

## **ABSTRACT**

*With the development of the fashion business, especially MSMEs, being one of the things that can boost economic growth in Indonesia, clothing is one of the primary needs that is the basis of human needs in general. MSMEs have a very large contribution to GDP (Gross Domestic Product) because in 2018 it increased to 60.1%. As is well known, Bandung is one of the cities with creativity that is well known to the public throughout Indonesia, one of which is the MSME business activist. That way, through the presence of MSMEs engaged in this business, it is certainly not free from the struggle in establishing a well-known brand, as well as how to maintain the quality of the products that will be consumed by consumers later. One of the local brands that is engaged in this fashion sector is Unionwell, which is one of the local Indonesian brands that is established in Bandung. The purpose of this study was conducted to determine the purchase decision factors formed by Unionwell products. This research uses descriptive quantitative method with factor analysis techniques with the type of factors, namely confirmatory factor analysis. The population used is Unionwell consumers in the city of Bandung using non-probability sampling techniques with purposive sampling and the number of samples is 100 respondents. Data collection techniques are primary data, namely distributing questionnaires and secondary data with previous research on purchasing decisions. The results of this study resulted in five new factors related to factors that influence purchasing decisions, including a value of 92.4%, a choice of products of 91.1%, a personality of 88.6%, a reference group of 79.3% and a time of purchase of 77, 0%.*

*Keywords: Fashion, UMKM, Unionwell, Purchasing Decisions.*