

ABSTRAK

PENGARUH SCARCITY MARKETING, BRAND COLLABORATION, BRAND EXPERIENCE TERHADAP KEPUTUSAN PEMBELIAN BRAND STREETWEAR LOKAL MELALUI PERCEIVED VALUE SEBAGAI VARIABEL MEDIASI

Studi pada Konsumen CALLE x SNSB

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Penelitian ini bertujuan untuk menganalisis: (1) pengaruh secara langsung *scarcity marketing* terhadap keputusan pembelian, (2) pengaruh secara langsung *brand collaboration* terhadap keputusan pembelian, (3) pengaruh secara langsung *brand experience* terhadap keputusan pembelian, (4) pengaruh secara langsung *perceived value* terhadap keputusan pembelian, (5) pengaruh *scarcity marketing* terhadap keputusan pembelian dengan dimediasi oleh *perceived value*, (6) pengaruh *brand collaboration* terhadap keputusan pembelian dengan dimediasi oleh *perceived value*, serta (7) pengaruh *brand experience* terhadap keputusan pembelian dengan dimediasi oleh *perceived value*. Populasi dalam penelitian ini adalah konsumen yang membeli produk kolaborasi CALLE x SNSB minimal satu kali dalam satu tahun terakhir. Teknik pengambilan sampel menggunakan metode *nonprobability sampling* dengan pendekatan *purposive sampling*, dengan jumlah sampel sebanyak 97 responden. Teknik analisis data yang digunakan adalah *Partial Least Squares* (PLS) dengan bantuan SmartPLS 4. Hasil penelitian menunjukkan bahwa: (1) *scarcity marketing* berpengaruh secara langsung terhadap keputusan pembelian, (2) *brand collaboration* berpengaruh secara langsung terhadap keputusan pembelian, (3) *brand experience* tidak berpengaruh secara langsung terhadap keputusan pembelian, (4) *perceived value* berpengaruh secara langsung terhadap keputusan pembelian, (5) *scarcity marketing* berpengaruh terhadap keputusan pembelian dengan dimediasi sebagian (*complementary-partial mediation*) oleh *perceived value*, (6) *brand collaboration* berpengaruh terhadap keputusan pembelian dengan dimediasi sebagian (*complementary-partial mediation*) oleh *perceived value*, (7) *brand experience* berpengaruh terhadap keputusan pembelian dengan dimediasi penuh (*Indirect only-full mediation*) oleh *perceived value*.

Kata kunci: *Scarcity Marketing, Brand Collaboration, Brand Experience, Perceived value, Keputusan Pembelian.*

ABSTRACT

**THE INFLUENCE OF SCARCITY MARKETING, BRAND COLLABORATION,
AND BRAND EXPERIENCE ON PURCHASE DECISION OF LOCAL
STREETWEAR BRANDS THROUGH PERCEIVED VALUE AS A MEDIATING
VARIABLE**

A Study on Consumers of CALLE x SNSB

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This study aims to analyze: (1) the direct effect of scarcity marketing on purchase decision, (2) the direct effect of brand collaboration on purchase decision, (3) the direct effect of brand experience on purchase decision, (4) the direct effect of perceived value on purchase decision, (5) the effect of scarcity marketing on purchase decision mediated by perceived value, (6) the effect of brand collaboration on purchase decision mediated by perceived value, and (7) the effect of brand experience on purchase decision mediated by perceived value. The population of this study consists of consumers who purchased CALLE x SNSB collaboration products at least once in the last year. The sampling technique used was nonprobability sampling with purposive sampling approach, with a total sample of 97 respondents. The data analysis technique employed was Partial Least Squares (PLS) using SmartPLS 4. The results indicate that: (1) scarcity marketing directly affects purchase decision, (2) brand collaboration directly affects purchase decision, (3) brand experience does not directly affect purchase decision, (4) perceived value directly affects purchase decision, (5) scarcity marketing affects purchase decision with partial mediation (complementary-partial mediation) by perceived value, (6) brand collaboration affects purchase decision with partial mediation (complementary-partial mediation) by perceived value, and (7) brand experience affects purchase decision with full mediation (indirect only-full mediation) by perceived value.

Keyword: Scarcity Marketing, Brand Collaboration, Brand Experience, Perceived Value, Purchase Decision.