

ABSTRACT

Business competition of sport shoes products in Indonesia has increased, in line with the growing number of new sport shoes brand. Companies must create new marketing strategies to maintain and gain a wider market share. The purpose of this research is to determine the effect of celebrity endorser, product quality, and price on purchase decision of Adidas sport shoes.

The population of this research are consumers of Adidas sport shoes in Semarang. The number of samples used is 110 people who are selected by using purposive sampling through questionnaire. Data obtained from questionnaires and then processed and analyzed by using SPSS version 22 program.

The results of this research showed that celebrity endorser had no effect on purchase decision, product quality had a positive and significant effect on purchase decision, price had a positive and significant effect on purchase decision. The results of F test obtained a significance value smaller than 0,05, it can be concluded that the regression model produced is fit, so that the regression model is significant and decent to use. These results also mean that celebrity endorser, product quality and price can be used to predict purchase decisions.

Keywords : Celebrity Endorser, Product Quality, Price, and Purchase Decision.