

ABSTRACT

Fashion is one of the things that attract the attention of people from ancient times to these days. According to the results of a survey conducted by the Cooperation between the Creative Economy Agency and the Central Statistics Agency in Statistics Data and Creative Economy Survey Results, it is known that fashion has ranked second as the largest contributor to PBD in the Creative Economy in 2018, with 17.7%. The result of survey conducted by Mark Plus Insight Indonesia is that there are three highest items most frequently targeted by consumers, including clothing, shoes and bags. Clothing become the first order of goods most frequently sought by consumers with a high percentage of 79.2% offline and 67.1% online. That is because clothing today is not just a necessity, but clothing has become a media for someone to express themselves and also as their identity. One city that has a rapid development of the world of fashion is Bandung. The development of the fashion industry in Bandung is quite rapid with the existence of FO (Factory Outlet) and Distro (Distribution Store). One of the fields of fashion with a focus on clothing in Bandung is Rawtype-Riot. Rawtype-Riot is one of the local brand originating from Bandung which has been established since March 2017. The purpose of this study was conducted to determine the purchasing decision factors formed by Rawtype-Riot products. This study uses descriptive quantitative methods with factor analysis techniques with the type of factor that is confirmatory factor analysis. The population used is Rawtype-Riot consumers in Bandung using non-probability sampling techniques with purposive sampling in a sample size of 100 respondents. Data collection techniques are primary data, namely the distribution of questionnaires and secondary data with previous research on purchasing decisions. The results of this study resulted in five new factors that influenced purchasing decisions, namely purchase time of 84.8%, value of 80.5%, attitude of 80.1%, learning at 78.9% and brand choice at 79.5%.

Keywords: Fashion, Clothing, Rawtype-Riot, Purchase Decision.