

ABSTRACT

Development of shoes product in indonesia for now are very rapidly , including the start-up company or the old one , include local products or products who entered indonesia. Many new entrepreneurs seeing the opportunity on the business in selling a shoe then they starting this business , which eventually competition between company is very tight .Company with other company give their innovation in pulling consumers .One of them is Vans company that have been established since 1970 .The research is to analyze factors affecting decision the purchase of shoes vans in Bandung .

In this research, data collected through questionnaire given to 100 respondents in Bandung city. This research using analysis models, namely the model factor analysis Confirmatory Factor Analysis (CFA), the authors can determine the factors that affecting consumers in the purchase of Vans shoes in Bandung. The dimension that underlying of purchasing decisions in this study is product attributes, which consist of product brand factors, packaging factors, product quality factors, product design factors and product feature factors.

From the results of research, the factors that most affect consumers in purchasing decisions Vans shoes is product quality factor with total loading factor 0.765. While the most low factor effecting consumers on purchasing decision of Vans shoes is product feature factor with total loading factor 0,595

Keywords : *Purchasing Decisions, Product attribute, CFA*