

ABSTRACT

THE INFLUENCE OF PRICE, BRAND IMAGE, AND PROMOTION ON UNIQLO BRAND PURCHASE DECISIONS

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The aim of this research is to analyze the influence of price, brand image and promotion on purchasing decisions for the UNIQLO brand. The analytical method in this research uses quantitative research by taking samples using Purposive Sampling techniques and data collection using primary data. The test stages carried out were: validity, reliability, normality, multicollinearity, heteroscedasticity, multiple linear regression, coefficient of determination test, F test, and T test. The data used in this research uses primary data and was obtained through distributing online questionnaires, valid data which was collected. as many as 160 respondents. The sampling method in this research is non-probability sampling with a purposive sampling technique. The testing tool used is SPSS 20. The results of the research show that the F test results of the price, brand image and promotion variables simultaneously influence the decision to purchase the UNIQLO brand. The T test results show that the price variable has no effect on purchasing decisions. Meanwhile, the Brand Image and Promotion variables partially influence the decision to purchase the UNIQLO brand.

Keywords: Price, Brand Image and Promotion, Purchase Decision