

ABSTRACT

Bandung city known as central fields of the creative economy in Indonesia. Ranging from food, hobbies, and the most famous is the mode fashion, i.e. distros in Bandung. As time went on and the market demand will themselves munculah distros with carrying their own brands to make Bandung as one of Indonesia's fashion lovers paradise. One of the distros in bandung i.e. House of Smith, but according to sales data distribution House of Smith's decline in sales. It can be based on the attitudes of consumers themselves. In addition, it can happen because consumers still feel a lot of distros that she could visit, the range of products that can meet the needs of the buyer, or the process of delivery of the product is not good so that consumers feel reluctant to make purchases. For that reason the author interested in doing enelitian with the title "influence attitudes, diversity of distribution channels and Products towards purchasing decisions On Distribution House Of Smith" the purpose of this research is to know how to influence attitudes, diversity of products and distribution channels distribution House of Smith's response to consumer purchasing decisions. This research includes the type of quantitative research. the research method used is descriptive method of analysis, validity, reliability, normality Test, t Test, F Test, r. with the techniques of data collection in the form of a questionnaire that was distributed to the community. The research of inimenggunakan object to the entire consumer House Of Smith in Bandung with 100 people sample respondents.

The results of this study showed that H_0 is rejected and the H_a are received. Mean attitude, diversity of products and distribution channels positive and significant effect against the buying decision in Smith's House Of distros in Bandung. The magnitude of the influence of attitude, diversity of distribution channels and Products towards purchasing decisions is 81.8% 18.2% while the rest is influenced by factors other than the factor in attitude, diversity of products and distribution channels.

Keywords: attitude, diversity of products, distribution channels, purchase decisions