INTISARI

Penelitian ini bertujuan menganalisis pengaruh citra merek global, *positive word of mouth*, persepsi negara manufaktur terhadap keputusan pembelian. Objek dari penelitian ini adalah Adidas *made in* Indonesia, sedangkan subjeknya adalah pengguna sepatu Adidas *made in* Indonesia di Yogyakarta. Pengambilan sampel dilakukan dengan teknik purposive sampling. Analisis data dilakukan dengan menggunakan analisis regresi linier berganda. Sebelum dilakukan analisis data terlebih dahulu dilakukan uji kualitas instrumen meliputi uji validitas dan uji reliabilitas.

Hasil analisis yang dilakukan menunjukkan citra merek global berpengaruh positif dan signifikan terhadap keputusan pembelian sepatu Adidas *made in* Indonesia. *Positive word of mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian sepatu Adidas *made in* Indonesia. Persepsi negara manufaktur berpengaruh positif dan signifikan terhadap keputusan pembelian sepatu Adidas *made in* Indonesia.

Kata kunci : global brand image, positive word of mouth, country of manufacture, keputusan pembelian.

ABSTRACT

This study aims to analyze the effect of global brand image, positive word of mouth, perception country of manufacture on the decision to buy Adidas made in Indonesia shoes. The object of this study was Adidas made in Indonesia, while the subject of the user Adidas made in Indonesia shoes on Yogyakarta. The sampling was conducted using purposive sampling technique. The data analysis was conducted using double linier regression analysis. Before the data was analyzed, the instrument quality was tested including validity and reliability tests.

Global brand image affected positively and significantly on the decision to buy Adidas made in Indonesia shoes. Positive word of mouth affected positively and significantly on the decision to buyAdidas made in Indonesia shoes. Perception country of manufacture affected positive and significantly on the decision of buying Adidas made in Indonesia shoes.

Key Words: *global brand image, positive word of mouth, country of manufacture, buying decision*