

## ***ABSTRACT***

*Fashion is a business that is continuously developing from time to time. One fashion that is needed by many consumers is bag. In Indonesia, the available bags come both from foreign or imported brands and domestic or local brands. This industry is very competitive and one of the local brands in Indonesia is the Rumah Warna bag which was established in 2003. This company has produced a variety of bag products; therefore it is able to compete with other local brand bags and similar imported brand bags. Furthermore, it has its own characteristics so that it can attract consumers to buy its products. The objective of this research is to examine the influence of contextual factor, brand loyalty, brand switching, and eWOM towards purchasing decision.*

*The research populations were consumers who have purchased a bag from Rumah Warna in Semarang, consisting of 100 respondents. The sampling method used was non-probability sampling method with purposive sampling technique. Data collection was done through questionnaires. Then, the data were processed and analyzed using multiple linear regression analysis by using the SPSS program.*

*The research results show that the brand loyalty and eWOM variables influence purchasing decision, while contextual factor and brand switching variables are found to have no influence towards purchasing decision.*

*Keywords: contextual factors, brand loyalty, brand switching, eWOM, purchasing decision*