

ABSTRAK

**PENGARUH KREDIBILITAS DUTA MEREK DAN CITRA PRODUK
TERHADAP MINAT BELI KONSUMEN SEPATU FUTSAL NIKE
Studi Kasus pada Konsumen Sepatu Futsal Nike di Nike Warehouse Center
Yogyakarta**

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Tujuan penelitian ini adalah untuk mengetahui: 1) Pengaruh kredibilitas duta merek terhadap minat beli konsumen; 2) Pengaruh citra produk terhadap minat beli konsumen; 3) Pengaruh kredibilitas duta merek dan citra produk terhadap minat beli konsumen.

Penelitian ini merupakan studi kasus dengan populasi adalah konsumen sepatu futsal Nike di Nike Warehouse Center Yogyakarta. Jumlah sampel yang diambil sebanyak 100 orang responden. Teknik *sampling* yang digunakan adalah *purposive sampling* dan teknik pengumpulan data menggunakan kuesioner. Uji Validitas menggunakan teknik Korelasi *Pearson's Product Moment* dan Uji Reliabilitas menggunakan rumus *Cronbach's Alpha*. Teknik analisis data yang digunakan dalam penelitian ini adalah Analisis Regresi Linier Sederhana, Analisis Regresi Linier Berganda, uji t.

Berdasarkan hasil analisis data dapat diketahui bahwa: 1) Kredibilitas duta merek berpengaruh pada minat beli konsumen. 2) Citra produk berpengaruh pada minat beli konsumen. 3) Kredibilitas duta merek dan citra produk secara bersama-sama berpengaruh pada minat beli konsumen.

ABSTRACT

**THE INFLUENCE OF THE BRAND AMBASSADOR'S CREDIBILITY
AND THE PRODUCT IMAGE TOWARDS THE PURCHASING INTEREST
OF NIKE FUTSAL SHOES CONSUMERS**

**A Case Study on the Nike Futsal Shoes Consumers
at Nike Warehouse Center - Yogyakarta**

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The purpose of the research was to identify: 1) the influence of brand *Ambassador's* credibility towards consumers' purchasing interest; 2) the impact of product image towards consumers' purchasing interest; 3) the influence of the brand *Ambassador's* credibility and the image of product towards consumers' purchasing interest.

The research was a case study of which the population was the consumers of *Nike futsal* shoes at the *Nike Warehouse Center* Yogyakarta of which 100 of them were taken as the sample. The sampling technique was purposive sampling, using questionnaire as the data collecting technique. The validity test used the technique of *Pearson's Product Moment* and a reliability test which used *Cronbach's Alpha formula* where as data analyzing techniques which were applied were the Simple Linear Regression Analysis, the Multiple Linear Regression Analyses, and t-test.

The result of the data analyses showed that; 1) the brand *Ambassador's* credibility did influence the consumers' purchasing interest; 2) the product image did influence the consumers' purchasing interest; 3) both the brand *Ambassador's* credibility and the image of product did influence the consumers' purchasing interest.