

# The Influence of Influencers and Brand Image on Adidas Shoe Purchase Decisions Among Generation Z in Surabaya

Claudio Bintang Huke<sup>1\*</sup>, Tias Andarini Indarwati<sup>2</sup>

<sup>1</sup> Universitas Negeri Surabaya, Indonesia, [claudio.21144@mhs.unesa.ac.id](mailto:claudio.21144@mhs.unesa.ac.id)

<sup>2</sup> Universitas Negeri Surabaya, Indonesia, [tiasindarwati@unesa.ac.id](mailto:tiasindarwati@unesa.ac.id)

Corresponding Author Email: [claudio.21144@mhs.unesa.ac.id](mailto:claudio.21144@mhs.unesa.ac.id)

## ABSTRACT

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This study aims to analyze the influence of influencers and brand image on Adidas shoe purchase decisions among Generation Z in Surabaya. The population of this study consists of Generation Z consumers in Surabaya who have purchased Adidas shoes. The sampling technique used purposive sampling with criteria including respondents aged 12–27 years, having purchased Adidas shoes in the last year, actively using social media, and following influencers who promote Adidas products. A total of 120 respondents participated in this study. Data were collected through an online questionnaire using a Likert scale. The data were analyzed using multiple linear regression analysis. The results show that influencers have a positive and significant influence on purchase decisions. Similarly, brand image also has a positive and significant effect on purchase decisions. These findings indicate that influencers and brand image play an important role in influencing Generation Z consumers in purchasing Adidas shoes. The practical implications suggest that Adidas should collaborate with credible influencers and continuously strengthen its brand image through product innovation, quality consistency, and values that resonate with Generation Z such as creativity, inclusivity, and sustainability.

## INTRODUCTION

The development of modern lifestyles has significantly influenced the dynamics of business competition. Consumers today demand products that align with their preferences, needs, and purchasing power. As a result, companies are required to continuously innovate and understand consumer behavior in order to remain competitive in the market. Understanding consumer behavior is essential for companies because it helps identify factors that influence consumer purchasing decisions and enables firms to develop effective marketing strategies (Purwati, 2012).

One industry that has experienced rapid growth alongside these changes is the sports industry, particularly the footwear sector. Increasing public awareness of healthy lifestyles has encouraged more

people to engage in sports and physical activities such as jogging, football, futsal, and gym workouts. Consequently, sports shoes have become an essential product to support these activities. Various global brands such as Adidas, Nike, Puma, and Reebok compete intensely to attract consumer attention. In recent years, shoes are no longer considered merely functional items but have evolved into fashion and lifestyle products that reflect personal identity and style. Consumers increasingly pay attention to design, comfort, and brand reputation when selecting footwear products.

The footwear industry in Indonesia also demonstrates significant growth. According to data from the Indonesian Footwear Association (Aprisindo), the export value of Indonesian footwear reached USD 6.15 billion in 2024, placing Indonesia as the sixth-largest footwear producer in the world.

This growth indicates that the footwear industry has strong potential and continues to expand. In addition, sneakers have become one of the most popular types of footwear among consumers, with demand increasing significantly between 2016 and 2023. This rising demand encourages companies to continuously innovate and strengthen their brand image to maintain competitiveness in the market.

Adidas is recognized as one of the largest sports footwear manufacturers in the world. The company has built a strong reputation for producing innovative and high-quality products that combine sports performance with fashion appeal. Adidas products are widely used not only for sports activities but also as part of everyday lifestyle and fashion trends. The brand has developed a strong brand image associated with innovation, quality, and modern lifestyle, which contributes to consumer loyalty and brand preference. However, despite its strong reputation, Adidas has experienced fluctuations in its market performance. Data from the Top Brand Award shows that although Adidas remains one of the leading sports shoe brands in Indonesia, its brand index has declined in recent years. Furthermore, global sales data indicate that Adidas footwear revenue decreased from €12,402,000 in 2022 to €12,056,000 in 2023. This decline indicates that companies must continuously improve their marketing strategies to maintain consumer interest and competitiveness in the market.

In the digital era, marketing strategies have also evolved significantly, especially with the emergence of social media platforms. Influencer marketing has become one of the most effective promotional strategies to reach consumers, particularly younger generations. Influencers are individuals who have the ability to influence the attitudes and behavior of their followers through content shared on social media platforms (Freberg et al., 2011). Their credibility, trustworthiness, and engagement with audiences can influence consumers' perceptions and purchasing decisions.

Another important factor influencing consumer purchasing decisions is brand image. Brand image refers to consumers' perceptions and associations toward a brand, which are formed through experiences, marketing communication, and product quality (Aaker, 1991; Keller, 1993). A strong brand image can increase consumer trust and loyalty, ultimately encouraging purchasing decisions.

Companies with strong brand images are often more successful in maintaining long-term relationships with their consumers.

Generation Z has emerged as one of the most influential consumer groups in the digital era. This generation, born between 1997 and 2012, grew up alongside digital technology and social media. Generation Z consumers are characterized by their high dependence on technology, fast access to information, and strong influence from social media trends. They often rely on online recommendations and influencer opinions when making purchasing decisions. In metropolitan cities such as Surabaya, Generation Z represents a significant market segment with increasing purchasing power and strong influence on lifestyle and fashion trends.

Although previous studies have examined the influence of influencers and brand image on purchasing decisions, the results remain inconsistent. Some studies indicate that influencers significantly affect purchasing decisions, while others suggest that the influence may depend on credibility and relevance. Similarly, brand image is widely recognized as an important factor in purchasing decisions, yet changes in consumer preferences—especially among Generation Z—may alter its influence. In addition, studies specifically focusing on Generation Z consumers in Surabaya remain limited.

Therefore, this study aims to analyze the influence of influencers and brand image on the purchasing decisions of Adidas shoes among Generation Z in Surabaya. This research is expected to contribute to the development of marketing literature, particularly in the areas of influencer marketing and brand management. In addition, the findings are expected to provide practical insights for companies in designing more effective marketing strategies to reach Generation Z consumers in the increasingly competitive footwear market.

## **LITERATURE REVIEW**

### ***Influencer and Purchase Decision***

Influencers play an important role in influencing consumer purchasing decisions, especially among young consumers who actively use social media. Research by De Veirman et al. (2017) found that the number of followers and the credibility of influencers significantly affect consumers' attitudes toward brands and products.

Consumers tend to trust recommendations from influencers they follow and admire. Similarly, Lou and Yuan (2019) found that influencer credibility and content quality positively influence consumer trust and purchase intention. Influencers who create authentic and engaging content can strengthen the effectiveness of marketing messages and increase consumers' interest in purchasing products. Based on these explanations, influencers are expected to have a positive influence on consumers' purchasing decisions.

H1: Influencers have a positive and significant influence on purchase decisions.

### ***Brand Image and Purchase Decision***

Brand image is one of the most important factors influencing consumer purchasing decisions. According to Keller (1993), a strong brand image can increase consumer trust and create positive perceptions that encourage consumers to choose a particular brand.

Research conducted by Hsieh et al. (2004) found that brand image positively affects customer satisfaction and purchase intention. Consumers tend to select products from brands that they perceive as having higher quality and reputation.

Furthermore, Yoo and Donthu (2001) explain that brand image contributes significantly to brand equity, which ultimately influences consumers' purchasing decisions. Companies that successfully build a strong brand image are more likely to attract and retain customers.

Therefore, brand image is expected to positively influence the purchasing decisions of consumers.

H2: Brand image has a positive and significant influence on purchase decisions.

## **METHOD**

### ***Research Design***

This study uses a quantitative research approach with a causal research design. Quantitative research is used to measure the relationship between variables and to test hypotheses objectively through statistical analysis. According to Malhotra and Dash (2016), causal research aims to identify cause-and-effect relationships between variables. In this study, the causal design is applied to examine the influence of influencers and brand image on the purchase decisions of Adidas shoes among Generation Z consumers in Surabaya.

The research model consists of two independent variables and one dependent variable. The independent variables are influencer (X1) and brand

image (X2), while the dependent variable is purchase decision (Y). The conceptual framework of this study explains that influencer and brand image are expected to influence the purchasing decisions of consumers.

### **Population and Sample**

The population in this study consists of Generation Z individuals who live in Surabaya and have experience purchasing Adidas shoes. Generation Z refers to individuals born between 1997 and 2012, who are generally active users of social media and are highly exposed to digital marketing and influencer promotion.

Due to the large size of the population, it is not possible to collect data from all members of the population. Therefore, a sample is selected to represent the population. This study uses a purposive sampling technique, which allows researchers to select respondents based on specific criteria relevant to the research objectives. The criteria used in selecting respondents are as follows:

- Individuals belonging to Generation Z (aged approximately 12–27 years).
- Individuals who have purchased Adidas shoes within the last year.
- Individuals who actively use social media and follow influencers who promote Adidas products.

Based on these criteria, a total of 120 respondents were selected as the sample for this study. This sample size is considered adequate to represent the population and to conduct statistical analysis.

### **Datta Collection Method**

The data used in this study consist of primary and secondary data. Primary data were collected directly from respondents through an online questionnaire survey. The questionnaire was distributed through social media platforms such as Instagram, WhatsApp, and other digital platforms to reach Generation Z respondents in Surabaya.

The questionnaire used a Likert scale measurement with five response options ranging from strongly disagree (1) to strongly agree (5). This scale was used to measure respondents' perceptions of influencer effectiveness, brand image, and purchase decisions.

The research instrument was developed based on indicators from previous studies. The influencer variable was measured using indicators of credibility, trustworthiness, engagement, and relevance (Hennig-Thurau et al., 2010). Brand image was measured using perceived quality, brand uniqueness, emotional

association, and brand personality indicators (Aaker, 1991). Meanwhile, purchase decision was measured using indicators including product choice, brand choice, purchase timing, and purchase quantity (Kotler & Keller, 2016).

### Data Analysis Method

The data collected in this study were analyzed using quantitative statistical analysis. The analysis process consists of several stages, including descriptive statistics, validity and reliability tests, classical assumption tests, and hypothesis testing.

First, validity and reliability tests were conducted to ensure that the research instrument was accurate and consistent in measuring the variables. Validity testing was conducted using Pearson correlation analysis, while reliability testing was conducted using Cronbach's Alpha coefficient.

Second, classical assumption tests were conducted to ensure that the regression model met statistical requirements. These tests include normality test, multicollinearity test, and heteroscedasticity test.

Finally, hypothesis testing was performed using **multiple linear regression analysis** to examine the influence of influencer and brand image on purchase decisions. According to Sugiyono (2017), multiple regression analysis is used to determine the influence of two or more independent variables on a dependent variable simultaneously.

The regression model used in this study is expressed as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Where:

Y = Purchase Decision a = Constant

b1 = Regression coefficient of Influencer

b2 = Regression coefficient of Brand Image

X1 = Influencer

X2 = Brand Image

e = Error term

Through this analysis, the study aims to determine whether influencer and brand image have a significant influence on the purchasing decisions of Adidas shoes among Generation Z consumers in Surabaya.

## RESULT

This section presents the results of data analysis obtained from questionnaires distributed to 120 Generation Z respondents in Surabaya who have

experience purchasing Adidas shoes. The analysis includes descriptive statistics and hypothesis testing using multiple linear regression analysis.

### Respondent Characteristics

The respondents in this study consisted of Generation Z consumers living in Surabaya who had previously purchased Adidas shoes. A total of 120 respondents participated in this study. Most respondents actively use social media platforms such as Instagram, TikTok, and other digital platforms. This reflects the characteristics of Generation Z consumers who are highly exposed to digital marketing and influencer promotions.

### Hypothesis Testing

Multiple linear regression analysis was conducted to examine the influence of influencer and brand image on purchase decisions.

#### Regression Analysis

**Table 1. Multiple Linear Regression Results**

Variabel	Unstandardized Coefficients		Standardized Coefficients	t	sig.
	B	std.Error	Beta		
(Constant)	3	0,602		4,156	0,001
Influencer	0,444	0,047	0,556	9,475	0,001
Brand Image	0,361	0,048	0,438	7,469	0,001

Source: Processed research data (2025).

The regression analysis results show the relationship between influencer, brand image, and purchase decision variables. However, to determine the significance of the influence of each variable, a t-test was conducted.

#### T-Test (Partial Test)

**Table 2. Hypothesis Testing (t-test)**

Variabel	Nilai t tabel	Nilai t hitung	Sig.
<i>Influencer</i>	1,978	9,475	0,001
<i>Brand Image</i>	1,978	7,469	0,001

Source: Processed research data (2025).

Based on Table 2, the influencer variable has a t-value of 9.475, which is greater than the t-table value of 1.978, with a significance value of 0.001 (<0.05). This indicates that influencer has a positive and significant effect on purchase decisions. Therefore, H1 is accepted.

Similarly, the brand image variable has a t-value of 7.469, which is greater than the t-table value of 1.978, with a significance value of 0.001 (<0.05). This indicates that brand image also has a positive and significant effect on purchase decisions. Therefore, H2 is accepted.

### Coefficient of Determination

The coefficient of determination test was conducted to measure the ability of the independent variables to explain the dependent variable.

**Table 3. Coefficient of Determination**

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	0,975	0,950	0,949	1,311

Source: Processed research data (2025).

Table 3 shows that the R Square value is 0.950, which means that 95% of the variation in purchase decisions can be explained by influencer and brand image variables. Meanwhile, the remaining 5% is explained by other variables not examined in this study.

These findings indicate that influencer and brand image play a strong role in influencing the purchasing decisions of Adidas shoes among Generation Z consumers in Surabaya.

## DISCUSSION

The discussion section explains the interpretation of the research findings and relates them to existing theories and previous studies. This study aims to examine the influence of influencers and brand image on the purchase decisions of Adidas shoes among Generation Z in Surabaya.

### The Influence of Influencer on Purchase Decision

The results of this study indicate that influencers have a positive and significant effect on the purchase decisions of Adidas shoes among Generation Z consumers in Surabaya. This finding suggests that influencers play an important role in shaping consumer perceptions and encouraging consumers to purchase products recommended through social media platforms.

Generation Z consumers are highly active on social media and often rely on digital content as a source of product information. Influencers who create engaging and authentic content can build trust with their followers, which ultimately influences purchasing

decisions. Influencers who demonstrate credibility, expertise, and relevance to their audience are more likely to successfully influence consumer behavior.

This finding supports the theory proposed by Hennig-Thurau et al. (2010), which states that influencers can affect consumer attitudes and purchasing behavior through online interactions and recommendations. Additionally, Social Influence Theory explains that individuals tend to adopt behaviors or attitudes based on the influence of others whom they trust or admire (Kelman, 1958).

The results of this study are also consistent with previous research conducted by De Veirman et al. (2017), which found that influencer credibility and the number of followers can significantly affect consumers' attitudes toward brands and products. Similarly, Lou and Yuan (2019) found that influencer credibility and content quality positively influence consumer trust and purchase intention.

In the context of Adidas, influencers who represent sports, fashion, and lifestyle trends can strengthen the brand's attractiveness among Generation Z consumers. For example, collaborations with well-known athletes and celebrities can increase brand visibility and strengthen emotional connections with consumers. Therefore, selecting credible and relevant influencers is an important marketing strategy for companies targeting Generation Z consumers.

### The Influence of Brand Image on Purchase Decision

The results of this study also show that brand image has a positive and significant effect on the purchase decisions of Adidas shoes among Generation Z consumers in Surabaya. This finding indicates that consumers who perceive Adidas as a brand with strong quality, innovation, and reputation are more likely to choose Adidas products compared to competing brands.

Brand image plays a crucial role in influencing consumer behavior because it represents the perceptions and associations that consumers have toward a brand. When consumers perceive a brand positively, they tend to trust the brand more and feel confident in their purchasing decisions.

This result supports the theory proposed by Aaker (1991), which states that brand image is formed through brand associations such as perceived quality, brand uniqueness, and brand personality. These associations help consumers differentiate a brand from

its competitors. Similarly, Keller (1993) explains that a strong brand image can create positive perceptions and strengthen consumer loyalty.

The findings of this study are also consistent with previous studies showing that brand image significantly influences purchasing decisions. For example, research conducted by Hsieh et al. (2004) found that a strong brand image can improve customer satisfaction and increase purchase intention. In addition, Yoo and Donthu (2001) emphasized that brand image contributes to brand equity, which ultimately affects consumer purchasing behavior.

For Adidas, maintaining a strong brand image is essential in the highly competitive footwear market. Adidas is widely recognized for its innovative technology, stylish design, and strong reputation in the sports industry. These factors create positive associations among consumers, particularly Generation Z, who often value brands that align with their lifestyle and identity.

Furthermore, Generation Z consumers tend to prefer brands that reflect modern values such as innovation, authenticity, and sustainability. Adidas' commitment to innovation and sustainability initiatives may strengthen its brand image and attract younger consumers.

### **Overall Interpretation of the Findings**

Overall, the findings of this study indicate that both influencers and brand image play significant roles in influencing the purchase decisions of Adidas shoes among Generation Z consumers in Surabaya. Influencers contribute to shaping consumer awareness and interest through social media communication, while brand image strengthens consumer trust and preference toward the brand.

These results highlight the importance of integrating influencer marketing strategies with strong brand management. Companies that effectively combine credible influencer partnerships with a strong brand image are more likely to attract and retain Generation Z consumers in the digital era.

For companies such as Adidas, understanding the preferences and behavior of Generation Z consumers is essential in developing effective marketing variables, namely influencer and brand image, while other factors such as product quality, price perception, and brand loyalty may also influence purchasing decisions.

Therefore, future research is recommended to include additional variables that may influence consumer purchasing behavior. Expanding the research scope to other cities or regions and increasing the sample size may also provide a broader understanding of consumer behavior toward sports footwear brands among Generation Z consumers.

### **Author contribution**

Author 1 was responsible for conceptualization, research design, data collection, data analysis, interpretation of results, and writing the entire manuscript. Author 2 contributed as a supervisor by providing guidance, methodological direction, and critical review of the manuscript to improve the quality of the research. All authors have read and approved the final version of the paper.

### **Declaration of interest**

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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