

ABSTRACT

The problem in this research is the product of adidas shoes top brand index decline in 2012-2014. This reaserch aims to test the strength of the product design, quality of the product and price perception against a brand image to improve purchase intention on a shoes adidas (a case study in Semarang). This reaserch uses three independent variabels namely product design, price perception and quality of the product. Purchase intention as the dependent variable and then the variable brand image as intervening variable.

A method of this research technique using probability sample that is random sampling and clusters of sampling to sample as many as 150 of respondents semarang city people who have purchased adidas shoes .A method of data analyst using a technique double regression analysis , the analysis includes: test the validity of , a test of reliability , test the assumption of the classics , linear regression test doublet test , test f , test the coefficients determined and test sobel.

The results show significant and positive effect product design to brand image, significant and positive effect price perception to customer value, significant and positive effect quality of the product to brand image, and then significant and positive brand image to purchase intention.

Keywords : *Product design, Price perception, Quality of the product, Brand image, Purchase intention*