

ABSTRACT

This study aims to find out how the perceived benefit, perceived risk and purchase intention of Air Jordan shoes and the influence of the variables partially and simultaneously on the object of research on shoes in the context of social commerce in the Bandung region. The current fashion trend is influenced by social media. Information shared by the public on social media can have the influence to be widely known and shape consumer intentions in purchasing. Especially in purchases through Instagram social commerce which makes it easy to shop on various types of e-commerce. Currently, social media has been intensified by using Air Jordan shoes to become the first most popular brand of sneakers by getting an average premium of 54% at retail prices. High reputation leads to scarcity and over-priced items sold in the secondary market, based on whether higher prices have benefits or risks.

This study uses quantitative methods with descriptive analysis. A total of 375 respondents obtained will be used as a sample for multiple linear analysis techniques. With the results of a descriptive analysis of 79.28% perceived benefit, 71.62% perceived risk and 74.91% purchase intention which are categorized as good. The results of multiple linear regression analysis which showed positive and the results of hypothesis testing which showed that there was influence on the variables partially and simultaneously, with the final result being a coefficient of determination of 45%, while for the remaining 55% it was influenced by other factors which were not present in this study.

Keywords: *Perceived Benefit, Perceived Risk, Purchase Intention.*