

ABSTRACT

Vans, Inc. is one of the most popular sneaker manufacturers from the United States in Indonesia. Vans in their home country are mostly used by skateboarders with all the characteristics, personalities, and lifestyles but in the other side, in Indonesia, people with very different characteristics, personalities, and lifestyles become users of VANS shoes. This phenomenon is the basis for this research. The purpose of this study is to find out what actually influences the decision to buy Vans shoes in Indonesia. Through brand personality, self congruence, perceived price, or perceived quality.

This study uses quantitative methods and purposive sampling of respondents. Respondents in this study were users of Vans shoes in the city of Semarang. The research data was obtained from 107 respondents through the distribution of online questionnaires. The data analysis technique used is regression analysis with SPSS 17 analysis tool.

The results of this study indicate that there is a significant positive effect between brand personality, self congruence, perceived price, perceived quality on the decision to buy Vans shoes in Indonesia.

Keywords: brand personality, self congruence, perceived price, perceived quality, purchasing decisions