

ABSTRACT

As part of sustainable business development in the fashion industry, Sejauh Mata Memandang continuous to build strong relationships with consumers through the implementation of sustainable marketing and brand equity. These strategies are expected to encourage consumers to make purchase decisions toward environmentally friendly products. This study aims to examine the influence of sustainable marketing and brand equity on purchase decisions toward the Sejauh Mata Memandang fashion brand. The research method used is descriptive-causal quantitative with a non-probability purposive sampling technique. The sample consisted of 129 respondents. Data were collected through the distribution of online questionnaires and analyzed using SPSS version 27. The results show that both sustainable marketing and brand equity have a positive and significant effect on purchase decisions, both partially and simultaneously. The adjusted R square value indicates that purchasing decision are influenced by theese two variables.

Keywords: *Sustainable Marketing, Brand Equity, Purchase Decision, Sejauh Mata Memandang*