

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh brand heritage terhadap purchase intention serta menguji peran brand trust sebagai variabel mediasi pada mahasiswa program studi S1 Universitas Trunojoyo Madura. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Populasi penelitian adalah mahasiswa aktif program studi S1 Universitas Trunojoyo Madura yang mengetahui merek Adidas serta pernah membeli atau memiliki niat membeli sepatu Adidas. Sampel penelitian berjumlah 97 responden yang ditentukan menggunakan teknik purposive sampling berdasarkan rumus Lemeshow. Instrumen penelitian berupa kuesioner dengan skala Likert lima poin untuk mengukur variabel *brand heritage*, *brand trust*, dan *purchase intention*. Data dianalisis menggunakan metode *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) melalui pengujian *outer model*, *inner model*, dan *bootstrapping*. Hasil penelitian menunjukkan bahwa *brand heritage* berpengaruh positif dan signifikan terhadap *purchase intention* dan *brand trust*. *Brand trust* juga berpengaruh positif dan signifikan terhadap *purchase intention* serta mampu memediasi pengaruh *brand heritage* terhadap *purchase intention*. Dengan demikian, *brand heritage* dan *brand trust* menjadi faktor penting dalam meningkatkan *purchase intention* konsumen terhadap sepatu Adidas.

Kata kunci: *Brand Heritage, Brand Trust, Purchase Intention, Adidas*

ABSTRACT

This study aims to analyze the influence of brand heritage on purchase intention and to examine the role of brand trust as a mediating variable among undergraduate student at Trunojoyo University of Madura. This study employs a quantitative approach using a survey method. The study population consists of active undergraduate students at Trunojoyo University of Madura who are familiar with the Adidas brand and have either purchased or intend to purchase Adidas shoes. The research sample consisted of 97 respondents selected using purposive sampling based on Lemeshow's formula. The research instrument was a questionnaire with a five-point Likert scale to measure the variables of brand heritage, brand trust, and purchase intention. Data were analyzed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method through outer model, inner model, and bootstrapping tests. The results indicate that brand heritage has a positive and significant effect on purchase intention and brand trust. Brand trust also has a positive and significant effect on purchase intention and mediates the effect of brand heritage on purchase intention. Thus, brand heritage and brand trust are important factors in increasing consumers' purchase intention for Adidas shoes.

Keywords: *Brand Heritage, Brand Trust, Purchase Intention, Adidas*