

ABSTRACT

This study was conducted to analyze the influence of brand equity and lifestyle on purchasing decisions for Nike sneakers among Telkom University students. The increasing interest of Indonesians in sneakers, including Telkom University students, is the background for this study to understand the factors that influence purchasing decisions for Nike sneakers. The increasingly fierce business competition in the sneakers industry encourages businesses and manufacturers to continue to innovate and launch new products that suit the needs of consumers, including Telkom University students. This research uses descriptive quantitative methods with non-probability sampling techniques. A total of 250 respondents, both users and non-users of Nike sneakers, were involved in this study. Data were collected through distributing questionnaires and analyzed using multiple regression techniques with the help of SPSS version 27 for Windows. The results showed that brand equity and lifestyle have a positive and significant influence, both partially and simultaneously, on purchasing decisions for Nike sneakers among Telkom University students.

Keywords: *Brand Equity, Lifestyle, Purchase Decision, Sneakers, Nike.*