

ABSTRACT

This study analyzes the effect of product quality, brand image, and customer satisfaction on customer purchasing decisions on the Uniqlo KAWS+Warhol fashion collection in Bandung City. The data collection method / sample uses a questionnaire, with a sample of 390 consumers who have bought and know Uniqlo KAWS+Warhol uniqlo products. Data analysis in this study used PLS-SEM analysis. The results revealed that product quality and brand image significantly influence customer satisfaction, which then acts as a mediator in strengthening their impact on purchasing decisions. The findings suggest that customer satisfaction is not only the result of high-quality products, but also a strong brand image that reflects innovation, style, and relevance to market trends. These two factors together shape customer satisfaction and purchase decisions. These findings highlight the importance of innovation and effective marketing strategies in building brand image and maintaining product quality to maximize customer purchase decisions.