

ABSTRACT

NIKE is a leading brand that is widely recognized for its sports and casual shoe collections. The brand sponsors some of the world's most prominent figures, such as Tiger Woods, Cristiano Ronaldo, Courtois and Wayne Rooney. The company was originally called Blue Ribbon Sports and was founded by Phil Knight, a track athlete, and his coach Bill Bowerman from the University of Oregon, on January 4, 1964. In 1978, Blue Ribbon Sports officially changed its name to Nike. Nike products can be easily recognized through the company's signature logo, known as the "swoosh," and the company's famous motto, "Just Do It."

This study aims to analyze influencer marketing, social media marketing, content marketing and brand image on purchase decisions for consumers of Nike casual shoes in Semarang City. The population in this study is the people of Semarang City who are consumers of Nike casual shoes who use Instagram and are at least 17 years old. Data collection was carried out by distributing questionnaires consisting of closed statements online, successfully obtaining 149 respondents selected using purposive sampling technique. The data collected was then analyzed quantitatively and structurally using the SEM Analysis Moment of Structural method) 24. (The findings in this study successfully prove that influencer marketing, social media marketing, content marketing, and brand image have a positive and significant influence on purchase decisions. Managerial implications that can be applied are with this research as a consideration for Nike to be able to increase sales of its casual shoes in Indonesia.

Keywords: *Influencer Marketing, Social Media Marketing, Content Marketing, Brand Image, Purchase Decision*

