THESIS

THE INFLUENCE OF CONSUMER PERCEPTIONS, PRODUCT QUALITY AND PRICE ON PURCHASING DECISIONS FOR UNIQLO PRODUCTS

(CASE STUDY ON USERS OF UNIQLO PRODUCTS AMONG STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS UNHAS)

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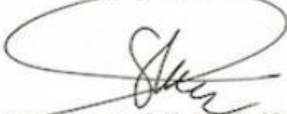
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(CASE STUDY ON USERS OF UNIQLO PRODUCTS AMONG STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS UNHAS)"

Is my own scientific work, and to the best of my knowledge, there is no scientific work submitted by others to obtain an academic degree at a university. There is no work or opinion written or published by others, except as expressly cited in this thesis and mentioned in the citation sources and bibliography.

If it is later proven that there are elements of plagiarism in this thesis, I am willing to accept the consequences of such actions and will be processed in accordance with applicable regulations (Law No. 20 of 2003, Article 25 paragraph 2 and Article 70).

Makassar, March 2024

Fajrian Rizqulloh Riandana

PREFACE

Alhamdulillahi Rabbil-'alamin Praises and gratitude are raised to the presence of Allah SWT for the blessings and grace bestowed upon the author. The author has been granted health, as well as the opportunity and knowledge, allowing the completion of the thesis titled **"THE INFLUENCE OF CONSUMER PERCEPTIONS, PRODUCT QUALITY AND PRICE ON PURCHASING DECISIONS FOR UNIQLO PRODUCTS."** This thesis is prepared as one of the requirements to complete the undergraduate program at the Department of Management, Faculty of Economics and Business, Hasanuddin University, Makassar.

Certainly, in the process of writing this thesis, the author encountered obstacles. However, with hard work and motivation obtained from oneself and those around, this thesis was successfully completed. Therefore, on this occasion, with sincerity from the author's heart, many thanks are expressed to all parties, both directly and indirectly, throughout the educational process to the completion of the author's studies. The author extends gratitude to:

1. Thank you to Allah SWT for His protection and grace.

2. Thank you to my parents who have always provided moral and material support to the author.

3. Thank you to my cousin, Nabilah Muntaz Amani and Nabhan Rizqan Fathana, for their continuous support and companionship.

4. Thank you to Prof. Dr. Abdul Razak Munir, S.E.,M.Si.,M.Mktg.,C.MP, as Supervisor I, and Dr. Andi Aswan, S.E.,MBA.,M.Phil., as Supervisor II, who have dedicated much time to guide and provide input and advice to the author.

ABSTRAK

Pengaruh Persepsi Konsumen, Kualitas Produk dan Harga Terhadap Keputusan Pembelian Produk Uniqlo

(Studi Kasus pada Pengguna Produk Uniqlo di Kalangan Mahasiswa Fakultas Ekonomi dan Bisnis UNHAS)

Fajrian Rizqulloh Riandana

Abdul Razak Munir

Andi Aswan

Penelitian ini bertujuan untuk mengetahui pengaruh Persepsi Konsumen, Kualitas Produk dan Harga terhadap Keputusan Pembelian Produk Uniqlo di Makassar. Penelitian ini juga berusaha untuk mengidentifikasi variabel yang paling berpengaruh terhadap keputusan pembelian produk Uniqlo di Makassar, dengan menggunakan 181 mahasiswa sebagai responden melalui survei kuesioner dengan metode purposive non-probability sampling. Analisis yang digunakan dalam penelitian ini adalah analisis regresi berganda, dengan tingkat signifikansi yang ditetapkan sebesar 0,1, dengan menggunakan perangkat lunak SPSS 29. Hasil penelitian menunjukkan bahwa Persepsi Konsumen, Kualitas Produk dan Harga berpengaruh positif dan signifikan secara parsial terhadap Keputusan Pembelian Produk Uniqlo di Makassar. Hasil uji simultan atau uji F menunjukkan adanya pengaruh secara bersama-sama antara Persepsi Konsumen, Kualitas Produk dan Harga terhadap Keputusan Pembelian Produk Uniqlo di Makassar. Kontribusi Persepsi Konsumen, Kualitas Produk dan Harga dalam memberikan pengaruh terhadap Keputusan Pembelian adalah sebesar 34,9%, sedangkan sisanya sebesar 65,1% disebabkan oleh faktor-faktor di luar lingkup penelitian ini.

Kata kunci: Persepsi Konsumen, Kualitas Produk, Harga, Keputusan Pembelian

ABSTRACT

The Influence of Consumer Perception, Product Quality and Price on Purchasing Decision for Uniqlo Product

(Case Study on Users of Uniqlo Product among Students of The Faculty of Economics and Business UNHAS)

Fajrian Rizqulloh Riandana

Abdul Razak Munir

Andi Aswan

This research aims to determine the influence of Consumer Perception, Product Quality and Price on Purchasing Decision for Uniqlo Product in Makassar. The study also seeks to identify variable has the impact on the purchasing decision for Uniqlo Products in Makassar, using 181 students as respondents through questionnaire surveys with purposive non-probability sampling. The analysis employed in this research is multiple regression analysis, with a significance level set at 0.1, using SPSS 29 software. The results indicate that Consumer Perception, Product Quality and Price have a positive and significant partial impact on the Price on Purchasing Decision for Uniqlo Product in Makassar. The simultaneous test or F-test results demonstrate the combined influence of Consumer Perception, Product Quality and Price on the Purchasing Decision for Uniqlo Product in Makassar. The contribution of Consumer Perception, Product Quality and Price to the influence on Purchasing Decision is 34.9.%, with the remaining 65.1% attributed to factors outside the scope of this study.

Keywords: Consumer Perception, Product Quality, Price, Purchasing Decision

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CHAPTER I

INTRODUCTION

I.1 Background

The development of information and communication technology has brought major changes in the business world, especially in terms of marketing. One of the tools used by entrepreneurs to market their products is social media. Social media is an online platform that allows users to interact, share, and create content (Kaplan and Haenlein, 2016). Social media has many advantages such as easy access, low cost, wide reach, and direct consumer feedback (Tuten and Solomon, 2015).

The fashion industry is an industry that uses social networks as a marketing tool. The fashion industry is a very dynamic and competitive industry because it follows the ever-changing trends and tastes of consumers. The fashion industry is also characterized by diverse products, high quality and relatively high prices. Therefore, fashion industry players must be able to attract consumer attention and interest through effective and efficient marketing strategies.

Figure 1. 1 YouGov Retail Top Improvers 2021 In Indonesia: Fashion Retailers

Rank	Brand Name	2021 Score*	2020 Score*	Change in Score
1	UNIQLO	23.4	19.1	4.3
2	H&M	21.7	17.7	4.0
3	Levi's	29.3	26.2	3.0
4	Converse	25.1	22.8	2.3
5	Crocodile	13.5	11.6	1.9
6	Nike	45.8	44.1	1.7
7	Guess	12.7	11.1	1.6
8	Under Armour	7.6	6.0	1.5
9	Adidas	47.3	46.0	1.3
10	ZARA	14.7	13.5	1.3

*Scores show average data from September 1st 2020 and August 31st 2021, compared to September 1st 2019 and August 31st 2020

One of the most famous fashion brands in Indonesia is Uniqlo. Uniqlo is a Japanese fashion brand that offers high-quality products at affordable prices. Uniqlo has a fast fashion concept that specifically introduces products that match the latest trends with a fast production cycle. Uniqlo also has values such as innovation, simplicity and comfort that characterize its products.

Uniqlo entered the Indonesian market in 2013 and continues to expand to various cities in Indonesia. Uniqlo also actively uses social networks as a marketing channel. Uniqlo has official accounts on several social media platforms such as Instagram, Facebook, Twitter and YouTube. Through social networks, Uniqlo not

only promotes products but also provides information, education, entertainment and interaction with consumers.

But even though Uniqlo has used social media as a marketing tool, there is still little research conducted on the influence of social media on purchasing decisions for Uniqlo products in Indonesia. Therefore, this study aims to fill this knowledge gap by examining the influence of consumer perceptions, product quality, and price on purchasing decisions for Uniqlo products.

Consumer perception is a mental process carried out by consumers to interpret information received from the environment (Schiffman and Kanuk, 2017). Consumer perceptions are influenced by factors such as needs, expectations, experiences, attitudes and motivations. Consumer perception can influence their assessment of a product or brand.

Quality is the level of good and bad of the products the company sells. A good quality product can be realized if the product offered meets the expectations of potential consumers when buying the product. Companies that can create products based on consumer sacrifices (money) to buy the products they sell will build good long-term relationships and encourage consumers to trust their company brands, Anggraeni (2016). Product quality is a very important factor for consumers in deciding to buy a company's products. The better the quality of the products sold by a company, the more likely it is that potential customers will decide to buy these products. Anggraeni (2016).

Price is what consumers have to pay when they want to use or benefit from the products or services sold by the company. Price plays an important role in

influencing whether consumers should repurchase a product that they have previously purchased. Research by Siregar and Mapadeceng (2020) shows that price is one of the many factors that influence consumer purchases and purchase intentions. To increase consumers purchasing power, the price set must be consistent with the quality and ease of use of the products offered, Ilyas (2021).

The purchase decision is the final stage in the consumer decision-making process, Engel (2016). Purchasing decisions involve choosing a product, brand, store, quantity, time, and payment method. Purchasing decisions are influenced by internal and external consumer factors. Internal factors include motivation, attitudes, personality, lifestyle, and consumer knowledge. External factors include social, cultural, economic, political and technological environments.

With the data stating that uniqlo has a high position in the fashion field, and Putu Silvia Marcelina in her previous research examining 3 variables stated that the role of these variables is very high on the products she studied. That is why I want to study "**The Influence of Consumer Perceptions, Product Quality and Price on Purchasing Decisions for Uniqlo Products**". By understanding the interconnection of these variables, is to identify strategies to improve their implementation which is effective for the Uniqlo brand.

I.2 Problem Formulation

    a) How much influence do consumer perceptions, product quality, and price have on purchasing decisions Uniqlo products for students of the Faculty of Economics and Business, UNHAS?

b) Which factors most influence the decision to purchase uniqlo products for students of the Faculty of Economics and Business, UNHAS?

c) How much significant influence does each variable of consumer perceptions, product quality, price have on purchase decisions?

I.3   Research Objectives

a) To find out how much influence do consumer perceptions, product quality, and price on purchasing decisions Uniqlo products for students of the Faculty of Economics and Business, UNHAS

b) To see which variable most influence the decision to purchase uniqlo products for students of the Faculty of Economics and Business, UNHAS

c) To find out how much significant influence does each variable of consumer perceptions, product quality, price on purchase decisions

Usefulness of Research

The usefulness of this research is divided into three, namely for companies, researchers and readers. Each of these uses will be explained below.

I.3.1   For The Company

This research can provide insight into the factors that influence purchasing decisions for Uniqlo products. This information can be used by business people to develop more effective marketing strategies to attract consumer interest. This research can also provide insight into the factors that most influence purchasing decisions for Uniqlo products. This information can be used by businesses to focus on elements of their marketing strategy.

I.3.2   For Researcher

a) This research can increase researchers understanding and knowledge of the factors that influence consumer purchasing decisions.

b) This research can also be a reference for other researchers who want to conduct similar research.

I.3.3   For Readers

a) This research can provide an overview of the factors that influence consumer purchasing decisions. People and students can use this information to make more informed purchasing decisions.

I.4 Writing Systematics

The systematics in writing this thesis is organized in the following order as follows:

CHAPTER I INTRODUCTION

This chapter discusses the background, problem formulation, research objectives, research usefulness, and writing systematics.

CHAPTER II LITERATURE REVIEW

This chapter discusses the theories related to each research variable. In addition, this chapter also shows some previous research that has a relationship with the research raised.

CHAPTER III HYPOTHESIS AND CONCEPTUAL FRAMEWORK

In the hypothesis, the researcher puts forward a temporary conjecture regarding the relationship between the variables under study. In the conceptual framework, researchers describe the relationship between the

variables studied in detail. The conceptual framework can be in the form of a chart or diagram that shows the relationship between these variables.

CHAPTER IV RESEARCH METHODS

This chapter describes the research design, location and time, population and sample, types and sources of data, data collection methods, research variables, operational definitions, and data analysis technique.

CHAPTER V RESEARCH RESULTS AND DISCUSSION

In research that tests a hypothesis, writing about the results obtained should be divided into two major sections. The first part contains the characteristics of each variable. The second part contains a description of the results of hypothesis testing. If possible, you can add discussion of the research findings.

CHAPTER VI CLOSING

In the last chapter of this thesis contains two main things, namely conclusions and suggestions which contain the results of the discussion of the problems studied and suggestions in the form of solutions that can be considered for research. suggestions in the form of solutions that can be taken into consideration for further research.

CHAPTER II

LITERATURE REVIEW

2.1 Theoritical Background

2.1.1 Consumer Perception

According to Walgito (2016), perception is a process that occurs before detection, especially the process of receiving a stimulus by an individual through the sensory organs which is also called the sensory process. A different perspective is expressed by Kotler (2015), who defines "perception as the process by which an individual selects, organizes, and interprets input information to create a meaningful picture of the world". Sugihartono (2017) states that "Perception is the brain's ability to translate stimuli or the process of translating stimuli that enter the human sensory organs.

According to Sunaryo (2015), the conditions for perception are the existence of a perceived object, attention, sensory organs, and sensory nerves. According to Kanuk (2017), there are four conditions for perception, namely, receive messages or information from outside, provide code for the information detected, explaining the information that has been coded and summarize the meaning in memory.

Based on several expert opinions, it can be concluded that the conditions for perception are the existence of an object (objects that can be felt, smelled, touched, heard to cause stimulation), physiological conditions (the presence of sensory organs, sensory nerves and the brain), and psychological conditions (the presence of attention in the individual so that he can perceive what he receives).

According to Thoha (2013), "the factors that influence a person's perception are, Internal factors which is include emotions, attitudes and personal characteristics, prejudices, desires or expectations, attention (concentration), learning processes, physical conditions, psychiatric disorders, appreciation, values and needs and interests, and motivational strength. External factors which is family history, information obtained, surrounding knowledge and needs, intensity, scale, opposition, repetition of movements, novelty and familiarity or unfamiliarity of an object.

2.1.2 Product Quality

According to Kotler and Armstrong (2012), quality is a characteristic of a product in its ability to satisfy predetermined and latent needs. Meanwhile, according to Alma (2011), quality is an advantage possessed by the product. From the consumer's point of view, quality has its own scope, in contrast to quality from the producer's point of view when marketing a product that is generally known to be of actual quality.

Quality is a product and service that goes through many stages of the process of considering the value of products and services without any shortcomings in the value of these products or services and produces products and services that meet the high expectations of customers. To achieve the desired product quality, quality standardization is required. This method aims to ensure that the products produced meet predetermined standards so that consumers do not lose confidence in the product.

Based on the explanation above, it can be concluded that the quality of a product is a set of goods and services related to consumer desires whose advantages are worth selling according to consumer desires. According to Aisah (2015), the objectives of product quality are as follows; ensure that the goods produced meet the set standards, strive to reduce inspection costs as low as possible, strive to keep the design cost of a particular product as low as possible, strive to keep production costs as low as possible.

According to Wijaya (2018) "Direct measurement of the desired quality properties is not easy so that other quality properties are applied, called substitute quality. Replacement properties must also reflect consumer demands". The elements of product quality that are applied as substitute properties are as follows: Reasonable price, a product does not necessarily absolutely have good quality. First, the most important thing is that the product meets consumer demands. Because in addition to physical properties, consumers must also look for reasonable prices, and producers must also pay attention to prices. Therefore, the balance between price and quality is linear. Second, economical which is consumers are looking for economical features such as the lowest possible energy requirements, the least possible damage, the least maintenance and safety costs but are widely used. Third is durable, so users expect products to be made from materials that are durable and resistant to drastic changes over time. Fourth is safe, Products are expected to be safe to use and not life threatening.

According Laksana (2019), the dimensions of product quality are as follows: Performance, related to the functional aspects of the product and is the main characteristic that customers pay attention to when they want to buy a

product, including Faster (faster) related to the time dimension which describes how fast and easy it is or how to get the product and the Cheaper aspect related to the cost dimension which describes the price or cost of the product that must be paid by the customer. Feature, is a second aspect of performance in addition to basic functionality that involves options and development. Reliability, is associated with a certain level of probability or a certain period of time. Therefore, reliability is a characteristic that reflects the likelihood or degree of success in using this product.

2.1.3 Price

According The definition of price is a measure of a person's satisfaction with the product he bought, Indriyo (2014). Someone will dare to pay a high price for a product if he believes that the expected level of satisfaction with the product he will buy is high. Conversely, if someone feels that his level of satisfaction with a product is low, then he will not be willing to pay or buy the product at a high price. Economic value is created from activities that take place in the market mechanism between buyers and sellers. During the purchase transaction, both parties will receive a reward. Meanwhile, the excess value obtained by the buyer in the form of the satisfaction of having the product he bought is greater than the value of the money he paid.

According to Kotler and Armstrong (2013), price is the amount of money paid for a good or service or the amount of money that consumers exchange to obtain benefits when owning or using the product or service. According to Kotler

and Keller (2013), pricing methods can be applied in the following ways; The most basic valuation method is to add a standard markup price to the cost of goods. The amount of additional costs varies greatly depending on the product. Price increases are usually higher for seasonal products, specialty products, slow-selling products, products with high storage and handling costs, and products with inelastic demand. Pricing based on performance targets. This is done by the company setting prices based on the desired level of performance. This assessment tends to ignore other considerations. Manufacturers consider different prices and estimate their likely impact on sales volume and profits. The company sets a fairly low price for a high-quality product. Value-based pricing states that the price should represent a high-value product to consumers.

The objectives of pricing according to Assauri (2014) is first, achieving maximum profit. One of the most common pricing objectives is to achieve maximum profit in the short term. To achieve this goal, prices are determined by considering total revenue and total costs. In this case the company sets the price to achieve maximum and satisfactory profits. Second is achieving a certain market share. A company can set prices to gain or increase its market share, even if this reduces its profit level at that time. This strategy is implemented by the company because it believes that if market share increases, future profits will increase. Third, Profit target achievement so businesses set certain prices to achieve profits in the form of satisfactory profit margins.

Although higher prices may provide or generate normalized returns commensurate with the level of investment and risk taken. There is also price Indicators. according to Kotler and Armstrong (2015), namely; Price affordability

which is consumers can reach the price set by the company. Often there are many types of products with the same brand and the prices vary from cheapest to most expensive. After setting the price, many consumers will buy the product.

Price is often used by consumers as a measure of quality. Often people choose a higher price between two products because they see a difference in quality. If the price is higher, people tend to assume that the quality is also better. Consumers often compare the price of a product with the price of another product. In this case, the price of a product is carefully considered by consumers when buying the product so there is price competitiveness.

2.1.4 Purchase Decision

To better understand consumers, companies must study their behavior and motivations. Perceived influence of others and internal motivation will interact to make the final decision. Decision making is a problem finding process that begins with the context of the problem. Identify the problem until a conclusion or recommendation is formed. This recommendation is then used as a guideline in decision making, Irham Fahmi (2013).

According to Sofjan Assauri (2015), purchasing decisions are an ongoing process. Purchasing decisions include determining what to buy or not, and this decision is taken from previous activities. Meanwhile, purchasing decisions according to Kotler and Armstrong are consumer purchasing actions and are greatly influenced by cultural, social, personal and psychological characteristics. Ujang Sumarwan (2017).

Therefore, purchasing decisions are the stage where the decision-making process involves purchasing goods or services purchased by consumers after making choices that are influenced by cultural, social, personal and psychological characteristics.

According to Kotler and Armstrong (2017), the factors that influence purchasing decisions are; First cultural factors have the broadest and deepest influence on consumer behavior. Cultural factors include, culture that set of values, perceptions, desires, and behaviors that community members learn from family and other important institutions. Culture Group is a group of people with different value systems based on common life experiences and circumstances. There is also social Class A relatively permanent and structured division of society whose members share similar values, interests and behaviors.

Social factors are as follows is reference Group which is the groups that have a direct (face-to-face) or indirect influence on a person's attitudes and behavior, Family members have a strong influence on buyer behavior, Role and status which is the activities that a person is expected to perform refer to people around him, as well as the general recognition of society in accordance with the role played.

The purchasing decision process according to Kotler and Keller consists of problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior.

Figure 2.1

Stages of Purchase Decision

| Problem Recognition | → | Information Search | → | Alternative Evaluation | → | Purchase Decision |
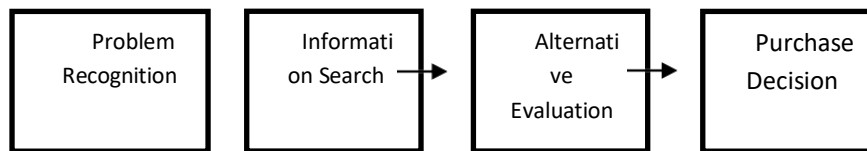
Source: Philp Kotler dan Kebin Lane Keller

The consumer product buying process begins with the awareness of a consumer problem or need. This need is triggered by an internal or external stimulus. Consumers often seek a lot of product information from others. Emotional consumers will try to find more information. This lighter state of information seeking is called increased attention and active information seeking. Kotler (2017).

After searching for information, consumers must evaluate several available alternatives and determine the next step. Consumers view each product as a set of attributes with different abilities to provide desired benefits and satisfy consumer needs. After consumers have completed the initial steps, consumers determine whether they have a choice and whether they are ready to make a purchase. After making a purchase, consumers may feel satisfied or dissatisfied to some extent. Consumers will also take steps after the purchase to see if they can continue to use the product or service.

2.2 Previous Research

Table 2.2 Previous Research

Researcher	Research Title	Research variable	Analysis Results
Regina Yamin (2013)	The influence of perceived quality and image on consumer satisfaction at PT. Astra International Daihatsu in Manado	a. Value Perception b. Quality perception c. Company Image, d. Satisfaction Consumer	Perceived value, perceived quality and company image together have a significant influence on consumer satisfaction.
Annete Wulansari (2013)	The Influence of Brand Trust and Perceived Quality on Decisions Repurchase of Sari Roti Products	a. *Brand Trust,* b. *Perceived Quality,* c. *Repeat Purchase Decision*	Brand Trust and Perceived Quality have a simultaneous and partial effect on decision to repurchase sari roti products.
Arif Fadhilah (2015)	The Influence of Brand Awareness, Brand Association, Perceived Quality and Brand Loyalty on the Yamaha Motorcycle Purchase Decision Making Process V-IXION	a. *Brand Awareness,* b. *Brand Associaton,* c. *Perceived Quality,* d. *Brand Loyality,* e. *Purchase Decision-making Process*	Brand awareness, brand association, perceived quality and brand loyalty together (simultaneously) have a significant influence on the decision making process for purchasing the Yamaha V-ixion.
Ishmah Parameswari Hafi, Naili Farida, Widiartanto (2015)	The Influence of Perceived Quality and Store Environment on Repurchase Decisions through Experiential Marketing as Variables Intervening (study of Sri Ratu Pemuda market customers in the city Semarang)	a. *Perceived Quality* b. *Store Enviroment* c. *Experiential Marketing* d. *Repeated Purchasing Decision*	Experiential Marketing is proven to be an intermediary variable between Perceived Quality and Store Environment on Repurchase Decisions.

Continued Table 2.2 Previous Research

| Researcher	Research Title	Research variable	Analysis Results
Viajeng Purnama Putri (2014)	*Influence Of Trust Customer Satisfaction on Repurchase Intention at Online Shop in the Facebook*	a. *Trust* b. *Consumer Satisfaction* c. *Repurchase Intention* d. *Online Shop*	Trust has a mediating effect between customer satisfaction and repurchase intention variables because if it is mediated by trust, the influence of satisfaction on repurchase intention will be higher.
Deniel Krisno, Prof. Hatanae Samuel S.E, M.Si (2013)	*The Influence of Perceived Quality, Perceived Sacrifice and Perceived Value on Customer Satisfaction at Informa Innovative Furnishing Pakuwon City Surabaya*	a. *Perceived Quality* b. *Perceived Sacrifice* c. *Perceived Value* d. *Customer Satisfaction*	*The Perceived Quality and Perceived Value variables partially have a positive direction and have a significant effect on Customer Satisfaction.*
Rully Arlan Tjahyadi (2016)	Brand Trust in the context of Brand Loyalty: The Role of Brand Characteristics, Company Characteristics, and Customer Relationship Characteristics-Brand	a. *Brand Loyality* b. *Brand Trust* c. *Brand Characteristics* d. *Company Characteristics* e. *Consumer-Brand Characteristics*	Brand characteristics, company characteristics and brand consumer characteristics influence consumer trust in a brand.

CHAPTER III

RESEARCH FRAMEWORK AND HYPOTHESIS

III.1   Conceptual Framework

The Effect of Consumer Perceptions, Product Quality and Price on Purchasing Decisions for Uniqlo Products.

Figure 3. Conceptual Framework
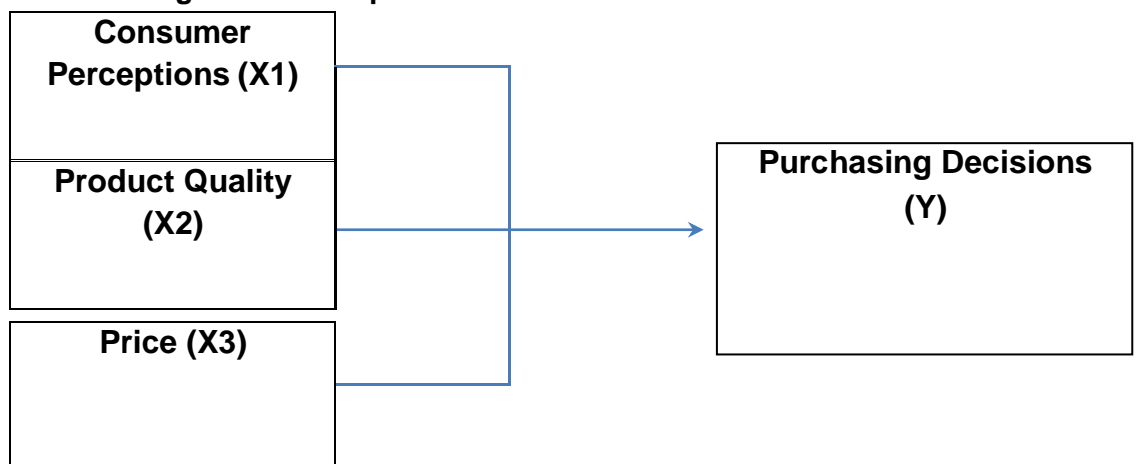
III.2   Hypothesis

H1 :   Consumer perceptions have a positive effect on purchasing decisions for Uniqlo products.

H2 :   Product quality has a positive effect on purchasing decisions for Uniqlo products.

H3 :   Price has a negative effect on purchasing decisions for Uniqlo products.

Of the three hypothesis, in my opinion hypothesis 2, namely product quality has a positive effect on purchasing decisions for Uniqlo products, is the most influential hypothesis. This is because product quality is one of the main factors considered by consumers in making purchasing decisions. Consumers will be more likely to buy good quality products, because they have higher values and benefits.