

ABSTRACT

Fashion is a rapidly growing phenomenon that always creates new trends in clothing models, pants, shoes, and accessories. Fashion is an important sector in the development of industry and creative economy in Indonesia. The clothing business is promising because clothing is a basic need of Indonesian people. Indonesia's favorite fashion brands are Adidas, H&M, Converse, and Uniqlo. In 2022, Uniqlo's revenue decreased from previous years. One of the successes of a company is the purchases made by consumers.

This study aims to determine how much influence factors such as brand image and perceived quality have on purchasing decisions through customer satisfaction. The method used is quantitative method. The population in this study amounted to 150 samples using non-probability sampling with purposive sampling technique. Data collection using questionnaires distributed via Google Form. The analysis technique used is SEM-PLS with the SmartPLS application.

The results of this study found that brand image has a significant effect on purchasing decisions. Brand image has no significant effect on customer satisfaction. Perceived quality has no significant effect on purchasing decisions. Perceived quality has a significant effect on customer satisfaction. Purchasing decisions have a significant effect on customer satisfaction. Brand image does not have a significant effect on purchasing decisions through customer satisfaction. Perceived quality has a significant effect on purchasing decisions through customer satisfaction.

Suggestions that can be given to Uniqlo are that Uniqlo is expected to consider conducting market research and paying attention to feedback from their consumers. By paying attention to the suggestions above, it is hoped that Uniqlo can improve brand image, perceived quality, consumer satisfaction so as to influence purchasing decisions on their products and maintain their position in the market. Future researchers are also expected to expand the scope of research that can influence purchasing decisions for Uniqlo products.

Keywords: *Brand Image, Consumer Satisfaction, Perceived Quality, Purchase Decision, Uniqlo*