

# CHAPTER I

## INTRODUCTION

### 1.1 Background

One of the most important things for management to consider is brand. This is because the brand is considered to be the most valuable asset that can be created (Coelho, Bairada, & Coelho, 2020). Building a brand does not happen overnight, but it takes the process to create and develop the best brand; for the brand to be remembered by the customer, it takes hard work and discipline to build the name of the brand itself.

Branding issues have been priority issues for all the companies for some time. Coelho et al. (2020) stated that brand constitutes one of the most valuable assets. In fact, the brand has been identified as a source of numerous benefits for both firms and consumers (Coelho et al., 2020). Then differentiation in any brand has become a major priority for any brand of tougher competition in every segment of the marketplace (Coelho et al., 2020).

Economic development has a tough competition lately, especially for the brand that has the same product. Therefore, this situation will make every company need to readjust their brand in every political, economic, social, and culture segment. Other than that, the company also needs to readjust with the other brand company's pattern in running their company. This thing makes the competition between companies stricter in order to contribute to the market. Every brand will be sued to have their own uniqueness to make sales or even survive in

this tight market to make the customer choose their brand or product (Investment, 2018).

The sports product market in Indonesia shows very promising growth. For a long time, Indonesia has been chosen by sports lovers as the main choice location for finding sports products. The increasing competition between local brand sports products and foreign brand sports products has shown good attractiveness in Indonesia's sports products industry. Indonesian people are starting to have a high awareness of sports and live a healthy lifestyle. With the increasing awareness of the importance of a Healthy Lifestyle, sport is no longer just a sport for Indonesians. Sports have become the choice of Indonesians as a way of life and a means of entertainment. A survey conducted by Kenresearch (2018) showed that around 44.2% of respondents made exercising their activity once a week. Around 38.4% of respondents stated that they did sports activities two or three times a week. Some types of sports activities they do are jogging in the morning or evening, playing futsal, and playing soccer. This has contributed to the increasing demand for sports products in clothing, shoes, or other sports accessories. The current phenomenon is the trend of athleisure in the community, namely combining fashion and functionality of sports products (Presswire, 2020).

As the excellence website showed, the sports goods industry has already been prioritized by the Indonesian ministry. We know that because the Indonesian Ministry is working hard to employ more than 3.5 million people and almost 15% of the total human resources is in the factory segment. The government also gives bonuses and credit for the company to encourage them to restructure the machine

and equipment surpass 20 years of age to improve the competitiveness of sport good industry. More than 5,000 companies have already contracted the Indonesian sport good industry. Outside investors, especially China, South Korea, and Taiwan, are interested in investing in Indonesian sports companies. They usually product manufacture sports clothes and footwear for broad brands like Adidas and Nike (Excellencial, 2017)

Researchers have conducted exploratory research first to see the current phenomenon regarding sports brands that have a position in consumers' memory in Indonesia. Data collection has been carried out through online and random questionnaires. Questionnaires were distributed on 11-17 February 2021. The data obtained were from 27 respondents. 44.4% were male, and 55.6% were female. The question that has been asked is, “When you hear "THE GREATEST SPORTS BRANDS," what brand name comes to your mind first?”. Researchers provide several choices of answers to Sports brands, namely Nike, Adidas, Rebook, Puma, Asics, Diadora, Fila, Champion, Converse, New Balance, Salomon, Kappa, and open answer as you can see in table 1.1. The results show that 48.1% answered the Adidas brand, 44.4% answered Nike, 3.7% answered Reebok, and 3.75% answered New Balance.

**Table 1.1: The greatest sport shoes brand according to respondents.**

No.	Brand Name	Percentage
1.	Adidas	48,1%
2.	Nike	44,4 %
3.	Reebok	3,7%
4.	New Balance	3,7%
5.	Puma, Asics, Diadora, Fila, Champion, Converse, Salomon, and Kappa,	0%

Source: 27 respondents from research exploration (11-17 February 2021)

Researchers have also conducted exploratory research first to see the current phenomenon regarding each sports brand's superior products according to consumers in Indonesia. According to the cyber survey institute The Top Ten, Adidas is one of the largest shoe manufacturers, followed by Nike, Converse, and several other brands (*Top Ten Best Shoe Manufacturers - TheTopTens*, n.d.). Adidas creates variants that support sports and casual lifestyle needs. This variant converts sports needs ranging from tennis, handball to running to a casual lifestyle. The following are the results of The Top Ten survey:

**Table 1.2: Survey Result Top Ten**

<b>Rank</b>	<b>Brand</b>	<b>Percentage (%)</b>
1	Nike	19
2	Adidas	14
3	Convers	10
4	Air Jordan	9
5	Vans	8

Source: [www.thetoptens.com](http://www.thetoptens.com), n.d.

The Top Brand Award results from 2016-2018 show that the percentage of sales of Adidas shoes every year is quite stable, having become the top brand in the last 3 years. The following table is the results of the Top Adidas sports shoe brand survey from 2016-2018.

Data collection has been carried out through online and random questionnaires. Questionnaires were distributed on 11-17 February 2021. The data obtained were from 27 respondents. 44.4% were male, and 55.6% were female. The question that has been asked is, "What products are the best from the Sports brands below?" The researcher provides several options for answers to types of sports products, namely Shoes, Shirt/Tops, Pants/Tights, Hoodies/Sweatshirts,

Jackets/Track Tops, Bags, Shorts/Bottoms, Skirts/Dresses, Sandals/Flip Flops, Sports Bars, Jerseys, Swim Wear, and Jumpsuit. As you can see in table 1.2 below, the results show that Adidas was chosen by 27 respondents in all types of sports products, only in bags; Adidas was below 1 point from Nike.

**Table 1.3: Product specialty based on the brand**

Shoe		Shirt		Pants/tights	
Adidas	13	Adidas	12	Adidas	16
Nike	12	Nike	9	Nike	6
Converse	1	Reebok	2	Reebok	2
Reebok	1	Champion	1	Puma	2
Hoodies/Sweatshirts		Jackets/Track Tops		Bags	
Adidas	17	Adidas	12	Nike	11
Nike	5	Nike	2	Adidas	10
Champion	3	Fila	2	Reebok	3
Converse	1	Reebok	1	Converse	1
Shorts/Bottoms		Champion	1	Fila	1
Adidas	15			Kappa	1
Nike	6	Skirts/Dresses		Sandals/Flip Flops	
Reebok	4	Adidas	16	Adidas	12
Champion	1	Nike	7	Nike	8
New Balance	1	Reebok	2	Reebok	3
Sport Bars		Champion	1	Fila	1
Adidas	12	Jerseys		Champion	1
Nike	10	Adidas	17	Kappa	1
Reebok	3	Nike	8	Puma	1
Kappa	1	Reebok	2	Swimwear	
Puma	1			Adidas	13
Jumpsuit		Sport accessories		Nike	7
Adidas	11	Adidas	12	Reebok	4
Nike	9	Nike	10	Asics	2
Reebok	5	Reebok	2	Diadora	1
Diadora	1	Fila	2		
Puma	1	Champion	1		

Source: 27 respondents from research exploration (11-17 February 2021)

In this study, the researcher will only focus more on the Adidas brand shoes. The researcher chooses shoe products because according to Andrey Noelfry Tarigan, Event Director of BCA Jakarta Sneaker Day (JDS) and a sneaker collector in Indonesia, there is an increasing number of sneakers users in Indonesia, who said that there is a change in style taste in footwear, some of which are increasing enthusiasts of sneakers (Hasibuan, 2018). He said that the

increase was at 50% to 70% in 2016-2017. This was proven when the JDS 2017 was held, which initially only targeted 7,000 visitors but jumped to 15 thousand visitors (Hasibuan, 2018). This fact is an opportunity for shoe manufacturers to launch various types and brands launched in Indonesia. Shoe manufacturers are competing to attract consumers to buy their products (Azizah, 2016).

Furthermore, Azizah (2016) mentioned that the shoe industry's products are also very competitive in shape, color, technological sophistication, and brand. Nowadays, shoe brands circulating in Indonesia's sports industry come from various countries, including America, Europe, Asia, such as Nike, Adidas, Puma, Diadora, Umbro, Lotto, Kappa, Kerma, and Joma. These brands have a great demand in Indonesians. Not forget to mention the domestic products that are much popular, including League, Specs, and Miter. Each brand offers its own services to its customers, right up to pricing that is quite competitive with its market types and segments. Sports shoes are not only used during sports activities, however, at this time, but sports shoes are also starting to enter the world of (Wulandari, 2017). Currently, shoes have become one of the fashion needs that play an important role and clothes. Various shoe models with unique and beautiful trends have emerged, such as casual sporty shoes, which became a trend in 2013 that women and men usually use daily. The shoe models are designed to be as comfortable as possible to be worn in this condition anything.

Adidas is a sports shoe brand that has a great demand by all groups for sports activities. Along with the development of the times, the designs and models of Adidas shoes are very varied. Moreover, Adidas always innovates in each of its

products. They always develop designs, models in all categories of Adidas shoes (Baharuddin et al., 2019).

**Table 1.4: Top Brand Index**

<b>The year 2016</b>					
Rank	Shoe Sandals	Casual Shoe	Sport Shoe	School Shoe	Running Shoe
1.	Eiger 27,2%	Bata 19,2%	Adidas 37,4%	Converse 31,6%	Nike 44,0%
2.	Carvil 23,1%	Nike 12,4%	Nike 29,6%	Nike 9,0%	Adidas 24,1%
3.	Nike 9,2%	Adidas 11,5%	Reebok 3,7%	Bata 7,0%	Reebok 7,7%
4.	Home 5,8%	Converse 6,4%	Bata 3,6%	Vans 5,9%	Ardiles 2,8%
5.	Adidas 5,1%	Video 6,1%	Eagle 3,0%	Ardiles 3,6%	Bata 2,6%
<b>The year 2017</b>					
1.	Carvil 18,0%	Bata 19,3%	Adidas 38,2%	Converse 34,6%	Nike 33,9%
2.	Eiger 16,9%	Nike 12,2%	Nike 32,2%	Adidas 6,5%	Adidas 28,5%
3.	Bata 8,4%	Adidas 11,2%	Converse 3,6%	Tomkins 6,0%	Reebok 6,2%
4.	Nike 7,5%	Fladeo 6,5%	Eagle 3,3%	Bata 4,9%	Diadora 6,0%
5.	Ardiles 4,5%	Converse 6,3%	Reebok 3,3%	Adidas 2,9%	Eagle 3,4%
<b>The year 2018</b>					
1.	Carvil 20,4%	Bata 16,9%	Adidas 37,6 %	Converse 20,89%	Adidas 34,64%
2.	Bata 16,4%	Video 11,7%	Nike 25,6%	Nike 6,54%	Nike 29,17%
3.	Eiger 11,8%	Nike 9,3%	Reebok 6,2%	Bata 5,50%	Reebok 5,75%
4.	Video 7,6%	Yong Komaladi 8,2%	Ardiles 5,2%	Adidas 5,12%	Eagle 5,42%
5.					Ardiles 4,20%
<b>The year 2019</b>					
1.	Carvil 19,2%	Bata 13,5%	Adidas 37,0%	Converse 47,8%	Adidas 32,5%
2.	Bata 11,1%	Carvil 10,7%	Nike 21,1%	Airwalk 9,4%	Nike 17,8%
3.	Neckerman 10,3%	Ardiles 7,8%	Ardiles 8,3%	North Star 8,2%	Ardiles 12,6%
4.	Kickers 10,0%	Nike 7,7%	Reebok 6,3%		Reebok 8,7%
5.	Eiger 8,8%	Video 7,0%	Diadora 2,9%		Diadora 7,9%
<b>The year 2020</b>					
1.	Carvil 25,1%	Bata 12,5%	Adidas 38,6%	Converse 48,1%	Adidas 34,7
2.	Bata 12,2%	Carvil 10,1%	Nike 18,1%	Airwalk 9,3%	Nike 16,6%
3.	Neckerman 10,5%	Ardiles 7,5%	Ardiles 11,1%	North Star 8,9%	Ardiles 11,5%
4.	Kickers 8,8%	Video 5,8%	Reebok 5,3%	Bata 2,6%	Reebok 9,0%
5.	Eiger 8,1%	Nike 4,5%	Diadora 5,1%	Adidas 1,2%	Diadora 8,6%

Source: (Award, 2020)

Top Brand Index table 1.4 has shown us the rank of every product in every segment; you can see the casual shoe, shoe sandals, sports shoes, school shoes, and running shoes starting from 2016 until 2020.

**Table 1.5: Survey Result Top Brand Index Adidas**

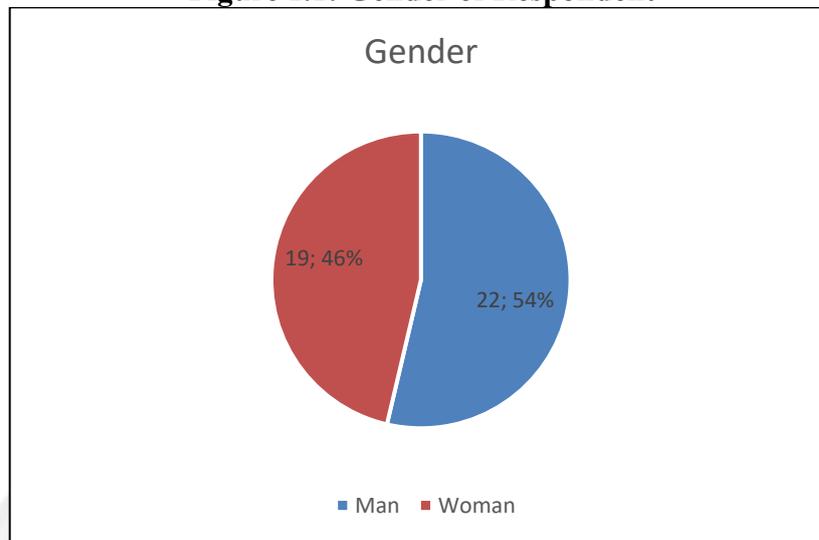
Brand	2016	2017	2018
	TBI (%)	TBI (%)	TBI%
Adidas	37,4	38,2	37,6
Nike	29,6	32,2	25,6
Reebok	3,7	3,6	6,2
Ardiles	3,6	3,3	5,2
Diadora	3	3,3	4,6

Source: [www.topbrand-award.com](http://www.topbrand-award.com), n.d.

While table 1.5 has shown us the overall best brand in Indonesia. Based on the data in table 1.5, it can be concluded that the Adidas brand is in the number 1 position compared to the rest of the competitors in the Top Brand Award. However, when we look at table 1.4 in every product segmentation of shoes, Adidas still unable to dominate the shoe market share in Indonesia even though it is in first place in the top brand survey. This phenomenon has sparked the researcher's interest in research whether Brand innovativeness, Perceived Quality, Brand Experience, Brand personality regarding Perceived Value affect the Adidas Brand.

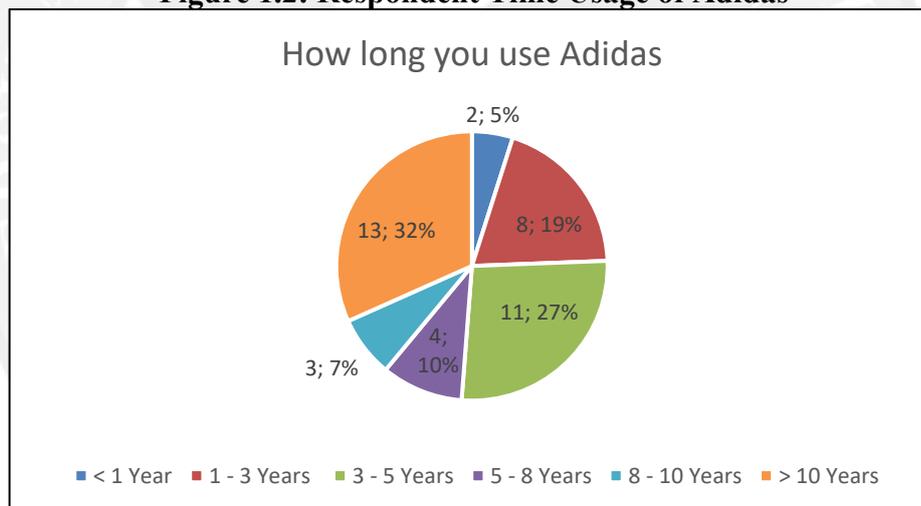
In this research, the independent variables Brand innovativeness and the dependent variables are Perceived Quality, Brand Experience, Brand personality, Perceived Value. To amplifying the phenomenon, the researcher makes early exploration research which started on 5 February 2021 until 26 February 2021. The research by online and collected 49 respondents; however, we can only use 41 respondents' data, and the result is: The respondent consists of 22 men and 19 females,

**Figure 1.1: Gender of Respondent**



Sources: processed by researchers (2021)

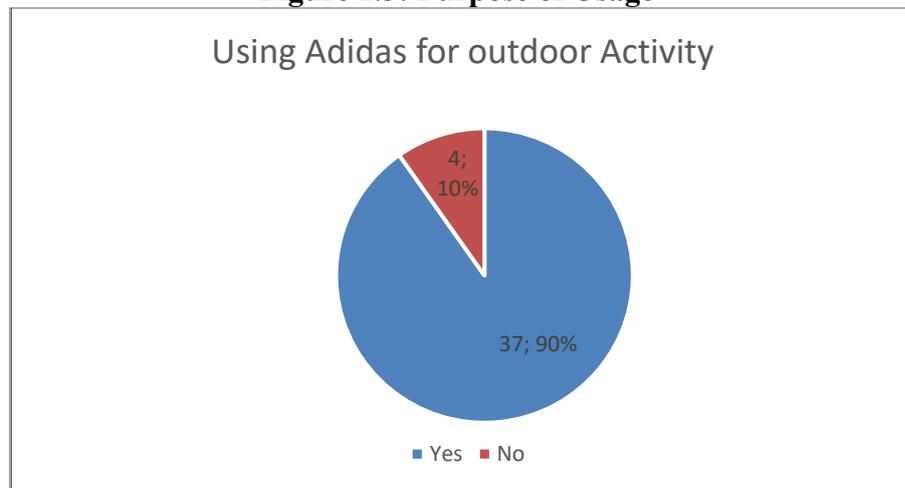
**Figure 1.2: Respondent Time Usage of Adidas**



Sources: processed by researchers (2021)

From 41 respondents which consists of 22 man and 19 females, the research also separated them from the period of the product usage. 2 people use Adidas for only 1 year, 8 people use it for 1 – 3 years, 11 people use it for 3 -5 years, 4 people use it for 5 – 8 years, 3 people use for 8 – 10 years and 13 people use it for more than 10 years.

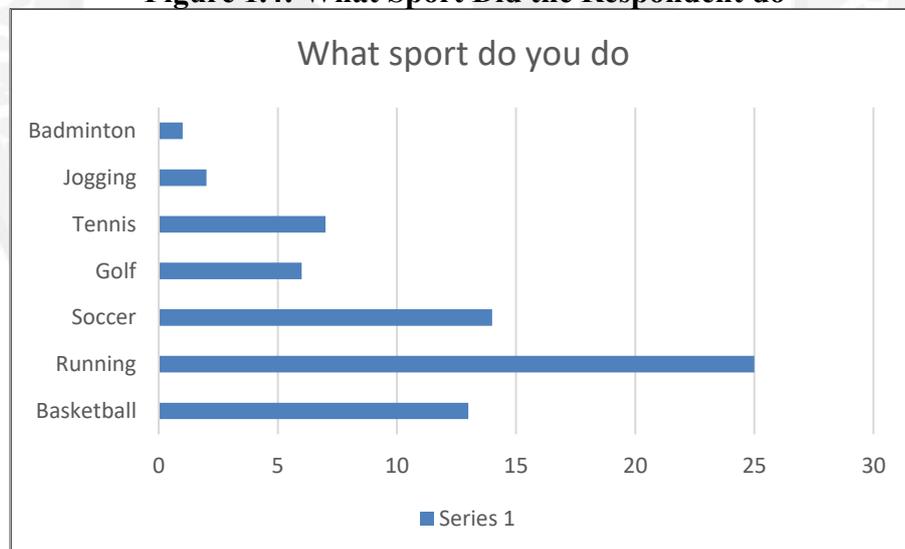
**Figure 1.3: Purpose of Usage**



Sources: processed by researchers (2021)

Then the research continue to the purpose of usage. From 42 respondent 37 people use it for outdoor activity, while only 4 people use it for indoor activity.

**Figure 1.4: What Sport Did the Respondent do**



Sources: processed by researchers (2021)

The sport activity that the consumers use its very variety. 1 people use it for badminton, 2 people use it for jogging, 7 people use it for tennis, 6 people use it to play golf, 14 people use it for soccer, 25 people use it for running, and 13 people use for basketball.

Then we continue to start with the independent variable brand innovativeness. Brand Innovativeness is defined as consumer perception of enduring firm capability that results in novel, creative, and impactful ideas and solutions for the market (Coelho et al., 2020). Why is this important? Because overall the impact it makes on Adidas company. It can change how customers perceive Adidas Brand; lastly, it will drive new sales and boost brand awareness. What does Adidas do in Indonesia? While Adidas is committed to launching innovative products in order to satisfy the market needs. Adidas has stand smith product for market that need a casual shoe, Then Adidas also have ultra-boost for those who need to run in an urban city to enhance landing and support propulsion. Adidas also has the Predator for those who want to play football on the football field (Expert Voice., 2017). While the respondent's research makes from 41 responses, Table 1 shows us that most respondents agree that Adidas gives the most innovative product for their customer.

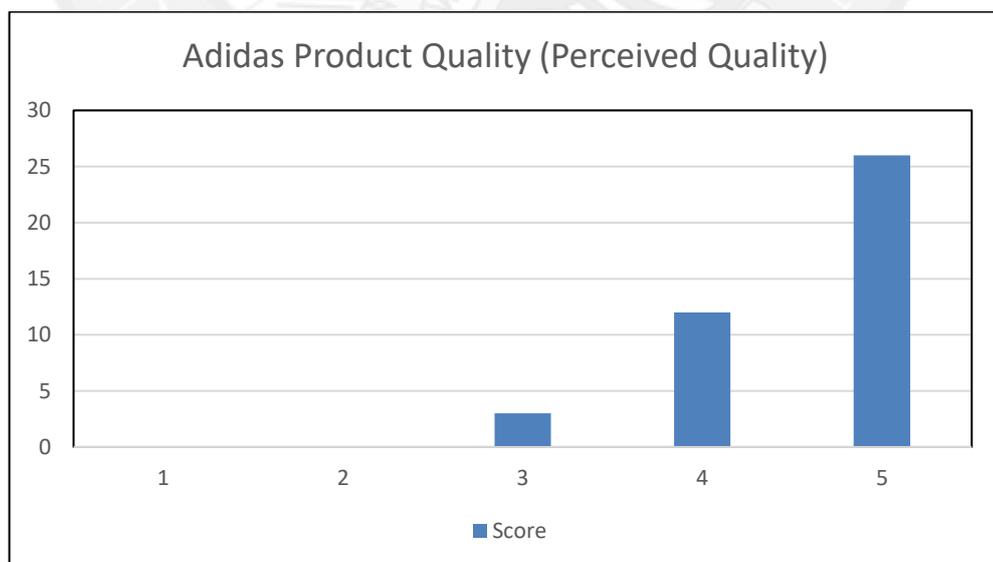
**Figure 1.5: Brand Innovativeness**



Sources: processed by researchers (2021)

Second, the independent variable is Perceived Quality. It can be defined as consumer perception of an enduring firm capability that results in novel, creative, impactful ideas, and solutions for the market (Coelho et al., 2020). Perceived Quality strongly depends on quality, and higher quality means an experience free from deficiencies that better addresses customer needs (Fornell et al., 1996). Moreover, there is a perception that a brand can fulfil customer needs and expectations, which the company able to get by listening toward the consumers (Golder et al., 2012). What Adidas do to meets the consumer expectation regarding the quality? Adidas only produces top-quality shoes. One of the Adidas mottos is "we strive to help you perform your best," which confirms the quality of their shoes. Adidas also has a first-rate customer service system that can help certain things and make them right. The research from the researcher was done to have an interesting indicator. Table respondents give a good judgment regarding Adidas quality.

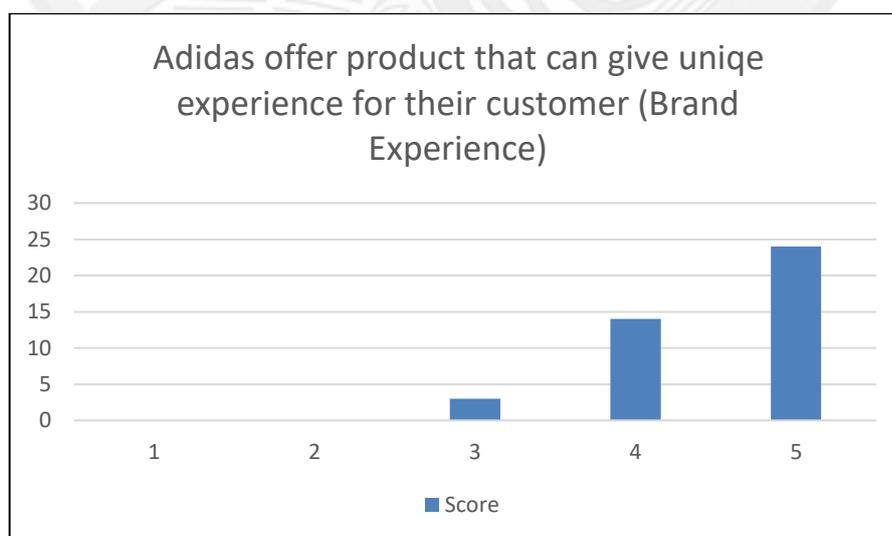
**Figure 1.6: Perceive Quality**



Sources: processed by researchers (2021)

Then researcher continues to research brand experience. Brand experience is a concept as subjective and internal consumer experience (sensational, feelings, and cognitions) and behavioural response emerges by the brand-related stimuli that are also part of brand's design, identity, packaging, communication, and environments (Kunz, R. M., 2017). In reality, Adidas use their consumers to become a new influencer. Adidas uses social media to become their particularly inspirational piece of digital strategy. In short, Adidas created Instagram and Twitter separately to highlight the contribution of their customer who already bought their original items. It is called Adidas original. Under the banner "We are originals," Adidas promotes the user to generated content. Not forget to mention Adidas also have a unique partnership with the Instagram influencer. This method helps Adidas have a genuine relationship between the brand, influencer, and customer (Expert Voice., 2017). From we can conclude that respondents agreed that Brand Shoe Adidas gives the best experience for their customer.

**Figure 1.7: Brand Experience**



Sources: processed by researchers (2021)

Moreover, Brand personality also holds an important part; Brand personality is basically a set of human characteristics associated with a brand (Coelho et al., 2020). It is important for Brand personality to exist because it can get more trust and help customers create and communicate a detailed personality to others (Eisend & Sauer, 2013). Research indicates that brand personality is beneficial to companies and consumers. Furthermore, companies that develop a personality for their brand can bring emotions to consumers and preference usage. (Coelho et al., 2020). From table 1.13 means that Adidas already gives a product that can describe the personality of the customer.

**Figure 1.8: Brand Personality**



Sources: processed by researchers (2021)

Brand personality can be described as "the set of human characteristics associated with a brand" (Aaker, 1997, p.347). Thus, brand personality tends to serve a symbolic or self-expressive function outside of product-related attributes' utilitarian function. Brand personality is a multidimensional and multifaceted construct (see the actual scale/descriptor item). Some dimensions and facets are more relevant and representative of an appropriate brand than others.

**Table 1.6: Brand Personality Scale**

No.	Dimensi	Personality	Number of Respondents (scale describes and is very descriptive)
1	Sincerity	1. [Friendly (Ramah)]	16
		2. [Cheerful (ceria)]	15
		3. [Original (asli)]	15
		4. [Real (nyata)]	15
		5. [Sincere (tulus)]	13
		6. [Honest (Jujur)]	13
		7. [Fragile (rapuh)]	12
		8. [Wholesome (sehat)]	11
		9. [Down-to-earth (membumi)]	11
		10. [Ordinary (normal/biasa)]	11
		11. [Small-town (kota kecil)]	10
		12. [Sentimental (perasaan halus)]	10
		13. [Family-Oriented (Berorientasi kepada keluarga)]	8
2	Excitement	14. [Active (aktif)]	19
		15. [Trendy (bergaya modern)]	18
		16. [Young (belia/muda)]	18
		17. [Cool (tenang)]	18
		18. [Spirited (bersemangat)]	16
		19. [Independent (mandiri)]	16
		20. [Daring (berani)]	16
		21. [Unique (unik)]	15
		22. [Exciting (mengairahkan)]	15
		23. [Contemporary (modern)]	15
		24. [Up-to-date (tidak ketinggalan jaman)]	14
		25. [Innovative (senang dengan hal yang baru)]	14
		26. [Corporate (senang berkumpul)]	11
		27. [Imaginative (Imajinatif)]	11
3	Competence	28. [Reliable (dapat diandalkan)]	18
		29. [Confident (percaya diri)]	17
		30. [Successful (berhasil)]	16
		31. [Secure (merasa aman)]	15
		32. [Responsible (tanggung jawab)]	14
		33. [Leader (pemimpin)]	14

		34. [Intelligent (pandai)]	14
		35. [Technical (teknik)]	14
		36. [Hard-working (pekerja keras)]	13
4	Sophistication	37. [Glamorous (kemewahan)]	17
		38. [simple (sederhana)]	16
		39. [Charming (menawan)]	15
		40. [Good Looking (cantik)]	15
		41. [Smooth (polos)]	15
		42. [Tender (lembut/halus)]	15
		43. [Graceful (anggun)]	14
		44. [Sensitive (sensitif)]	13
		45. [Feminine (feminism)]	11
		46. [Upper-class (kalangan kelas atas)]	11
		48. [romantic (romantis)]	9
5	Ruggedness	49. [Outdoorsy (suka berinteraksi di luar)]	16
		50. [Tough (kuat)]	14

Source: *Brand Personality Scale* (Aaker, 1997)

Based on table 1.6, in this study, researchers took friendly and reliable personality that describes and strongly describes according to customers Adidas sports shoes as an indicator in the Brand Personality variable. After researching to explore respondents' opinions using Adidas about the brand personality inherent in the Adidas brand based on the Brand personality scale of Aaker's (1997), in this study, to measure brand personality is presented in the table 1.7 below.

**Table 1.7**  
**Brand Personality**

No.	Dimensi	Personality
1	Sincerity	1. [Friendly (Ramah)]
		2. [Sincere (tulus)]
		3. [Honest (Jujur)]
		4. [Cheerful (ceria)]
		5. [Original (asli)]
		6. [Real (nyata)]

2	<b>Excitement</b>	7. [Spirited (bersemangat)]
		8. [Active (aktif)]
		9. [Trendy (bergaya modern)]
		10. [Young (belia/muda)]
		11. [Daring (berani)]
		12. [Cool (tenang)]
3	<b>Competence</b>	13. [Reliable (dapat diandalkan)]
		14. [Secure (merasa aman)]
		15. [Confident (percaya diri)]
		16. [Successful (berhasil)]
		17. [Responsible (tanggung jawab)]
		18. [Leader (pemimpin)]
4	<b>Sophistication</b>	19. [Charming (menawan)]
		20. [Good Looking (cantik)]
		21. [Glamorous (kemewahan)]
		22. [Smooth (polos)]
		23. [simple (sederhana)]
5	<b>Ruggedness</b>	24. [Outdoorsy (suka berinteraksi di luar)]
		25. [Tough (kuat)]

Source: Intial research (2021) based on *Brand Personaliy Scale* (Aaker, 1997:347)

Last but not least is Perceive Value. Perceive value is the customer's overall score based on their own perceptions of what is given and what is received (Coelho et al., 2020). Perceive value is important because it is the only reason customers buy our products (Zenhom, 2014). Have shown us that respondents who bought Adidas Shoe Product feel the same value as the amount of the price.

**Figure 1.9 Perceived Value**



Sources: processed by researchers (2021)

However, In Indonesia, the competition in the footwear industry is getting tight and variety. It makes so many shoes retail, opening and developing. With that situation, the companies are trying to create a variety of shoes and trying to add new value on their product to keep their consumers and getting new consumers and of course to make them still survive in the market (Laluyan, Pangeman, & Worang, 2017).

In the sport brand apparel industry, Adidas has become one of the brands dominating some aspects. In some aspects, Adidas is still behind competitors' brands, including local brands. Thus, this research aimed to analyze whether Adidas excels in giving value to customers through brand innovation, high quality, experience and great personality.

Therefore, judging from the existing background, the researcher wants to examine “The Impact between Variables Perceived Quality, Brand Experience, and Brand Personality to Perceived Value (Adidas Sport Shoe).

## **1.2 Research Question**

Based on the background that has been previously detailed above, the research questions are as follows:

1. Is there an influence of Brand Innovativeness towards Perceived Quality?
2. Is there an influence of Brand Innovativeness towards Brand Experience?
3. Is there an influence of Brand Innovativeness towards Brand Personality?
4. Is there an influence of Brand Innovativeness towards Perceived Value?
5. Is there an influence of Perceived Quality towards Brand Experience?
6. Is there an influence of Perceived Quality towards Brand Personality?
7. Is there an influence of Perceived Quality towards Perceived Value?
8. Is there an influence of Brand Experience towards Brand Personality?
9. Is there an influence of Brand Experience towards Perceived Value?
10. Is there an influence of Brand Personality towards Perceived Value?

## **1.3 Research Objectives**

Based on the formulation of the problem above, the objectives of this study include:

1. To verify and analyse the effects of Brand Innovativeness towards Perceived Quality.
2. To verify and analyse the effects of Brand Innovativeness towards Brand Experience.

3. To verify and analyse the effects of Brand Innovativeness towards Brand Personality.
4. To verify and analyse the effects of Brand Innovativeness towards Perceived Value.
5. To verify and analyse the effects of Perceived Quality towards Brand Experience.
6. To verify and analyse the effects of Perceived Quality towards Brand Personality.
7. To verify and analyse the effects of Perceived Quality towards Perceived Value.
8. To verify and analyse the effects of Brand Experience towards Brand Personality.
9. To verify and analyse the effects of Brand Experience towards Perceived Value.
10. To verify and analyse the effects of Brand Personality towards Perceived Value.

#### **1.4 Research Contributions**

The benefits of research can be divided into two, and there are theoretical and practical benefits. The results of this study can be useful in developing knowledge and scientific insights. “The Impact between Variables Perceived Quality, Brand Experience, Brand Personality, and Perceived Value (Adidas Sport Shoe). For further researchers, it can be used as a reference for further research.

## 1. For the Company

The results of this study are expected to provide a company reference for the company can see the impact of “The Impact between Variables Perceived Quality, Brand Experience, Brand Personality, and Perceived Value (Adidas Sport Shoe), in the sports industry, so that the company can then innovate in the manufacture of further products.

## 2. For Researchers

The results of this study are expected to provide understanding and knowledge of research on “The Impact between Variables Perceived Quality, Brand Experience, Brand Personality, and Perceived Value (Adidas Sport Shoe) and can be a reference for future researchers who carry out similar research.

### **1.5 Scope of Study**

The limitation of the problem in this study aims to limit the discussion to the main research problem. The scope determines the main concept of the problem so that the research problems can be understood easily and well.

1. The focus will be on Sport Shoe Adidas with range 13 until over 65 years old users in Indonesia.
2. This study's duration is forecasted to last approximately 3 months, which will give enough time to acquire all the necessary and important information needed for this research and put together a cohesive paper.

3. The data collection will be gathered through an online questionnaire. Add-on supporting data will be found in journals, relevant websites, and other mediums online.
4. The research model will be based on the previous study (Coelho et al., 2020).

### **1.6 Research Outlines**

To make it easier to understand and study the research, the following writing design will be made as follow:

#### **CHAPTER I INTRODUCTION**

This chapter will contain background problems, problem identification, problem formulation, research objectives, research benefits, research methods, and thesis writing systematics.

#### **CHAPTER II: LITERATURE REVIEW**

This chapter will contain a theoretical basis, which contains information systems' effectiveness, the effectiveness of information systems, the factors that determine the effectiveness of information systems, public sector organizations, previous research, theoretical frameworks, and research hypotheses.

#### **CHAPTER III: RESEARCH METHOD**

This chapter will discuss the scope of research, population, sample and sampling techniques, data types and data sources, operational definitions of variables and their measurements, and data analysis methods.

#### **CHAPTER IV: DATA ANALYSIS AND DISCUSSION**

This chapter will contain research implementation, descriptive statistics, data analysis, and discussion.

#### **CHAPTER V: CLOSING**

This chapter will contain the conclusions from the research results that have been discussed in previous chapters, the limitations of the research, and suggestions that can be used as input from various interested parties.

