

ABSTRACT

This study explores the impact of customer experience, product uniqueness, and perceived value on purchase decisions, with purchase intention functioning as a mediating variable. The research centers on the Nike By You feature available on Nike's official website. In today's digital environment, factors such as personalization and emotional engagement play a vital role in influencing consumer purchasing patterns. Utilizing a quantitative research method and Structural Equation Modeling (SEM) assisted by AMOS software, data were collected and analyzed from 162 respondents who had previously made purchases through Nike By You in Jakarta. The results demonstrate that customer experience, product uniqueness, and perceived value significantly and positively influence purchase intention. These variables also directly affect the consumers' ultimate purchasing decisions. Furthermore, purchase intention is shown to be an effective mediator, reinforcing the link between the independent variables and the final decision to buy. The findings highlight the importance of marketing strategies that emphasize personalized interactions and unique product value in fostering consumer buying intention and behavior.

Keywords: Customer Experience, Product Uniqueness, Perceived Value, Purchase Intention, Purchase Decision