

RESEARCH PAPER

**THE INFLUENCE OF BRAND IMAGE, PRICE AND PRODUCT DESIGN ON PURCHASING
DECISION FOR NIKE AIR JORDAN SHOES IN BANJARMASIN**



**Submitted To Complete Requirements in Obtaining
Bachelor's Degree in Management Study Program**

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BANJARMASIN

2024

LEMBAR LEGALITAS
THE INFLUENCE OF BRAND IMAGE, PRICE AND PRODUCT DESIGN
ON PURCHASING DECISION FOR NIKE AIR JORDAN SHOES IN
BANJARMASIN

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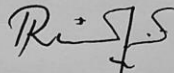
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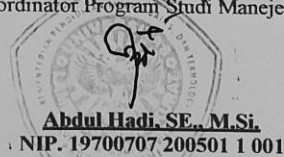


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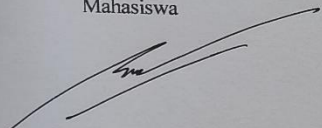
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SURAT PENYATAAN ORISINALITAS

Saya yang bertanda tangan di bawah ini menyatakan dengan sesungguhnya, bahwa Skripsi ini merupakan hasil penelitian yang telah saya lakukan. Segala kutipan dan bantuan dari berbagai sumber telah diungkapkan sebagaimana mestinya. Skripsi ini belum pernah dipublikasikan untuk keperluan lain oleh siapa pun juga. Apabila di kemudian hari ternyata pernyataan saya ini tidak benar, maka saya bersedia menerima akibat hukum dari ketidakbenaran pernyataan tersebut.

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PREFACE

All praise to Allah SWT for his grace and mercy the author can complete the research with the title " THE INFLUENCE OF BRAND IMAGE, PRICE AND PRODUCT DESIGN ON PURCHASING DECISION FOR NIKE AIR JORDAN SHOES". This research is written to complete the requirements in obtaining a Bachelor of Management degree at the Faculty of Economics and Business, Lambung Mangkurat University.

The author realizes this research can be completed because of the assistance both morally and materially from various parties. Therefore, on this occasion the author would like to express his grateful thanks to those who have helped, namely to:

1. Prof. Dr. Ahmad Alim Bachri, S.E., M.Si. as the Rector of Lambung Mangkurat University.
2. Prof. Dr. H. Ahmad Yunani, S.E., M.Si. as the Dean of the Faculty of Economics and Business, Lambung Mangkurat University.
3. Mr. Abdul Hadi, S.E., M.Si. as the Head of the S1 Management Study Program, Faculty of Economics and Business, Lambung Mangkurat University, who has provided guidance and direction in the thesis process.
4. Mrs. Dr. Raden Roro Yulianti Prihatiningrum, S.E., M.Si., CMA. as the Advisor who has been willing to take the time and energy to provide full guidance to the author

in the form of ideas, knowledge, and advice in the process of preparing the research until completion.

5. Mrs. Rusniati, SE.M.Si and M.Yudy Rachman,SE, MM. as Lecturer Examiners who have taken the time to provide evaluation, feedback, and constructive advice as improvements in this research.

6. All Mr. and Mrs. Lecturers of the Faculty of Economics and Business, Lambung Mangkurat University who have educated, guided and provided useful knowledge for the author as a provision in the future.

7. All Mr. and Mrs. Staff of the Faculty of Economics and Business, Lambung Mangkurat University who have assisted the author in providing information on facilities and infrastructure to facilitate the process of completing this research.

8. Ir. H. Eddy Suwignyo and Hj. Risa Kartika, my beloved parents who always prayed and provided moral and material support at the other side of the world during my education until this research was well completed.

9. Tetia Venny Wulandari S.E and Eri Akbar Rafsanjanni S.T ,my beloved brother and sister who always prayed and provided support during their education until this research was well completed.

10. Satrio Agung Wisesa or the author himself who has tried and determined to complete this research until the end.

11. Salwa Azhara, who always prayed for and provided moral and material support during the process of this research until it was well completed.

12. My friends Regi, Syarif, Abiyu, Della, Kendi, Dwi who always support me in the process of writing this research whether in happy or sad situations.

13. Research respondents who are willing to provide responses so that this research can be completed properly.

ABSTRACT

Satrio Agung Wisesa (2024). The Influence of Brand Image, Price and Product Design on Purchase Decisions for Nike Air Jordan in Banjarmasin.

Supervisor: RR Yulianti Prihatiningrum

This research aims to analyze: (1) the influence of Brand Image on purchase decisions, (2) the influence of Price on purchases decision, (3) the influence of Product Design on Purchase decisions

This research uses quantitative research methods with techniques purposive sampling. The population and sample in this study were Nike Air Jordan shoe users in Banjarmasin with a sample size of 120 respondents. Data analysis was carried out using multiple linear regression.

The results of this research show that Brand Image has an influence Positive and significant for purchase decisions. Price has influence Positive and significant for purchase decisions. Product Design has a positive and significant influence regarding purchase decisions

Keywords: Brand Image, Price, Product Design, Purchase Decision.

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