

Abstract

The purpose of this study was to examine the relationship of the three variables of brand prestige, brand credibility and brand knowledge to the purchase intention of inline skate flying eagle in Jakarta. The problem is there aren't many reasearch on inline skates, and see influential it is through existing variables.

The Statistical Method uses Regression and SPSS as tools. were used to process the data and descriptive statistics were obtained using IBM SPSS. The questionnaire was distributed online and used 125 respondents as a test tool and the type of sampling used was purposive sampling.

The results obtained from the study and all independent variables have a significant effect on the brand credibility and brand knowledge variable. While the brand prestige doesn't have significat effect for purchase intention. The ultimate goal of this research is that the company can find out the factors that must be improved.

Keywords: *Brand Prestige, Brand Credibility, Brand Knowledge, Purchase Intention*