

ABSTRACT

In this research want to know how big the influence of of the quality of the produksi to interest in buying repeated types of buyers in object mayoutfit research. Business in the field of fashion it was originally only on the run through online , but with the opening a shop that minimalism this can boost sales because consumers will be coming directly and know what kind goods to be bought, without later felt that they said. The progress indicated by mayoutfit show that the quality of products can seriously impact to get customers again and again .With greater business who pioneered mayoutfit the more it one who interested in becoming intermediaries or reseler mayoutfit , are more than 600 reseler who joined together mayoutfit thus mayoutfit have open job opportunities for a lot of people. The result of this research are expected to provide knowledge of the impact product quality of interest in buying repeated consumers .This research using 100 respondents as sample data .Research methodology used is the method descriptive research using data research quantitative .The result of this research would lead to influential or failure product quality of interest in buying repeated consumers mayoutfit. T calculateequal to 5,682 > t table 1,984. Siggenerated is equal to 0,000 < 0,05. Ho refusedand H1accepted, there is a significant relationship between Product Quality on Repeat Buying Intention (Study at MayOutfit Customers).

Keywords: *Product Quality, Re-Buying Intention*