kuesioner dengan metode purposive sampling dan teknik analisis data deskriptif menggunakan Smart PLS 3. Hasil penelitian ini menunjukkan bahwa Promosi dan Harga berpengaruh positif terhadap Minat Beli. Sedangkan Citra Merek tidak berpengaruh terhadap Minat Beli.

Kata kunci: Citra Merek , Harga , Minat Beli , Promosi