

ABSTRACT

Nowadays, there are various kinds of equipment products to support performance when practicing and competing. Not only that, even lower to upper level athletes can feel the sensation that creates its own enthusiasm when the athlete wears the brand on the equipment product he likes. This study aims to determine whether influencers have an influence on purchasing decisions or there is their own desire to buy adidas brand products for taekwondo athletes in the Indonesian national team.

The method used in this research is a survey, using a Google Form questionnaire distributed to respondents who are taekwondo athletes who have purchased Adidas brand sportswear products. The population in this study were taekwondo athletes in the national team. The sample required was 24 respondents using saturated sampling. The collected data were analyzed using multiple linear regression and tested using SPSS Statistic 26 software.

The results in this study indicate that the price variable has a positive and significant effect on purchasing decisions for Adidas brand sportswear products, while the role of influencers has a positive and significant effect on purchasing decisions for Adidas brand sportswear products.

Keywords: Price Influence, Influencer Role, Purchasing Decision, Adidas Sportswear.