

## ABSTRACT

Famous fashion brand is a fashion product that is very loved at the moment. There are many fashion brands with quality and attractive products that make consumers not want to turn to others. H&M Company is a pioneer of fast fashion clothing trends. Besides this the company also became a multinational fashion brand company. The author is interested in making H&M Bandung the object of research, because of the affordable prices and good quality, but experienced a decline in sales at the end of 2018. The purpose of this study is to find out the factors that influence purchasing decisions on H&M in Bandung and find out the dominant factors as well.

This research uses quantitative methods and. Obtain data from distributing questionnaires to 300 respondents. The sampling technique uses nonprobability sampling, namely purposive sampling. Using descriptive analysis and factor analysis.

This research produces / forms two new factors, namely the payer method factor with a variance value of 58.060% consisting of payment methods, internal factors, brand choices, situation factors, product choices and supplier choices. This payment method factor is also a dominant factor. Then the next factor that is formed is the factor of the number of purchases which has a variance value of 11.885% which consists of items the number of purchases, time of purchase and external factors.

Keywords: factor analysis, purchase decision