

## **ABSTRACT**

*This research discusses the influence of ethnocentrism, brand image, and lifestyle on purchasing decisions. The method used in this research is descriptive with a quantitative approach. The population in this study consists of all batik consumers on Shopee Medan, while the sampling method uses the Cochran formula, resulting in a sample of 96 people. The data collection method used a questionnaire. The data analysis technique uses the Path Analysis Statistical Model, namely the Partial Least Square-Structural Equation Model (PLS-SEM), with the SmartPLS4 application. The research findings indicate that the ethnocentrism variable has a positive and significant effect on purchasing decisions. The brand image variable partially does not have a positive and significant effect on purchasing decisions, the brand image variable partially does not have a positive and significant effect on purchasing decisions, and the lifestyle variable partially has a positive and significant effect on online batik purchasing decisions in Medan City. The magnitude of the influence of the ethnocentrism variable, brand image, and lifestyle on online purchasing decisions is 20.9%, categorized as weak, which can be interpreted as a low influence of the independent variables on the dependent variable. The magnitude of the influence of the variables of ethnocentrism, brand image, and lifestyle on online purchasing decisions is 20.9%, categorized as weak, which means the influence of the independent variables on the dependent variable is low.*

**Keywords:** Ethnocentric, brand image, lifestyle, online purchase decisions, batik