

ABSTRACT

Today's era of globalization, fashion is not a common thing for society. There are those who fulfill it because of their needs and some who only follow fashion. Facing the era of competition, companies must create quality products and brands to support their lifestyles. This study aims to determine the effect of Product Quality, Brand Image and Life Style on clothing purchase decisions at Mayoutifit. The sample used was 100 respondents. One of the objectives of implementing enterprise architecture is to create harmony between business and information technology for organizational needs, the application of enterprise architecture can not be separated from how an organization plans and designs the enterprise architecture.

Keywords: product quality, brand image, lifestyle, enterprise architecture