

ABSTRACT

Jessica Augustine:

Thesis:

Analysis Factor Considered by Consumer In Buying Garment Products Online In Surabaya

This research aims to discover the factors that consumers consider to buy garment products online in Surabaya. The research background are the tough condition for UKM garment products to develop as well as to compete with other big brand and cheap imported goods, especially in terms of capital and technology. The online marketing finds innovative solutions for UKM (small and intermediate entrepreneurs) in communications, services, product distribution, and so on. The data collected from questionnaire using purposive sampling technique are 100 respondents. The population in this study are all consumers who ever bought garment products online in Surabaya. The data were processed using SPSS22 analyzed with Dimension Rotation models (factor analysis). The results obtained from this study indicate that there are 10 new factors: transaction security factor, Advertising Factor, Information Technology Factors, Competitive Price Factor, Information Accessibility Factor, consumer behavior Factor, customer satisfaction factor, Products Factor, Trends factor, Services Factor. Therefore the author also suggest that the entrepreneurs of garment products online should improve performances and maintains the ten factors in order to increase the satisfaction of the consumers.

Key words: *consumer behavior, marketing mix, purchasing decision*