

## ABSTRAK

Perkembangan zaman terus mendorong industri di berbagai bidang untuk senantiasa menghasilkan temuan baru pada tiap produknya. Hal ini menciptakan persaingan antar perusahaan menjadi ketat dalam perebutan pasar. Setiap perusahaan tentu berkeinginan sukses dalam melaksanakan bisnisnya. Di era modern, industri dalam bidang *fashion* menjadi hal diminati dikalangan masyarakat, mulai dari remaja hingga dewasa tanpa ada batas usia. Nike sudah berjalan di Indonesia sejak 1988 serta hampir sepertiga dari sepatu yang ada sekarang ialah produk dari sana. Nike juga telah mengakuisisi beberapa perusahaan pakaian dan sepatu sepanjang sejarahnya, beberapa di antaranya telah terjual. Tujuan penelitian ini ialah guna mencari tahu Pengaruh Iklan Terhadap Minat Beli Konsumen Brand Nike Di Kalangan Mahasiswa Universitas Muhammadiyah Jember. Studi ini memakai pendekatan kuantitatif deskriptif. Studi ini melibatkan mahasiswa/mahasiswi Universitas Muhammadiyah Jember. Mengenai pengambilan sampel secara teknik *accidental sampling* sebanyak 80 responden. Hasil penelitian menunjukkan bahwa variabel *attention* (perhatian), variabel *interest* (ketertarikan), variabel *desire* (keinginan), variabel *action* (tindakan) berdampak positif serta signifikan pada Minat Beli Konsumen Brand Nike Di Kalangan Mahasiswa Universitas Muhammadiyah Jember.

**Kata Kunci : Perhatian, Ketertarikan, Keinginan, Tindakan, Dan Minat Beli**

## **ABSTRACT**

*Current developments continue to encourage industry in various fields to continually produce new discoveries for each of their products. This creates tight competition between companies in fighting for the market. Every company certainly wants to be successful in carrying out its business. In the modern era, the fashion industry has become popular among people, from teenagers to adults without any age limit. Nike has been operating in Indonesia since 1988 and almost a third of the shoes currently available are products from there. Nike has also acquired several clothing and shoe companies throughout its history, some of which have since been sold. The purpose of this study is to ascertain how much impact advertising has on customers' inclination to purchase Nike products among Jember students at Muhammadiyah University. This study employs quantitative descriptive techniques. Students from Muhammadiyah University of Jember participated in this study. There were eighty responders to the accidental sampling technique. The study's findings demonstrate that among students at Muhammadiyah University of Jember, consumer buying interest in the Nike brand is positively and significantly impacted by the attention, interest, desire, and action variables.*

**Keywords:** *Attention, Interest, Desire, Action, and Purchase Intention*

