The rapid development of the industrial sector in the moslem fashion in Bogor pose increasingly strict business competition. These conditions demand a company engaged in the moslem fashion to further enhance and develop products that belong in order to win the competition. The company must be able to create a product that offers benefits in accordance with the wishes and needs of consumers. These benefits can be created through the product attributes such as branding, packaging, color, quality, warranty and service. Product attributes that are expected to affect the company offered customers in purchasing decision-making. Since the early years of the establishment of moslem apparel sales Ke'ke experience increased revenue (2006-2012), but it is unfortunate it turned out after the year 2012 sales decline. In 2013 – 2014 the lowest decline of -10.1. If the action is not done, then it was feared in the years following this downturn will continue to occur.

The purpose of this research is to analyze the factors that become determinant in deciding purchase by customers for the moslem apparel and devise strategies marketing mix that can help increase company sales. In this study data obtained from 102 respondents in Bogor, consisting of 85 respondents product users and 17 respondents non product users through interviews and using questionnaires. Methods of analysis used in the study was Chi-Square Test, Thurstone Case V-Analysis, Correspondence Analysis, and Structural Equation models. Chi-Square test is a test of the correlation to identify relationships between variables. Thurstone's analysis to be used in assessing the importance of the attribute. Attributes are measured based on the order of priority and the level of important. Correspondence analysis was used to identify the attribute with the proximity of the brand. Structural Equation Modelling was used to determine the phenomena associated with the predicted causal variable.

Of the various approaches to the analysis that has been done, then the accordance with the research objectives of the research results obtained five clothing attributes sequence of moslem influence on purchasing decisions of moslem apparel, namely lingerie model, quality of materials, the distinctive livery, comfort when used, an attractive packaging design. Whereas for moslem apparel clothing Ke'ke ' main attribute is attached to its products and is perceived by the respondents is the discounted price, quality of materials, a price tag that is clearly there are many models of koko, the quality of the packaging.

The results of this research also shows the dominant product of the factors influencing the improvement of customer satisfaction and loyalty of consumers and will have an impact on the purchase / re-purchase of products Ke'ke 'by consumers.

Keywords : marketing mix, moslem apparel, purchase decision