

**THE INFLUENCE OF BRAND IMAGE AND PRODUCT QUALITY ON
CUSTOMER SATISFACTION OF SPORT SNEAKERS NIKE BRAND
(CASE STUDY IN PALEMBANG BASKETBALL COMMUNITY)**

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ABSTRACT :

Sport is a form of physical activity that is usually competitive in nature with the aim of improving a person's physical abilities and skills while providing entertainment for players and spectators . One type of sport that is popular with people is basketball. The majority of world athletes use the Nike sports brand, whether for their shoes or clothing. Moreover, several athletes from the world of basketball are Brand Ambassadors of the brand. The Nike brand itself is currently a sponsor of the world basketball competition, namely the NBA. This research aims to determine whether there is an influence of brand image and product quality on consumer satisfaction among Nike sports shoe users. The sample in research is basketball sports activists in the city of Palembang a total of 100 samples . The research method is presented quantitatively, based on questionnaires distributed to respondents. Next, the data was processed using the SPSS 26 program. The final aim of this research is to find out whether there is an influence of brand image and product quality on consumer satisfaction, either partially or simultaneously.

Keywords: Brand image, product quality, consumer satisfaction, sports, basketball

1. Introduction

Sport is a form of physical activity that is usually competitive in nature with the aim of improving a person's physical abilities and skills while providing entertainment for players and spectators . Whatever the type of sport, activating all parts of the body is beneficial physically, mentally and makes the body healthy. Someone who rarely does exercise will be susceptible to disease, besides that the immune system of people who often exercise will be fully formed so that it can protect against disease. Exercise can be stated as an easy and effective way to provide benefits and positive impacts on physical health and increase life expectancy.

One sport that is currently famous in the world is basketball. Basketball is a type of sport using a ball which was initiated by a sports teacher from Canada named Dr. James Naismith in 1891. Basketball is a sport group ball consisting of two teams of five people each who compete to score points by putting the ball into the basket against.

Until now, basketball is a sport that has various competitions at various international events. One of the biggest basketball competitions in the world is the NBA (National Basketball Association) in the United States. The world's best Basketball players compete in this competition. But actually the sport of basketball is not only big in America. Even in Europe, basketball is a popular sport, as well as on the Asian continent.

In Indonesia the sport of basketball itself is very popular. Several school, amateur and professional level competitions have been held under the Indonesian Basketball Association (Perbasi) . For example, in the city of Palembang, South Sumatra province, Perbasi Palembang has a basketball competition to accommodate the basketball community in Palembang City to compete. The competition is called the Palembang Basketball League. This competition has been running since 2013 and is still active today. Until 2024, the Palembang Basketball League will have many competition branches including, PBL division I, PBL division II, PBL division III, *W o m e n Palembang Basketball League*, and competitions for school and children level. Apart from that, several Palembang basketball clubs and communities also often take part in basketball tournaments held outside the city.

The rolling of the competition plus the development of the basketball community in the city of Palembang has also influenced changes in the lifestyle of its activists. This change in the lifestyle of basketball activists starts with the choice of sports shoes that are used as well as the outfits and

outerwear that are used . There are many brands of sports apparel that are used in basketball competitions. Nike is one of the brands used by the majority of basketball activists, whether local, national or international.

As we know, Nike is a shoe, clothing and sports equipment company in the United States which is one of the largest in the world . Nike sports shoes and apparel products are easily identified by the company's distinctive logo, the "swoosh" tick, and the slogan "Just Do It" . Nike is also known for its distinctive shoe designs and comfortable to use by many people. Based on data obtained by Companies Market Cap it is concluded that Nike is the world's largest footwear company with a capitalization value of 146.12 billion US dollars as of 19 September 2023. In full, the top 10 world shoe companies can be seen in the following table.

Table 1 Top 10 Sneakers Company

No.	Data Name	Value (US\$ billion)
1	Nike	146,12
2	Adidas	32,38
3	Deckers Brands	13,75
4	Li Ning Company	11,87
5	PUMA	9,63
6	On Holding	9,62
7	Skechers	7,27
8	ASICS Corporation	6,97
9	VF Corporation	6,73
10	Crocs	5,4

Source: Companies Market Cap (<https://databoks.katadata.co.id>)

One of Nike's strategies in marketing goods, both shoes and clothing, is to use brand ambassadors. Several world sports athletes who have become Brand Ambassadors for this brand include footballer from Portugal Cristiano Ronaldo, then 22-time Grand Slam winner Rafael Nadal, and golfer from the United States Tiger Woods. Apart from that, this famous brand is also the main sponsor for big football clubs in the world such as Barcelona from Spain, Liverpool from England, Inter Milan from Italy and the Paris Saint Germain club from France.

To attract the market of basketball activists themselves, since the 2017-2018 season until now, Nike has become the NBA's main sponsor for apparel. Meanwhile, some of the best NBA players have become *brand ambassadors* for the brand. Some players who are known to be *brand ambassadors* for Nike and have signature shoes for them are Kyrie Irving who currently plays for the Dallas Mavericks club, Giannis Antetokounmpo who is twice the best NBA player from the Milwaukee Bucks club, and the best player LeBron James world. Even the NBA legend from the Los Angeles Lakers, Kobe Bryant, was also *Brand Ambassador* for Nike during his lifetime.

By having the best players in every field of sport, as well as with unique designs that suit the player's character, Nike is able to win competition in the world of sport. In Palembang itself, many basketball activists use Nike as sports shoes. Apart from the fact that these shoes are used by their idol players, the *Signature Shoes* used by the players also have their own characteristics that suit the players' playing character. Apart from sports, these shoes can also be used on any occasion, whether just for a casual walk or for daily activities.

Based on the facts mentioned above, this research is entitled "The Influence of Brand Image and Product Quality on Consumer Satisfaction of Nike Brand Sports Shoes (Case Study of the Palembang City Basketball Community) . The aim of this research is to find out whether there is an influence of Brand Image and Product Quality on Consumer Satisfaction, either partially or jointly.

2. Theoretical Foundation

2.1 Brand Image

According to Keller (2020:76), Brand Image or *brand image* is the perception of a brand as reflected by the brand associations that exist in consumers' memories. It can be concluded that *brand image* is consumers' understanding of a brand as a whole with their beliefs and views towards a brand.

Brand image relates to how consumers perceive a brand in their minds, resulting in perceptions. This perception is formed due to consumer interactions and experiences when using the brand in question. The perceptions that emerge can be good, bad, or neutral. Kotler and Keller (2014:315) explain *brand image* is the consumer's perception and beliefs which are reflected in the associations that occur in the consumer's memory. These associations will equate and differentiate similar products with different brands. *Brand image* is a differentiating image that is produced and used as a comparison in these associations.

Understanding *brand image* According to (Nurhalim, 2020) *brand image* or brand image is a representation of all perceptions of a brand and is built from information and past experiences.

According to Keller (2020:76) that *brand image* consists of the following components:

- 1) *Attributes* (Attributes) This is a descriptive definition of the features in a product or service.
 - a. *Product related attributes* (product attributes) Defined as the ingredients needed for the function of the product that consumers are looking for to work. Relating to the physical composition or requirements of a service offered, it can function.
 - b. *Non-product related attributes* (non-product attributes) Are external aspects of a product that are related to the purchase and consumption of a product or service. Consists of: information about price, packaging and product design, people, groups or celebrities who use the product or service, how and where the product or service is used.
- 2) *Benefits* (Benefits) The personal value that consumers attach to the attributes of the product or service.
 - a. *Functional benefits* : related to meeting basic needs such as physical and security needs or problem solving.
 - b. *Experiential benefits* : related to the feelings that arise from using a product or service. This benefit satisfies the need for experimentation such as sensory satisfaction.
 - c. *Symbolic benefits*: related to the need for social approval or personal expression and one's self-esteem. Consumers will appreciate the values of prestige, exclusivity and brand fashion style because these things are related to their self-concept.

According to Schiffman & Kanuk in Murti (2019) the factors that influence and shape *brand image* include the following:

- 1) *Quality* , related to the quality offered by producers of both goods and services. In terms of education, it includes the competence of teaching staff and the capabilities of alumni as well as the breadth in obtaining employment.
- 2) *Trusted* , related to the views or opinions created by the public or consumers regarding a product consumed.
- 3) *Profit* , related to the benefits of a product or service that consumers can use.
- 4) *Service* , regarding services provided to consumers by makers or producers.
- 5) *Consequence* , relating to the effects that consumers may face, both the size of the consequences or the pros and cons after consumers or students choose or decide on a product or college of education.
- 6) *Cost* , related to the small or large amount of money or costs for a product that consumers or students spend to pursue future education.
- 7) The image of the brand itself is related to opinions, perceptions and news about a product from a particular brand.

According to Aaker & Biel in Keller & Swaminathan (2020:239), the *brand image* indicator can be seen from:

- 1) Company Image (*Corporate Image*), namely a set of associations that consumers perceive towards a company that makes a good or service. Includes: popularity, credibility, company network, and the users themselves.
- 2) Product/consumer image (*product image*), namely a set of associations that consumers perceive regarding a good or service. Includes: product attributes, benefits for consumers, and guarantees.

3) User image (*User Image*), namely a set of associations that consumers perceive towards users who use a good or service. Includes: the user himself, as well as his social status.

2.2 Product Quality

According to Kotler and Armstrong (2019:266) "Defining Product (*product*) as anything that can be offered to the market to attract attention, acquisition, use or consumption that can satisfy a want or need". Which can also be interpreted as anything that can be offered to the market in order to attract attention, even users that satisfy a need or desire can be interpreted as a product.

According to Kotler and Armstrong (2019:272) "Product quality (*product quality*) is one of the main positioning tools for marketers. Quality has a direct impact on the performance of a product or service; therefore, quality is closely related to customer value and satisfaction. In a narrower sense, quality can be defined as 'free from damage'. But most customer-centric companies go far beyond this narrow definition. Instead, they define quality based on value creation and customer satisfaction."

The quality of a product, whether in the form of goods or services, needs to be determined in terms of dimensions. If a company wants to maintain its competitive advantage in the market, the company must understand what dimensional aspects are used by consumers to differentiate the products the company sells from competitors' products. According to Lupiyoadi and Hamdani (2017:176), the dimensions of product quality are as follows:

1. Performance (*Performance*)

Performance here refers to the core product characteristics which include the brand, measurable attributes, and individual performance aspects. The performance of some products is usually based on subjective customer preferences which are basically general.

2. Product Diversity (*Features*)

Can be in the form of additional products from a core product that can add value to a product. Product diversity is usually measured subjectively by each individual (in this case consumers) which shows differences in the quality of a product.

3. Reliability (*Reliability*)

This dimension relates to the possibility of a product experiencing a state of non-function (*malfunction*) in a certain period. The reliability of a product which determines the level of quality is very important for consumers in choosing products.

4. Conformity (*Conformance*)

Another dimension related to the quality of a product is the conformity of the product with standards in the industry. Suitability of a product in the industry

Services are measured by the level of accuracy and completion time including calculations errors that occur, unanticipated delays and several other errors.

5. Endurance or Endurance (*Durability*)

The measure of a product's durability includes both economic and technical aspects. Technically, the durability of a product is defined as the number of uses one obtains before experiencing a decline in quality. Economically, durability is defined as the economic life of a product seen from the number of uses obtained before damage occurs and the decision to replace the product.

6. Service Capability (*Serviceability*)

Service capability can also be referred to as speed, competence, usability and ease of product repair.

This dimension shows that consumers not only pay attention to a decrease in product quality but also the time before the product is stored, scheduling, service, process communication process with staff, frequency of repair services for product damage, and other services.

7. Aesthetics (*Aesthetics*)

Aesthetics is the most subjective measurement dimension. The aesthetics of a product can be seen from how the product sounds to consumers, how the product looks, tastes and smells. Thus, aesthetics is clearly an assessment and reflection felt by consumers.

8. Perceived quality (*Perceived Quality*)

Consumers do not always have complete information about product attributes. However, consumers generally have information about products indirectly, for example through the brand, name and country of manufacture.

According to Amrullah, *et.al* (2017) product quality consists of several indicators, namely:

1. Performance (performance), related to the basic operating characteristics of a product

2. *Durability* (durability), which means how long or age the product in question lasts before the product must be replaced. The greater the frequency of consumer use of the product, the greater the power product.

3. *Features* (features), are characteristics of a product that are designed to enhance product functions or increase consumer interest in the product.

4. *Reliability* (reliability), is the probability that the product will work with satisfactory or not within a certain time period. The less likely it is if damage occurs, the product is reliable.

5. *Aesthetics* (aesthetics), relates to how the product looks, for example: physical form, model, artistic design, and so on.

6. *Perceived quality* (impression of quality), often said is the result of using measurements carried out indirectly because there is a possibility that consumers do not understand or lack information on the product is concerned.

2.3 Consumer Satisfaction

Satisfaction (*satisfaction*) according to Kotler & Keller (2016) is a feeling of pleasure or disappointment that comes from a comparison between the impression of the performance or results of a product and his hopes. In Tjiptono (2019) states that consumer satisfaction is a condition where consumers feel that their hopes and desires are very well fulfilled by the service provider.. Satisfaction is the label used by consumers to summarize a set of actions or actions that are visible, related to a product or service.

Achieving the highest level of consumer satisfaction is the main goal of marketing. Maintaining consumer satisfaction from time to time will foster good relationships with consumers. According to Irawan (2017:5) the factors driving consumer satisfaction are:

1. Product Quality

Customers will feel satisfied after purchasing and using the product which has good product quality.

2. Price

Usually low prices are an important source of satisfaction. However, usually the price factor is not a guarantee that a product has good quality.

3. Service Quality

Customers feel satisfied if they receive good service or in accordance with what is expected from employees and company employees.

4. Emotional factors

Satisfaction is not due to product quality, but self-esteem or social value make customers satisfied with certain product brands.

5. Cost or ease of obtaining products or services

Convenience and efficiency in obtaining a product or service and easy obtaining product services provide special value for customer satisfaction.

Marketing strategies are needed to provide satisfaction to consumers. Several methods for evaluating satisfaction, including: (Irwansyah et al., 2019)

1. Performance (*performance*), the main characteristic of a product and is the main characteristic that consumers consider when buying a product.
2. Additional characteristics or features (*features*), of the basic function related to product choices and development, namely secondary or complementary characteristics.
3. Reliability (*reability*), the small possibility of a good or service being damaged or malfunctioning within a certain period of time and under certain conditions.
4. Conformance to specifications (*conformance to specifications*), the extent to which the design and operating characteristics meet previously established standards based on consumer desires.
5. Durability (*durability*), Relating to technical life and product life.
6. Easy to repair (*serviceability*), Includes speed, competition, comfort, easy to repair, and satisfactory complaint handling.
7. Aesthetics (*aesthetics*), The attractiveness of the product according to consumer perception, for example design model and color.

Tjiptono (2019) states that consumers are something that is 1 more important than attracting consumer interest, because are the 3 (indicators) used to Measuring consumer satisfaction consists of (Tjiptono 2019):

1. Conformity to expectations, shows the level of suitability of the products and services provided with what consumers receive .
2. Repurchase Intention, a condition where consumers whose expectations have been met will make a purchase or return to using the service provided. offered.
3. Recommend products, conditions in which satisfied consumers will be the service will recommend experiences gained after using the service.

2.4 Framework

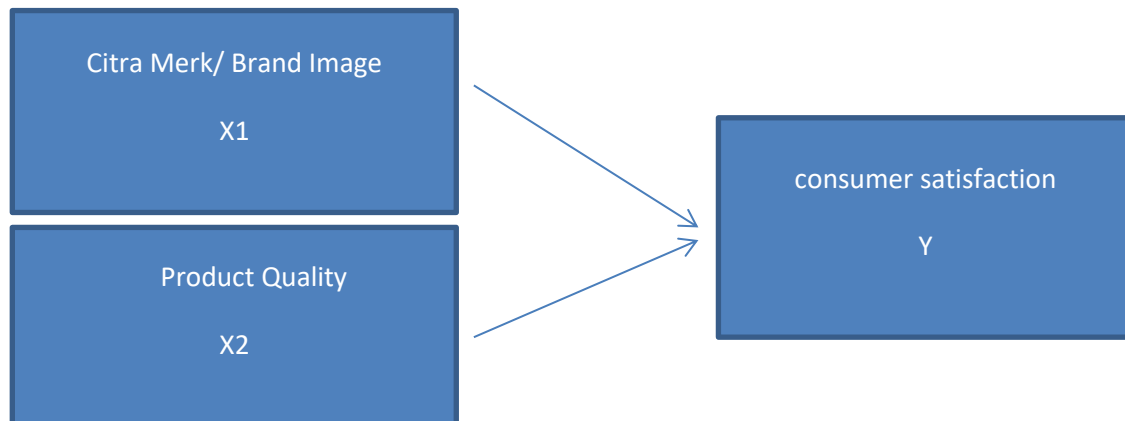


Figure 1: framework of thought

2.5 Hypothesis

Based on the framework above, the hypothesis that the author proposes is:.

- H1 : A has an influence Brand Image on Consumer Satisfaction
- H2 : There is an influence Product Quality on Consumer Satisfaction
- H3 : There is an influence Brand Image and Product Quality on Consumer Satisfaction
- H4 : There is no influence Brand Image on Consumer Satisfaction
- H5 : There is no influence Product Quality on Consumer Satisfaction
- H6 : There is no influence Brand Image and Product Quality on Consumer Satisfaction

3. Research Methods

The research method used by the author is a quantitative research method, based on data obtained from distributed questionnaires. This type of research is associative. According to Sugiyono (2019:65) associative research is a research problem formulation that asks about the relationship between two or more variables. The variables linked in this research are Brand Image (X1) and Product Quality (X2) to Consumer Satisfaction (Y).

The population in this study was basketball activists in the city of Palembang . Basketball activists in the city of Palembang from young and old who joined basketball clubs in the city of Palembang. Therefore the sample was determined using the random sampling method. *Simple Random Sampling* is taking sample members from a population randomly without paying attention to the strata in that population. Because the population is clearly basketball activists residing in the city of Palembang, the author randomly distributed sioner quizzes to 100 people randomly.

The questionnaire was created using a Likert scale calculation with a scale of 1-5 points, where the value 1 is for strongly disagree and the value 5 is for strongly agree. After the questionnaire data is obtained, it is then processed using SPSS 26.

4. Research Results and Discussion

Based on the results of distributing questionnaire data distributed to a sample of 100 people, where the samples were basketball players in the city of Palembang, it was found that 100% of respondents were users of Nike basketball shoes, but with different variants. As discussed in the background, Nike has Brand Ambassadors who are famous athletes. Each athlete has their own signature shoes. Based on these signature shoes, results were obtained as in the table below:

Table 2 Respondents Based on Nike Signature Shoes

Signature Shoes	Amount	Percent
Nike Zoom Lebron	24	24.00%
Nike Zoom Kobe	43	43.00%
Nike Zoom Kevin Durant	11	11.00%
Nike Kyrie	7	7.00%
Nike Hyperdunk	7	7.00%
Etc	8	8.00%
Total	100	100%

Source: primary data that has been processed

Based on the table above, Nike Zoom Kobe is worn by 43% of total respondents, followed by Nike Zoom Lebron with 24% of total respondents. For your information, Kobe Bryant and Lebron James are included in the top 75 best NBA players of all time as reported by www.espn.com. Apart from Zoom Kobe and Zoom Lebron, 11% of respondents also wear Zoom KD shoes, while the rest wear Nike Kyrie, Hyperdunk and other Nike signature shoes.

Questionnaires were distributed to 100 random people who are a group of people who like playing basketball, but most of them are members of basketball clubs that play in the Palembang Basketball League under the auspices of the Palembang City Perbasi (Indonesian Basketball Association). Based on membership status, it can be seen in the table below:

Table 3 Membership Status

Membership Status	Amount	Percent
Club Member	85	85.00%
Non-Members	15	15.00%
Total	100	100%

Source: primary data that has been processed

Based on membership status, it can be seen that the majority of respondents are members of basketball clubs in Palembang City, namely 85%, while the rest are ordinary players who have not joined any clubs.

Basketball in the city of Palembang is not only played by men, but also women, as in the table below:

Table 4 Gender

Gender	Amount	Percent
Man	77	77.00%
Woman	23	23.00%
Total	100	100%

Source: primary data that has been processed

A total of 77 respondents were men and 23% of respondents were women. This is enough to prove that basketball is popular among all genders and Nike is also the favorite brand for athletes, both male and female.

Calculation of research results begins by using a validity test to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that the questionnaire will measure. This research uses a margin of error of 5% or with an R table value of 0.1946 because the total number of respondents is 100 people.

Based on the results of the validity test for each questionnaire question, it was not found that the calculated R value was below the table R value, namely 0.1946. 15 questions showed an average figure above 0.1946, so it is concluded that each questionnaire item is valid. It showed from the table below:

Table 5 Validity Test

Items	R count	R table	Results
X1	0.681	0.1946	valid
X2	0.636	0.1946	valid

X3	0.277	0.1946	valid
X4	0.698	0.1946	valid
X5	0.578	0.1946	valid
X6	0.672	0.1946	valid
X7	0.555	0.1946	valid
X8	0.706	0.1946	valid
X9	0.706	0.1946	valid
X10	0.672	0.1946	valid
Y1	0.896	0.1946	valid
Y2	0.868	0.1946	valid
Y3	0.896	0.1946	valid
Y4	0.868	0.1946	valid
Y5	0.312	0.1946	valid

Source: primary data that has been processed

After testing the validity of the statements in the questionnaire and declaring them valid, then carried out a reliability check using the Cronbach Alpha formula to ensure the consistency of the items. The reliability of questionnaire question items can be determined if the Cronbach's Alpha score is greater than 0.60. The Cronbach Alpha of each variable can be shown on the table below:

Table 6 Reliability Test

Variable	Cronbach Alpha	Minimum Standard	Results
Brand Image	0.680	0.600	reliable
Product Quality	0.716	0.600	reliable
Customer Satisfaction	0.807	0.600	reliable

Source: primary data that has been processed

From the table above, it concluded that each variable are reliable. The value of Cronbach alpha of the variable are shown more than the minimum standard.

Meanwhile, it was previously explained that the number of respondents participating was 100 people. Because there is no empty data or in the sense of the word all respondents filled in the questionnaire, the validity level is 100%.

Multiple linear regression is a regression model that involves more than one independent variable. Multiple linear regression analysis was carried out to determine the direction and how much influence the independent variable has on the dependent variable (Ghozali, 2018). In this study there are 2 X variables and 1 Y variable.

The multiple linear regression equation is mathematically expressed by:

$$Y = a + b_1 X_1 + b_2 X_2 + \dots + b_n X_n$$

Explanation:

Y = dependent variable (value of the variable to be predicted)
a = constant
b₁, b₂, ..., b_n = regression coefficient values
X₁, X₂, ..., X_n = independent variables

In this research, SPSS was used to carry out the calculations needed for regression analysis. As seen in the table below, the accompanying analysis produces the following findings.

Table 7 Regression Analyst

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	T	Sig.
1 (Constant)	,340	1,848		,184	,854

Brand Image	,643	,127	,533	5,074	,000
Kualitas produk	,328	,132	,261	2,486	,015

Source: spss 26

Dependent Variable: Cust Satisfaction. The regression equation from the results of statistical calculations is as follows: $Y = a + b_1X_1 + b_2X_2$ Consumer Satisfaction = 0.340 + 0.643X1 + 0.38X2. The constant value (a) is 0.340, meaning that if the Brand Image and product quality are assumed to be zero then Consumer Satisfaction is worth 0.340. The regression coefficient value for the Brand Image variable is 0.643. This means that every increase in Brand Image by 1 unit will increase consumer satisfaction by 0.643 assuming other variables remain constant. The regression coefficient value for the product quality variable is 0.328. This means that every increase in product quality by 1 unit will increase consumer satisfaction by 0.328 assuming other variables remain. Standard error of probability. Standard error of influence on Y but not included in the equation. The t test is used to test the significance of the relationship between variables X and Y, whether variables X1 and In the Brand Image variable, it is known that t count is 5.074 > t table 1.660 and sig 0.000 < 0.05. This means that the Brand Image variable has a significant influence on consumer satisfaction. Meanwhile, for the product quality variable, it is known that t count is 2,486 > t table 1.660 and sig is 0.015 < 0.05. This means that the product quality variable has a significant effect on consumer satisfaction.

The F test basically shows whether all independent or independent variables have a joint influence on the dependent or dependent variable. To prove this, an F test is carried out, the results of the simultaneous regression test or F test can be seen in the table below:

Table 8 f Test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	217,985	2	108,992	63,682	,000 ^b
	Residual	166,015	97	1,711		
	Total	384,000	99			

Source: spss 26

In the table above the results of hypothesis testing show that the calculated F value 63.282 > F table 3,936 with sig 0.000 < 0.05 means that the independent variables together have a significant effect on the independent variable.

The purpose of coefficient of determination analysis is to determine the extent to which the independent variable explains the dependent variable. The results of calculating the coefficient of determination can be seen from the table below:

Table 9 Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,753 ^a	,568	,559	1,308

Source: spss 26

Based on SPSS analysis, the following can be explained:

- r shows a simple correlation (person correlation), namely the correlation between independent variable and dependent variable. The figure obtained is 0.753, meaning the correlation between the variable is 0.753. With these results it can be concluded that the correlation value between variables is very strong and positive.

- b. r^2 or the square of R, which shows the value of the coefficient of determination. This number will be converted into a percentage, which means the percentage contribution of the influence of the independent variable to the dependent variable. The r^2 value is $(0.753)^2$, which is 0.568, meaning that the percentage contribution of brand image and product quality towards consumer satisfaction is 56.8%, while the remaining 43.2% is influenced by other variables not included in this research.

5. Conclusion

From the results of the multiple linear regression equation above, it can be seen that *Brand Image* has a positive and significant effect on consumer satisfaction Nike brand sports shoes with a regression coefficient value of 0.643. Meanwhile the variable *Product Quality* also has a positive and significant effect on consumer satisfaction Nike brand sports shoes with a regression coefficient of 0.328.

Hypothesis test results on variable Brand Image it is known that $t_{count} = 25,074 > t_{table} = 1,660$ and $sig = 0.000 < 0.05$ which means that the variable *Brand Image* has a significant effect on customer satisfaction for Nike brand sports shoes. In the variable *Product quality* it is known that $t_{count} = 22.486 > t_{table} = 1.660$ and $sig = 0.015 < 0.005$, which means the variable *Product Quality* has a significant effect on consumer satisfaction Nike brand sports shoes. The results of the F test show that the F value calculate $63.682 > F_{table} = 3,936$ with $sig = 0.000 < 0.05$ which means that the independent variables together significant effect on the independent variable. Simultaneously or together the variables *Brand Image* and Product Quality have a significant effect on Consumer Satisfaction of Nike brand sports shoes.

In the coefficient of determination test results, the figure R^2 was 0.568. In other words, in this research, the Brand Image and Product Quality variables were able to explain the consumer satisfaction variable by 56.8%, while 43.2% was explained by variables outside the research. Variables that can explain the level of consumer satisfaction include product price, promotional methods and service quality.

The Nike brand is the largest sports brand that uses the services of the world's great athletes as Brand Ambassadors to introduce their products. Each ambassador has their own product characteristics so that each product has different quality, shape and image. Currently, there are still many big athletes in the world who are Brand Ambassadors for Nike. However, currently Nike has not found a suitable basketball athlete to become its newest Brand Ambassador. The names of NBA players who have stolen the world's attention are starting to emerge, the author hopes that some of these players who are idols of world basketball fans will become the newest Brand Ambassadors who will raise Nike's image in the eyes of the world.

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