

ABSTRACT

The growth of textile industry in Indonesia is highly improved, included the newcomers or even the old company who has been established long time ago, either the foreign nor native product. The amount of newcomers who sees the opportunity on textile industry in Indonesia and then make a movement, made a massive and tight competition. Each company reciprocally make an innovation who attract a lot of customer. One of that company named Klamby, established since 2013. This study aims to analyze the influence of customer behaviour, quality of product, and the product price to buying decision of Klamby products.

The study methods using quantitative descriptive. This research was conducted to analyze consumer behaviour, quality of the product and price into consumer decisions in purchasing muslim outfit in Indonesia. The research population on this study is a Klamby customers. The data collection techniques in this study using a questionnaire who given into 122 respondent on Line@ Apps. This study using factor analysis with multiple linear regression analysis model. The result show that the most dominant factor who influence the consumer on Klamby's product buying decision is a Consumer Behaviour with 0,412, Product's Quality with 0,320, Product's Price with 0,353, and the Buying Decisions with 0,783. The study results prove that all the variables simultaneously proven could give a positive influence for the Klamby's Product Buying Decisions.

Keywords : Consumer Behaviour, Product's Quality, Product's Price