

ABSTRACT

Custom sportswear providers and retail companies in Indonesia are experiencing a surge in demand for custom sportswear designs. The high demand has prompted companies to increase productivity by adopting virtual custom selfdesign services through websites or apps. This move, which has been implemented in several other countries, aims to make the design process more efficient and reduce the workload of full-time designers.

In deepening the understanding of the factors that encourage individuals in their interest in using virtual selfdesign custom, in addition to innovativeness, variety seeking, prior experience, and product involvement, the variables of perceived ease of use, perceived control, and perceived enjoyment are also added to the concept model. And the discussion focuses on how individual drivers influence purchase intention through brand experience and intention to use customization toolkit.

This research uses a quantitative approach by conducting a survey through Google Form to 454 respondents consisting of sports players and customers who have purchased sportswear in Indonesia. Furthermore, descriptive analysis was carried out and the application of the PLS-SEM method using SmartPLS version 4.1.0.8 to test the proposed model and hypothesis.

The results state that the Individual drivers that have the most positive and significant effect on purchase intention through brand experience and intention to use customization toolkit are perceived ease of use, perceived enjoyment, and variety seeking. Individual drivers affect purchase intention through brand experience and intention to use customization toolkit by 76.5%.

The results of this study suggest that custom sportswear companies in Indonesia educate consumers in using virtual selfdesign custom easily, with interesting and fun content marketing, and regularly launch new innovations and variations.

Keywords: *brand experience, customized product, individual drivers, purchase intention.*