

ABSTRACT

Sports equipment industry is an industry that can develop rapidly in Indonesia. Current sports products industry is very competitive in price, determine the shape, color, and quality in its products. Brand clothing, shoes and sports equipment that circulated in the market of sports industry of Indonesia. The brand is much sought after by the people of Indonesia. Each brand set prices that are quite competitive match types and market segments.

Through research it will know how the pricing, promotion, and product quality of product purchase Nike shoes.

Method of data collection was done through the dissemination of a questionnaire online to 400 respondents Nike shoes product users in Bandung.

Based on the results of the descriptive analysis suggests that promotion and quality of the product was very influential because based on the highest score namely results Promotion of 79.2% score and quality Products of 80.4%.

Based on the results of the research results obtained then that variable pricing, promotions and product quality greatly influence on purchasing decisions. The highest score is mainly on the quality of the product so consumers doing more purchasing decisions due to product quality Nike shoes, Nike Product if quality declines, it will greatly influence on the buying decision done by the consumer and seller of Nike shoes product would be greatly decreased.