

# Brand Image, Price, Product Quality And Their Relationship With Uniqlo Product Purchase Decision

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## ABSTRACT

Study This aiming For analyze influence quality product, image brand, and price to decision purchase consumers, with studies case of Uniqlo brand customers. Research This use approach quantitative with collect data through questionnaire involving 102 respondents. Data analysis was carried out use device soft SmartPLS 4, which is based on Partial Least Squares Structural Equation Modeling (PLS-SEM). The analysis process involving measurement models For connect indicator with the constructs being measured, as well as the structural model For test connection between construct. Research results show that image brand and price own influence positive significant to decision purchase, while quality product No show significant influence. This indicates that consumer more prioritize image brand and price in determine decision purchase they, compared quality product. Research This give implications important for Uniqlo party to Keep going increase image brand and maintain a competitive pricing strategy. Limitations study This covers focus on three variable main and approach quantitative which is not dig more in perception subjective consumers. Therefore that, it is recommended For do study advanced with add variable others, such as loyalty brands and promotions, as well as use approach mixture For produce more insight comprehensive

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## INTRODUCTION

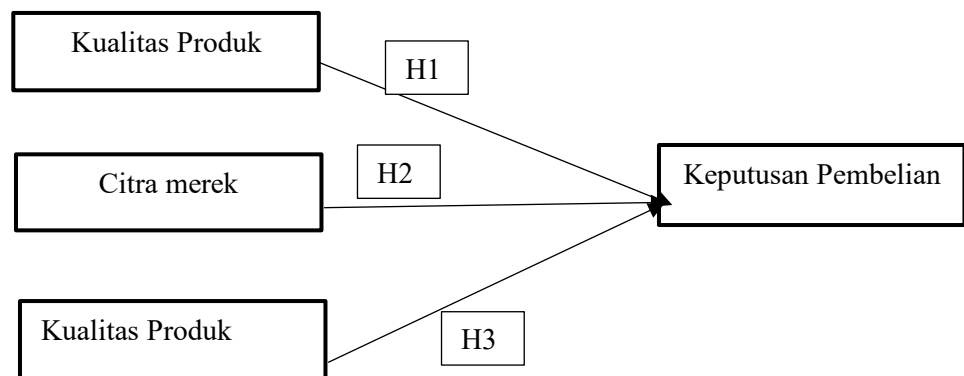
Fashion becomes trend For show social status a person. Therefore, fashion also becomes part important in life everyday that can show confession even condition outdated. This is Of course impact on behavior public in shopping that can create culture new.

The presence of Uniqlo, which is a fashion brand originating from Japan add preference consumer in realize popularity in fashion thing. The name Uniqlo comes from the name of the Unique Clothing Warehouse which was opened by Tadashi Yanai in Hiroshima City on June 2, 1984. Uniqlo presents clothes that can accepted or in accordance appetite consumers in Indonesia and is considered always follow fashion trends that are experiencing change along with demands of the times. This is make Uniqlo possible endure until now and more own Lots enthusiast start from children to adults.

Study This will analyze influence quality product, image brand, and price to decision purchase consumers. According to Assauri (2018: 45), quality product covers various existing factors in a goods or the result that makes it in accordance with intended purpose. Quality own impact direct to performance product or service, so it is very related with product competitors, besides That quality is also related close with value and satisfaction customers. According to Durianto, Sugianto and Sitinjak (2004) explain that understanding image brand is A related brand associations as well as can cause chain in memory Consumers. Brand image This formed in mind and thoughts consumer because of they often or used to use brand certain. This is because of image brand influence thoughts and memories consumers. According to Rusyidi (2018: 40) Price is factor main thing to note seller in market product his efforts. While from side buyer, price is one of aspects that become consideration For satisfying need they. According to Swastha in Riyono and Budiharja (2016: 100) Price is a number of cost incurred buyer For

get products offered . Determination price set in accordance desire consumer with consider factor costs , profits , competitors , and market changes . According to Tjiptono in Amilia (2017: 664) " Purchasing decisions is a process where buyer identify the problem is , looking for information about a brand , then evaluate how much Good alternatives the in finish the problem that affects his decision in do purchase ". According to Kholidah and Arifiyanto (2020) Purchasing decisions is action from consumer For decide Want to buy or No to a product .

There have been many research related decision linked purchases with quality product , image brand and price . However , in the study This choose case at Uniqlo because fusion quality product , image brand and price , very attractive For under review in connection with behavior consumers who do purchase No only related benefit its functional but also benefits psychosocial . The following This is framework thoughts and hypotheses proposed in study This ;



**Figure 1.** Framework Draft Study

H1: Quality product influential positive and significant to decision purchase consumers on Uniqlo products

H2: Brand image influential positive and significant to decision purchase consumers on Uniqlo products

H3: Price matters positive and significant to decision purchase consumers on Uniqlo products

## Research methods

Study This use approach quantitatively analyzed through method statistics For identify meaningful patterns and relationships . Identifying variable One to variable others . Techniques of taking sample with method *non-probability sampling* use approach *accidental sampling*, namely taking sample that is not on purpose found but in accordance with characteristics and objectives research . Number sample as many as 102 respondents .

In research This is the data collected through questionnaire will analyzed use device soft SmartPLS 4. SmartPLS 4 is a tool analysis based on Partial Least Squares Structural Equation Modeling (PLS-SEM), which allows researcher testing and modeling connection between variable in a way complex . The data analysis process begins with enter respondent data to in SmartPLS 4, where researchers will define measurement models and structural models . Measurement models explain connection between indicators (items on the questionnaire ) with the construct being measured , while the structural model describe connection between construct the

## Discussion

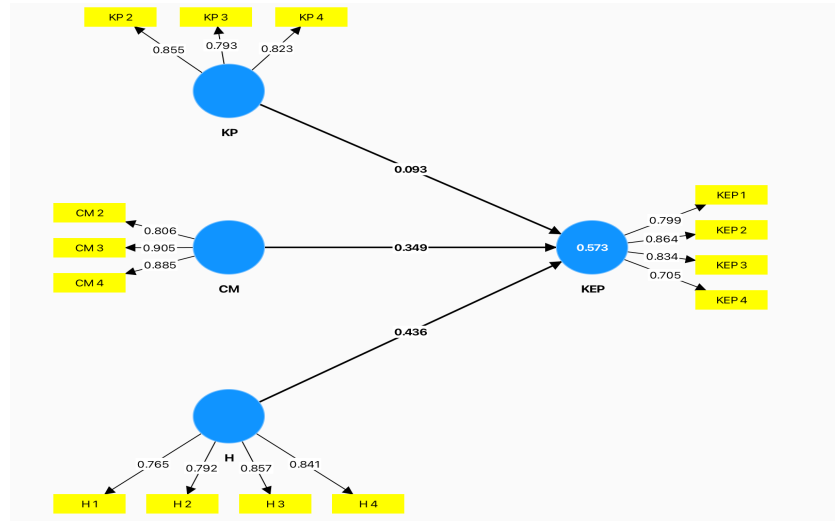


Figure 2: Testing Validity based on Loading Factor

Table 1 : Testing Validity Based on Loading Factor

	Outer Loadings	AVE	Composite Reliability
KP 2	0.855	0.679	0.77 1
KP 3	0.793		
KP 4	0.823		
CM 2	0.806	0.751	0.845
CM 3	0.905		
CM 4	0.885		
H 1	0.765	0.664	0.844
H 2	0.792		
H 3	0.857		
H 4	0.841		
CHAPTER 1	0.799	0.645	0.822
CHAPTER 2	0.864		
CHAPTER 3	0.834		
CHAPTER 4	0.705		

Source Data: 2024 data processing results .

In Figure 2 dsan table 1 above show that all variable study show mark on show results from the validity test , on the results the two statements were found that needed to be deleted namely KP 1 and CSM 1. Delete second statement the must done Because No fulfil condition outer loading value , where each

indicator should own value  $>0.6$ . With existence deletion statement the affect the AVE value of each indicator Where will own value  $>0.5$ . Then every variables in Composite Reliability have value  $>0.7$ . The conclusion is overall from variable in study own level high reliability or called reliable .

**Table 2. R Square**

	R Square	R Square Adjusted
KEP	0.573	0.560

Based on table 2, there are R square results show results mark the KEP variable is 0.573, where meaning Brand Image, Price, Quality Product influential by 57.3% on Purchasing Decision (PEM)

**Table 3. Path Coefficient**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
CM > KEP	0.349	0.344	0.090	3,860	0.000
H > KEP	0.436	0.435	0.097	4,513	0.000
KP > KEP	0.093	0.100	0.095	0.983	0.325

In table 3, the results from the Path Coefficient shows that image brand to decision purchase (CM>KEP) has the original sample value is 0.349, with mark *t- statistic* of 3,860 ( $>1.96$ ) with *p-value* 0.000 ( $<0.05$ ) which means that image Uniqlo brand is influential positive and significant to decision purchase . Then variable price to decision purchase (H>KEP) has the original sample value is 0.436, with mark *t- statistics* of 4,513 ( $>1.96$ ) with a *p-value* of 0.000 ( $<0.05$ ) which means that price influential positive and significant to decision purchase . Then quality product to decision purchase (KP>KEP) has the original sample value is 0.093, with mark *t- statistic* of 0.983 with a *p-value* of 0.325, which means that in a way statistics quality Uniqlo products are influential positive but No significant to decision purchase

## Discussion

### 1. The Influence of Brand Image on Purchasing Decisions

See results from the t-statistics which shows mark of 3,860 ( $>1.96$ ) and p-values of 0.000 ( $<0.05$ ) have been show that Brand Image is proven influential positive significant on Purchasing Decisions . If more Good Brand Image of Uniqlo, of course will influence on the decision Purchases by customers. With having a good brand image like from aspect services , products that have material quality , and comfortable *store* atmosphere Of course will give good impression from the customer and in the end the customer will do decision in do purchase .

### 2. The Influence of Price on Purchasing Decisions

See results from the t-statistics which shows mark of 4,513 ( $>1.96$ ) and p-values of 0.000 ( $<0.05$ ) have been show that Price is proven influential positive significant on Purchasing Decisions . If Uniqlo offers a fixed price affordable and appropriate with customer interest , then the customer will choosing Uniqlo over competitor others who sell similar products .

### 3. Influence Quality Product on Purchasing Decisions

See results from the t-statistics which shows mark of 0.983 ( $>1.96$ ) and p-values of 0.325 ( $>0.05$ )

have been show that Quality product influential positive , but No significant on Purchasing Decisions . Sometimes , customers do not only focus on quality from a product , there are also more customers take importance other aspects such as an affordable price without ignore quality from product the .

## Conclusion

Research result show that image brand own influence positive and significant to decision purchase . This is confirm importance elements like good service , quality consistent materials , and atmosphere comfortable shop in build image strong brand . In addition , the price is also proven own influence positive and significant to decision purchase , this also shows that competitive pricing strategy be one of factor key in decision purchase consumers . However , the quality product No show influence significant to decision purchase , which indicates that part consumer tend prioritize other factors such as price or image brand in determine choice they . In overall , research This give outlook that decision purchase consumers at Uniqlo more influenced by perception to brands and offers price compared to quality product That Alone .

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