

ABSTRACT

The development of digital technology has driven changes in consumer behavior in obtaining information and making product choices. Social media has become an important marketing platform, enabling companies to interact directly with consumers and provide product information. This development has also influenced marketing in the sports industry, particularly sports footwear. Adidas, as one of the global sports brands with a strong market position, has experienced a decline in sales over the past five years. This condition presents challenges for Adidas in maintaining its brand strength and consumer purchase intention amid changing consumer preferences and increasing industry competition.

This study employed a quantitative approach involving 140 respondents in Semarang City who were familiar with Adidas products and had either used or expressed an interest in purchasing Adidas products. The respondents were selected using a purposive sampling method. Data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach through SmartPLS software.

The results showed that: (1) Online Reviews had a positive and significant effect on Brand Trust among Adidas consumers in Semarang City, (2) Social Media Marketing had a positive and significant effect on Brand Trust among Adidas consumers in Semarang City, (3) Influencer Endorsement had a positive and significant effect on Brand Trust among Adidas consumers in Semarang City, (4) Brand Trust had a positive and significant effect on Purchase Intention among Adidas consumers in Semarang City, (5) Online Reviews had a positive and significant effect on Purchase Intention among Adidas consumers in Semarang City, and (6) Influencer Endorsement had a positive and significant effect on Purchase Intention among Adidas consumers in Semarang City.

Keywords: Online Reviews, Social Media Marketing, Influencer Endorsement, Brand Trust, Purchase Intention, Adidas.