ABSTRAK

Clothing is a major human need that cannot be separated from everyday human life. Humans need clothes because they offer various benefits to the wearer.

The purpose of this study is to study the combination of attributes of women's clothing that produce a customer value index and to look for attributes that are the values of women's clothing drivers.

In this study quantitative research and analysis using conjoining methods, taking samples using Nonprobability Sampling. The number of respondents in this study were 391 people who bought women's clothing. The results of the considerations are attributes of style, country of origin, brand, price and ethical attributes that are used for women's clothing approval.

The results of the study of data processing, the highest customer value index obtained in the combination of high price attributes the biggest value because the highest customer value index obtained by origin, brand, ethical attributes, style. Buy the cheapest women's clothing at the lowest price of Rp. 300,000, a style that is comfortable or comfortable to use, has a brand designer does not use famous designers, country of origin obtained from the united Arab emirate, and uses ethics using 100% cotton. There fore the results of this study show prices below Rp. 300,000 are a driver of value for consumers in buying women's clothing.

The suggestion from this research is that all women's clothing industries can make clothes with prices below Rp. 300,000 in developing their products to produce competition. From women's clothing consumers have a reasonable price compilation to make a purchase decision.

Keywords: Brand, Country of Origin, Ethical Attributes, Price, Style