

## **ABSTRACT**

*The research was purposed to examine the effect of knowledge toward buying decision of Nike recycle football costume in Palembang city with consumer attitude to be a variable mediation. The variable indicators of this research are the knowledge of consumer, cognitive attitude, affective attitude, connative attitude and buying decision, each of the indicators has three items of statement. The research method used is empiric research and the sampling technique used purposive sampling with the criteria of respondents age at least 15 years old and are buying the Nike recycle football costume in Palembang city. To analyze the data, it used validity test, reliability test, classical assumption (normality test and heteroscedasticity test), multiple linear regression test, statistical t-test and. The result showed that the variable of knowledge has positive impact and significant toward the consumer decision to buy Nike recycle football costume in Palembang city.*

*Key words: the knowledge of consumer, consumer attitude, buying decision*