

## FAKTOR-FAKTOR YANG MEMPENGARUHI APPAREL PURCHASE INTENTION

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Indonesian retailing industry especially apparel retailing industry has changed from unorganized retailing into organized retailing. Apparel and clothing industry being positioned at first place to attract people to come and spending. The spending on apparel and clothing has shown tremendously increasing trend year by year to meet people need for clothing and fashion. it is important to study the apparel purchase intention. This study examines the apparel purchase intention through six dimensions consumer characteristic, reference group, store attributes, promotion, product attributes and price. The findings found that store attributes, product attributes and consumer characteristics are the dominant dimensions that influence apparel purchase intention.

Keywords : purchase intention, apparel retailing, consumer characteristic, reference groups, product attributes, store attributes, promotion and price.