

ABSTRACT

This study aims to analyze the influence of brand image, brand ambassadors, and promotional intensity on purchasing decision making for Nike brand shoes among basketball players in DKI Jakarta. Purchasing decision making is an important process in consumer behavior that is influenced by various factors. Brand image, brand ambassadors, and promotional intensity are the main elements that can encourage consumers in making purchasing decisions. This study uses a quantitative approach with a survey method on basketball players who use Nike shoes in the DKI Jakarta area. Data were collected through questionnaires distributed to 108 respondents. The results of the study indicate that brand image and brand ambassadors have a positive and significant effect on purchasing decision making, while promotional intensity does not have a significant effect. This study provides important implications for the company's marketing strategy in improving brand image and utilizing brand tasks to influence consumer purchasing decisions.

Keywords: *Brand Image, Brand Ambassador, Promotion Intensity, Purchasing Decision Making*

