

ABSTRACT

The footwear industry in Indonesia is experiencing development marked by continuous variations and evolving shoe designs. Support from the head of the Indonesian Shoe Empowerment Center to small and medium-sized businesses will continue to drive the development of lokal shoe products to meet market needs. This phenomenon is influenced by consumer awareness of lokal shoes, leading to rapid growth in the lokal footwear industry.

In cities like Bandung, brands such as NAH Project, Brodo, Geoff Max, and Ventela have emerged. Ventela, as a pioneer among lokal brands, has improved the lifestyle of Customers with its quality products, enhanced Brand Awareness, and demonstrated support for lokal shoe products. The purpose of this research is to examine the influence of lifestyle, Brand Awareness, and product quality on the purchasing decisions and repurchase intentions of Ventela shoes in Bandung.

This research uses quantitative methods with descriptive analysis research type. Sampling was carried out using a non probability sampling method with purposive sampling type, and there were 110 respondents. The data analysis technique uses Partial Least Square Structural Equation Modeling (SEM) with SmartPls 3 software..

Based on the research results, it shows that lifestyle has a significant influence on purchasing decisions. Brand Awareness has a significant influence on purchasing decisions. Product quality has a significant influence on purchasing decisions. Purchase decisions have a significant effect on repurchase intentions.

Keywords: *Lifestyle, Brand Awareness, Product Quality, Purchase Decision, Repurchase Intention*