

## **ABSTRACT**

### ***The Effect Of Brand awareness on Customer Loyalty Through Purchase Decisions Nike Shoe in DKI Jakarta***

*Mohamad Rafi 1) Zulkifli, SE., M.M.2)*

*1) Student of Management Study Program, Pembangunan Jaya University*

*2) Lecturer of Management Study Program, Pembangunan Jaya University*

*Nike is the largest footwear company in the world with a market capitalization of US\$146.42 billion as of September 19, 2023. Nonetheless, in Indonesia, Nike ranks second below Adidas in terms of brand awareness, preferences, and product ownership. Based on the "Top Brand Survey Sneakers Indonesia" survey by Katadata Insight Center, Nike is known by 70.4% of respondents, but only 47.6% own Nike products. This condition shows that there is a gap between brand awareness -and purchase decisions in Indonesia, which ultimately has an impact on customer loyalty. This study aims to examine the influence of brand awareness -on Nike customer loyalty in Indonesia, with purchase decisions as an intervening variabel . Using data from surveys and related literature, the study aims to provide a deeper understanding of the strategies Nike can implement to improve purchasing decisions and build stronger customer loyalty in the Indonesian market. The results of this research are important in helping Nike formulate a more effective marketing strategy to strengthen its position in the local market. The results of this study show that brand awareness has a positive and significant effect on purchase decisions, purchase decisions have a positive and significant effect on customer loyalty, brand awareness has no significant effect on customer loyalty, brand awareness has a positive and significant effect on customer loyalty through purchase decisions.*

**Keywords:** *brand awareness, purchase decision, customer loyalty, Nike*