

## ***ABSTRACT***

*This research aims to analyze market behavior regarding purchase intention of premium Sportswear (Footwear & Apparel) brand "X" through online shopping on the island of Java, Indonesia. The type of research used in this research is quantitative research. The source of the data obtained comes from a sample of respondents who filled out the questionnaire. The population of Indonesian society is the object. Indonesia itself is an archipelagic country which is divided into 5 large islands, namely Sumatra, Kalimantan, Java, Bali & Nusa Tenggara, Sulawesi, and Maluku & Papua. To provide an adequate level of confidence in this research, a sample size of 150 respondents was targeted. The statistical data analysis tool used for this research model is Structural Equation Modeling (SEM). The research results show that consumer reviews, product originality, and user interface have a significant positive effect on brand equity as a mediator which also has a significant positive effect on purchase intention. Delivery does not have a significant effect on brand equity nor purchase interest because there is still tolerance for consumer acceptance of the delivery time period when shopping online.*

**Keywords :** *market behavior, purchase intention, online shopping*