

ABSTRACT

Fashion requirement is a basic requirement that must be completed on each individual. Many people who regard this as a business opportunity also helping individuals meet their fashion requirement, because by looking at the many business opportunities in this apparel industry, making the potential market for an apparel company in Indonesia. Along the time an increasing number of apparel companies in West Java also due to many other factors such as increased business opportunities from apparel companies. Other than that the quality of products, prices, and confidence also influence consumers to make purchases of clothing.

This study aimed to examine the effect of product quality, price, and confidence in the consumer buying decision process of convection Inglorious Industries. This research method is quantitative method with descriptive data analysis and causal. Samples are 100 consumer respondents Inglorious Industries using incidental sampling technique. Data analysis technique used is multiple linear regression analysis.

Based on the test results F , F -test is greater than the F table which means there is significant influence of the product quality, price, and confidence in the purchase decision process of convection Inglorious Industries. Based on the coefficient of determination of product quality, price, and beliefs influence the purchase decision process as much as 72.2% and the remaining 27.8% is not described in this study. Thus it can be concluded that the quality of products, prices, and beliefs influence on the purchase decision process Inglorious Industries.

Keywords: Price, Confidence, Quality Products, Buying Decision Process