

ABSTRACT

The purchase decision is a process where consumers recognize the problem and evaluate the product to be purchased. Purchasing decisions arise when consumers are interested and want to get the product they have seen. This research was conducted with the aim of knowing and analyzing what factors influence and the most dominant is also to determine the new factors that are formed in consumer decision making on the purchase of women's robe clothing products at the AA clothes shop in Cikampek Regional Government Market. The choice of women's robe clothing as the object of research was due to the large number of sellers in the Cikampek Regional Government Market who chose to sell the women's robe clothes.

This research uses quantitative methods with descriptive research type. Sampling was done by using non-probability sampling method, purposive sampling type, with a total of 100 respondents. The data collection technique used a questionnaire and the data analysis technique used was descriptive analysis and factor analysis. The factors which include this research are family, social class, culture, reference group, motivation, perception, learning experience, personality, beliefs and attitudes, product choice, brand choice, purchase channel choice, and purchase amount.

Based on the test results of the 13 dimensions tested to produce extraction where there are three new factors that are formed, namely component I with the name of the family factor and variance 33.973%, component II with the name factor Personality and variance 14.548%, and component III with the name of Purchase Channel Selection and variance factors 9,494%. The research problem solving has been explained by the three factors that are formed as a whole can answer 58.015% of the problems in the study. The remaining 41.985% is not explained in the study because it is considered not to contribute significantly. The conclusion of this study, based on the results of data processing, there are three new factors that are formed that can influence the decision to buy robe clothing at the AA clothes shop, and the most influencing factor is the family factor, on the other hand, the factor whose level of influence is the least significant is the learning experience factor.

Keywords: *purchasing decisions, influence factors, and clothing business.*