

ABSTRACT

This study aims to analyze the effect of brand awareness and online customer reviews on buying interest in the Adidas brand on the Shopee platform in Indonesia. The background of this research is based on the increasing use of e-commerce in Indonesia, especially through the Shopee platform which is one of the most dominant e-commerce. With increasingly fierce competition in the fashion industry, it is important for brands like Adidas to understand the factors that influence consumer buying interest. Brand awareness plays an important role in building a brand image in the minds of consumers, while online customer reviews are a determining factor in making online purchasing decisions. With the increase in online shopping activities in Indonesia, it is important for companies to understand the extent to which these two variables influence consumer purchase intention. The research method used in this study is a quantitative method with a survey approach. Primary data was obtained through a questionnaire distributed to 150 respondents who are Shopee users in Indonesia and have purchased or are familiar with Adidas products. The analysis techniques used include descriptive analysis, classical assumption test, multiple linear regression analysis, hypothesis testing, and coefficient of determination with the help of SPSS software version 27. The results showed that both brand awareness and online customer reviews have a positive and significant effect on purchase intention partially and simultaneously. This finding indicates that the higher the brand awareness and the quality of online reviews, the greater the consumer buying interest in Adidas products on the Shopee platform. The contribution of this research provides a deep understanding for Adidas Indonesia regarding the importance of strengthening brand awareness and encouraging authentic customer reviews on e-commerce platforms. By periodically increasing exclusive promotions on Shopee such as flash sales, providing incentives for customers who provide complete reviews, and utilizing the 'Verified Purchase' feature, it is expected to increase consumer trust and buying interest. This research is also a reference for future studies to add other variables such as price or product quality to provide a more comprehensive picture.

Keywords: Brand Awareness, Online Customer Review, Purchase intention, Adidas, Shopee