

***THE INFLUENCE OF BRAND COLLABORATION, MARKET  
INFLUENCERS, AND PRICE PERCEPTION ON PURCHASE DECISIONS  
(A STUDY ON CONVERSE SHOE PRODUCTS IN DEPOK CITY)***

***ABSTRACT***

*This study aims to analyze the influence of brand collaboration, market influencers, and price perceptions on the purchase decision of Converse shoes in Depok City. Converse shoes were chosen as objects because they have a strong brand image and high appeal among young consumers. The research method used was quantitative with a survey approach through the distribution of online questionnaires to 150 respondents who had purchased Converse shoes. The sampling technique used purposive sampling with the criteria that respondents were domiciled in Depok City and had bought Converse shoes. Data were analyzed using multiple linear regression with the help of SPSS version 27 software. The results of the study show that partially brand collaboration, market influencers, and price perception have a positive and significant effect on purchasing decisions. Simultaneously, these three variables also have a significant effect on purchasing decisions. The most dominant variable influencing purchasing decisions is price perception.*

*Keywords: Brand Collaboration, Market Influencers, Price Perception, Purchase Decisions.*

*(xiii +78 + Appendices)*

*Bibliography ( 2019 – 2025 )*