

## **ABSTRACT**

*This study aims to analyze the perception of the value and influence of peers on buying interest and its impact on purchasing decisions. The population used in this study is shoe consumers in Semarang. The number of samples used in this study were 125 respondents. The data collection method is done through a questionnaire. This research uses Structural Equation Modeling (SEM) analysis technique with AMOS 24.0 analysis tool.*

*The results of this study indicate that Perceived Value has a positive and significant influence on Purchase Intention, Peer Influence has a positive and significant influence on Purchase Intention, and Purchase Intention has a positive and significant influence on Purchase Decisions.*

**Keywords:** *Value Perception, Peer Influence, Purchase Interest, Purchasing Decisions.*