

ABSTRACT

The creative economy is one of the new economic concepts that intensifies information and creativity as well as Human Resources (HR) as the main factor in the production of the fashion sector, which is quite influential on the economic income of the Fashion Industry, especially local products offered by various distributions. The creative economy is a new economic paradigm that is important in knowledge and innovation, as well as Human Resources (HR) as the most important in production. Products made in the creative economy have different qualities, are unique, and stand out from the rest. The goods created by the creative economy may also be an evolution of pre-existing products. This shows that the creative industry, especially the fashion industry, has a significant influence on people's perceptions of the Indonesian economy. The fashion business has grown from a biological role to a socio-cultural function, becoming a symbol of socioeconomic strata and lifestyle, including self-image and taste. The rapid growth of the Indonesian fashion sector, especially local goods supplied by several distribution stores (Distribution Stores), one of which is Urban Traffic Distro. The capacity of Small and Medium Enterprises to improve the welfare of the community must continue to be developed and developed by trying to overcome the obstacles it faces. The goods marketed in distributing are designed to meet the demands of young people and adults, depending on the quality of the product. The population used in this study are Urban Traffic Distro customers who have shopped there. The sample used was 100 respondents and analyzed using path analysis and the help of the third version of the SmartPLS application. The results showed that all variables had a positive and significant effect on purchasing decisions at the Urban Traffic Distro store.

Keywords: *Customer Behaviour, Customer Experience, Purchasing Decisions*