

ABSTRACT

The global sneaker market is estimated at USD 84.5 billion this year and is projected to grow to USD 109 billion by 2029. Bandung city recorded the highest percentage of Nike shoe sales, at 16.90%. However, towards the end of fiscal year 2024, the main challenge Nike faces is fierce competition from new brands such as Hoka and On, which consumers are increasingly interested in.

This study aims to determine the effect of brand image on purchasing decisions, and perceived value of Nike shoes, then product quality on purchasing decisions and perceived value of Nike shoes. Furthermore, perceived value and brand image on purchasing decisions for Nike shoes through perceived value, and product quality on purchasing decisions for Nike shoes through perceived value.

Quantitative methods used in this study. The sample withdrawal in this study is using purposive sampling with a total of 100 respondents. Primary data using a questionnaire, analysis with multiple linear regression to evaluate the relative influence between variables and to identify the presence of unidirectional correlation, which is analyzed using SmartPLS4 using the Structural Equation Modeling (SEM) method.

The findings obtained are changes in customer behavior that prefer basic goods to expensive products. The majority of consumers do not have a strong habit of continuously purchasing Nike shoes and are less likely to use previous experiences as a basis for quick purchasing decisions. Although the price of Nike shoes is commensurate with the quality and provides positive feelings after use, the majority of consumers do not feel that the functional benefits of Nike shoes meet their needs, nor do they feel more socially accepted for wearing the shoes.

The research contribution shows that there is an effect of brand image and product quality of Nike shoes on purchasing decisions mediated by perceived value. Therefore, the hypothesis in the study is accepted because it is supported by the significance value. Based on the results of data processing, Brand Image on perceived value has a stronger influence with a value of 5.425 compared to Brand Image on purchasing decisions with a value of 3.816 and Brand image through perceived value with a value of 2.091. Furthermore, product quality on perceived value has a stronger influence with a value of 6,059 compared to product quality on purchasing decisions with a value of 5,738 and product quality through perceived value with a value of 2,228. Then perceived value has a positive and significant effect on purchasing decisions with a value of 2.416. So Nike needs to expand its digital marketing approach and strengthen user testimonials and positive reviews as a form of social influence in supporting consumer decisions.

Keywords: Brand Image, Product Quality, Purchasing Decision, Perceived Value