

THE IMPACT OF SOCIAL MEDIA ADVERTISEMENT,
BRAND AWARENESS, AND PERCEIVED QUALITY ON
PURCHASE DECISION THROUGH INSTAGRAM OF
ADIDAS INDONESIA



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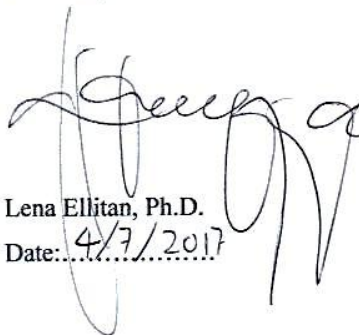
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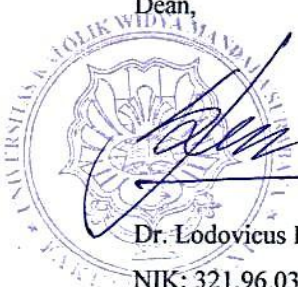



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Give thanks to Jesus Christ, Lord of Heaven and Earth for His blessing and guidance bestowed upon the author so that the author managed to complete the thesis well. This thesis titled “The Impact of Social Media Advertisement, Brand Awareness, and Perceived Quality on Purchase Decision through Instagram of Adidas Indonesia” is formed as one of the requirements to complete Bachelor program in Business Faculty, Widya Mandala Catholic University Surabaya. During the process of the thesis, the author obtained many help from various sources. Therefore, the author would like to express gratitude to:

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Author

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The Impact of Social Media Advertisement, Brand Awareness, and Perceived Quality on Purchase Decision through Instagram of Adidas Indonesia

ABSTRAK

Dunia saat ini telah berubah menjadi era digital dimana segala sesuatu bisa dilakukan dengan teknologi. Belanja online atau sekedar mencari informasi online sekarang biasa di masyarakat ketimbang pergi ke toko. Hal ini juga terjadi dimana-mana termasuk di Indonesia dimana orang juga suka menggunakan media sosial, terutama Instagram. Instagram sebagai media berbagi gambar sosial sangat bermanfaat bagi tidak hanya orang yang ingin mencari visualisasi produk tapi juga bagi perusahaan yang ingin mempromosikan produknya. Serta Instagram, orang sekarang suka memakai pakaian olah raga sebagai pilihan fashion mereka dan salah satunya adalah sepatu kets. Banyak orang saat ini merasa bahwa mereka harus mengikuti tren dan memakai apa yang orang kenakan. Adidas sebagai perusahaan global memang tak diragukan lagi memiliki eksistensi di seluruh dunia, bukan Indonesia. Dengan Adidas Indonesia sebagai anak perusahaannya, Adidas harus bersaing dengan merek lain untuk mempromosikan produk mereka. Salah satunya dengan menggunakan keuntungan visualisasi yang ditawarkan oleh Instagram.

Penelitian ini bertujuan untuk mengetahui lebih jauh tentang dampak iklan media sosial, brand awareness, dan perceived quality terhadap keputusan pembelian melalui Instagram Adidas Indonesia. Sampel dalam penelitian ini adalah 150 responden. Kriteria responden dalam penelitian ini adalah (1) Minimal 17 tahun, (2) Telah membeli setidaknya 3 produk Adidas Sportswear pada tahun lalu, (3) Memiliki akun Instagram dan mengikuti Instagram Adidas Indonesia. Penelitian ini menggunakan teknik analisis regresi berganda, dan diolah dengan menggunakan SPSS 23. Hasil penelitian ini dapat disimpulkan bahwa (1) Iklan media sosial memiliki dampak positif dan signifikan terhadap keputusan pembelian melalui Instagram Adidas Indonesia. (2) Kesadaran merek memiliki dampak positif dan signifikan terhadap keputusan pembelian melalui Instagram Adidas Indonesia. (3) Perceived Quality memiliki dampak positif dan signifikan terhadap keputusan pembelian melalui Instagram Adidas Indonesia.

Kata Kunci: Iklan Media Sosial, Kesadaran Merek, Perceived Quality, Purchase Decision

The Impact of Social Media Advertisement, Brand Awareness, and Perceived Quality on Purchase Decision through Instagram of Adidas Indonesia

ABSTRACT

The world today has changed to a digital era where everything could be done by technology. Shopping online or just finding information online is now common in the society rather than going to the shop. This also happen everywhere including in Indonesia where the people also like to use social media, especially Instagram. Instagram as picture sharing social media is very useful for not only people who want to find visualization of the products but also for company who wants to promote their products. As well as Instagram, people nowadays love wearing sportswear as their fashion choice and one of them is sneakers. Many people nowadays feel that they have to follow the trend and wear what people wear. Adidas as a global company is no doubt having existence all around the world, not exceptionally Indonesia. With Adidas Indonesia as its subsidiary, Adidas should compete with the other brand to promote their products. One of the way is to use the visualization advantage offered by Instagram.

This study aims to learn more about the impact of social media advertisement, brand awareness, and perceived quality on purchase decision through Instagram of Adidas Indonesia. The sample in this study are 150 respondents. The criteria of respondents in this research are (1) Minimum 17 years old, (2) Have bought at least 3 Adidas Sportswear products in the last year, (3) Have Instagram account and follow Adidas Indonesia's Instagram. This study uses multiple regression analysis techniques, and it processed by using SPSS 23. The result of this research could be concluded that (1) Social media advertisement has a positive and significant impact on purchase decision through Instagram of Adidas Indonesia. (2) Brand awareness has a positive and significant impact on purchase decision through Instagram of Adidas Indonesia. (3) Perceived Quality has a positive and significant impact on purchase decision through Instagram of Adidas Indonesia.

Keywords: Social Media Advertisement, Brand Awareness, Perceived Quality, Purchase Decision