

ABSTRACT

Batik is something that is familiar to Indonesian people today. Batik is a unique Indonesian heritage. Its uniqueness is shown by various motifs and models which have their own meaning. This is because batik offers uniqueness and satisfaction for its users, batik is a characteristic of the Indonesian nation and is also often used for official activities and events at the office and other events. Cirebon also has its own unique Batik, Megamendung batik. This research aims to determine the influence of motif, model, material, type, brand, size and product quality on consumer purchasing decisions at Batik Ivanda.

The method used in this research is quantitative with descriptive and causal research types. The population in this research are consumers who buy batik at Batik Ivanda Cirebon. Sampling used a purposive sampling technique with a total of 100 respondents. The data analysis techniques used in this research are descriptive analysis, classical assumption testing and multiple linear regression analysis.

The results of multiple linear regression analysis stated that motif, model, material, type, brand, size and product quality had a positive influence on the decision to purchase batik at Batik Ivanda Cirebon. The results of the coefficient of determination test show that the variables motif, model, material, type, brand, size and product quality influence purchasing decisions by 99.5% while the remaining 0.5% is influenced or explained by other variables not examined in this research .

It can be concluded that motif, model, material, type, brand, size and product quality simultaneously or partially have a significant influence on batik purchasing decisions at Batik Ivanda Cirebon. So, it is best for future researchers to conduct research with other variables that have not been studied in this research, such as brand image, promotion, service quality, green marketing, purchase interest and customer satisfaction.

Keywords: *Motif, Model, Material, Type, Brand, Size, and Product Quality and PurchasingDecisions*