

ABSTRACT

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The Impact Between Variables Perceived Quality, Brand Experience, and Brand Personality to Perceived Value (Adidas Sport Shoe)

This research aims to analyze and test the impact of variables perceived quality, brand experience, and brand personality towards perceived value (Adidas Sport Shoe). The approach of this study is quantitative research with data collection method using electronic questionnaire of Google forms. This study conducted in Indonesia, which the Indonesian Adidas Sport Shoe users become the respondents of the research. The measurement of the outer and inner model is calculated by SmartPLS 3.3.2. Structural Equation Modelling was performed to test the construct relations in the theoretical framework of this study. The findings of this study found that variables perceived quality, brand experience, and brand personality positively affect attitudinal towards perceived value (Adidas Sport Shoe). For further research, we recommend to enlarge the sample size with different culture background.

Keywords: *Perceived Quality; Brand Experience; Brand Personality; Perceived Value.*

References: 146 (1998 – 2020)