

## ABSTRACT

Focusing the problem on the influence of product design, price, quality of product and location of consumer buying interest batik colour natural is how large the total variance explaining the preference of buying interest of batik colour natural. This research was purposed to identify the preferent and dominant factors of buying interest. Decision making process of buying is begun by marketing stimulant and other stimulant, which build buyer characteristics. Those aspect above build customer perception about the clothes dressing and customer will recognize what's characteristic of cloth they need.

The research was in Giriloyo Yogyakarta, in order to get sampling aksidental, by questionaring to 100 respondents. Each respondent was asked to judge his preference by choosing from fully agree till fully disagree gradually of six alternatives of Likert scale. Primary data were collected and analyzed by using the technics of Factor Analysis and Descriptive Analysis. To make the analysis running well used SPSS Program.

The result of this research conclude that the preferent factors of buying interest of customer are Product Design, Price, Quality and Location. And the dominant factors are Product Design, Quality and Location.