

CHAPTER I

INTRODUCTION

1.1 Object Overview

1.1.1 Company profile

Uniqlo stands for Unique Cloting Warehouse is a fashion company from Japan (Uniqlo, 2024). Uniqlo was originally founded by Tadashi Yanai in March 1949. Uniqlo's headquarters are in Sayama, Yamaguchi City, Yamaguchi Prefecture. But most of the operations and decision-making are done at the Tokyo headquarters located at Midtown Tower, Akasaka, Minato, Tokyo (Uniqlo, 2024).



Figure 1.1 Uniqlo Logo

Source : Uniqlo (2024)

Uniqlo's first store, the Yamanota Store, was located on the edge of a major road in Yamaguchi Prefecture and opened in June 1985. In the first few years, the number of Uniqlo stores continued to grow, especially in Western Japan. Then Uniqlo grew rapidly by opening as many as 2,252 stores in 25 countries around the world today, one of which opened in Indonesia. Uniqlo LifeWear is Uniqlo's unique philosophy on clothing, rooted in the belief that rational and outstanding design, together with the best modern production techniques, can produce high-quality clothing that is affordable and perfect for meeting people's daily lifestyle needs (Uniqlo, 2024).

Uniqlo, a famous Japanese retailer, successfully expanded overseas with its high-quality and minimalist designs. The step that Uniqlo took to expand was to open a branch office in Shanghai in April 1999 to improve production management. Uniqlo began expanding into Southeast Asia by opening its first store in Singapore

in 2009. Uniqlo continued to expand its reach in Southeast Asia by opening stores in countries such as the Philippines, Malaysia, Thailand, and Indonesia. In Indonesia, Uniqlo opened its first store at Lotte Shopping Avenue Store Ciputra World 1, Jakarta on June 22, 2013. In Bandung, Uniqlo opened its first store at Paskal Shopping Center on May 19, 2017. Uniqlo already has 72 stores in 25 Indonesian cities (Uniqlo, 2024).



Figure 1.2 Uniqlo Product

Source : mgtlogistik

Uniqlo is a global fashion brand from Japan that has successfully captured the hearts of consumers around the world with its high-quality products, modern designs, and relatively affordable prices. Uniqlo offers a wide range of products with various designs suitable for various activities, one of which is through unique collaborations such as KAWS+WARHOL. This concept combines iconic art elements from KAWS and Andy Warhol, presenting clothing designed for everyday life with a focus on comfort, functionality and high quality.

KAWS+WARHOL
The most anticipated and exclusive collaboration.



Figure 1.3 KAWS+WARHOL

Source : Uniqlo (2024)

The Uniqlo Kaws+Warhol collaboration is one of the most popular fashion collaborations, combining contemporary artwork with everyday fashion. KAWS, with its unique style of combining pop culture icons with street art-inspired art styles, brings strong visual elements to Uniqlo collections (Uniqlo, 2024). These collaborations typically feature T-shirts and other apparel printed with KAWS' iconic characters, such as Companion and BFF, which have become symbols of its artistic style (Uniqlo, 2024).

Andy Warhol's artwork was first featured on Uniqlo products in 2004 through a license from The Andy Warhol Foundation for the Visual Arts and has since continued to adorn T-shirts and other products. KAWS first started collaborating with UT (Uniqlo T-shirts) for the Spring or Summer season of 2016 and has been working with the graphic t-shirt brand ever since. Previous UT collections featuring these iconic artists can be viewed via the official website (Uniqlo, 2024). The collaboration between Uniqlo and KAWS is grounded in Uniqlo's Art for All philosophy, which aims to make art an integral part of people's everyday lives (Uniqlo, 2024).

1.2 Research Background

The fashion industry is currently growing rapidly around the world, including in Indonesia. This is characterized by many local and international fashion brands that were born and developed from models of clothes, pants, shoes,

to accessories, because there is still a good market in Indonesia. In the midst of the booming fashion industry, several fashion brands with foreign brands began to enter Indonesia through distributors and their own branch stores. This condition will certainly trigger competition between brands both with local brands and with foreign brands. With the development of the fashion industry today, many innovative models have sprung up, many people dress freely and combine various models of clothing in their style. Fashion is a part of lifestyle that has many influences. Through fashion, a person can express their character and give a certain impression. (Praja & Haryono, 2022).

The fashion industry in Indonesia, especially the apparel sector, has recorded rapid growth in recent years. According to statista tempo.co data, a survey was conducted regarding the percentage of products most frequently purchased by Indonesians in June 2020. The survey results show that 70% of Indonesians buy fashion products more often. Meanwhile, 64% bought electronic products, and 57% bought food and beverages (Esterina Christy, 2020). In addition, fashion products reflect the increasing public interest and awareness of fashion trends supported by the ease of online shopping. This trend also shows great opportunities for businesses to enter and develop in the Indonesian fashion market. The following are the results of the survey conducted by Databoks.

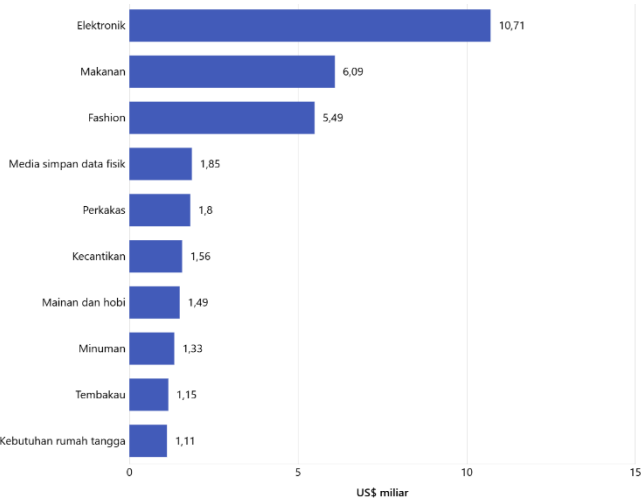


Figure 1.5 Goods purchased most frequently

Source : databoks.katadata (2024)

Based on survey results from databoks.katadata in Figure 1.5, the data shows the sales value of various product categories in billion US dollars (US\$ billion). Electronics ranked highest with US\$10.71 billion, followed by Food with US\$6.09 billion and Fashion with US\$5.49 billion. The categories with the lowest sales value were Tobacco and Household Supplies, at US\$1.15 billion and US\$1.11 billion respectively. This shows that fashion products are in the top 3 sales value needed today in Indonesia. With the development of fashion trends, people's need for fashion is increasing. This change is triggered by technological advances that easily access extensive information through the internet.

Fashion in Indonesia is experiencing significant development, with continuous design innovation and improved product quality. Local designers are actively creating new trends by combining traditional cultural elements and modern elements to produce products that not only reflect Indonesia's rich culture but are also able to compete in the international market. In addition, technological advancements, such as the use of e-commerce platforms and social media, have expanded the market reach and increased the visibility of Indonesian fashion products (Kementrian Parawisata dan Ekonomi Kreatif, 2023).

Bandung has always been synonymous with fashion. That's why Bandung has been labeled Paris Van Java since the Dutch era (Kompas, 2023). The city of Bandung is famous for the creativity and innovation of local designers, but with a variety of factory outlets and shopping centers that offer quality fashion products. This makes Bandung a popular shopping destination among fashion enthusiasts looking for the latest trends and great deals. Bandung has become a hub for fashion designers and brands. Bandung is often the launching pad for the latest fashion trends and a destination for those looking for the latest styles, in line with the Making Indonesia 4.0 Roadmap that lists the textile and apparel industry as one of the five priority factors in its development. Bandung is the largest textile center in Indonesia. The Uniqlo Neighborhood Collaboration Program will continue in 2024, involving 19 West Java creative industry players in the craft and fashion subsectors to market their products at Uniqlo stores in Bandung. This program is the result of Uniqlo's collaboration with the West Java Tourism and Culture Office, aiming to

expand the reach of local products and increase MSME sales. Participants selected through curation have experienced positive impacts in the form of increased brand recognition and sales since the program was first launched in 2023. This program reflects support for the development of the creative industry in West Java and seeks to present local products in all Uniqlo stores (*Dinas Parawisata dan Kebudayaan Provinsi Jawa Barat, 2024*).

Uniqlo's collaboration with local MSMEs in Bandung through the Neighborhood Collaboration program has managed to attract the attention of the public, especially as the products offered reflect the local cultural identity and creativity of Bandung designers (*Dinas Parawisata dan Kebudayaan Provinsi Jawa Barat, 2024*). However, Uniqlo's collaborations with global artists such as KAWS and Andy Warhol, which previously received high enthusiasm, are starting to lose their appeal in local markets such as Bandung. This could be due to several factors, such as shifting consumer preferences that now value creative works that support the local economy and cultural relevance. In addition, collaborations with local MSMEs offer more exclusive and unique products compared to global collaborations that tend to have a broader scope and less reflective of the specific needs of the local market. However, in 2021, Uniqlo was included in the list of favorite fashion brands in Indonesia. The following are the results of a survey conducted by Databoks.

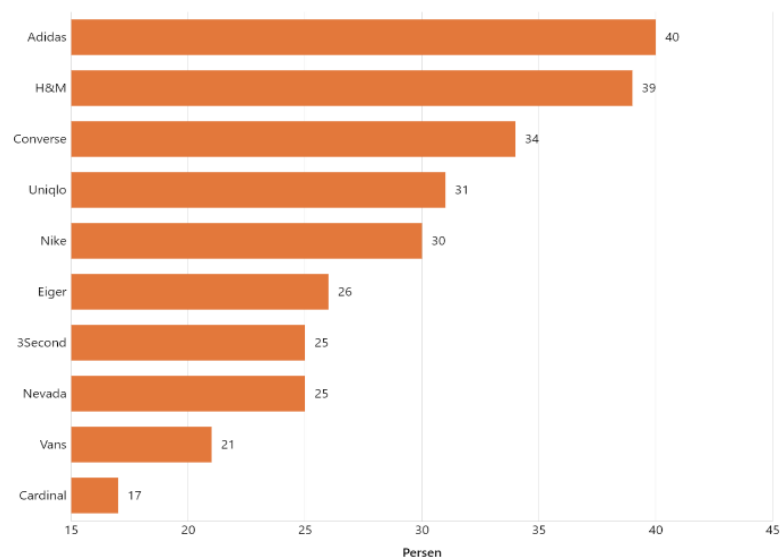


Figure 1.6 Indonesia's Favorite Fashion Brands

Source : databoks.katadata (2022)

Based on the survey results from Figure 1.5, the data shows that Adidas was named the most favorite fashion brand, with 40% of respondents stating that they buy or wear this German brand most often. H&M came in second with 39% of respondents, slightly below Adidas. Converse came in third with 34% of respondents choosing it. Uniqlo took the position with 31%. of respondents (databoks.katadata, 2022).

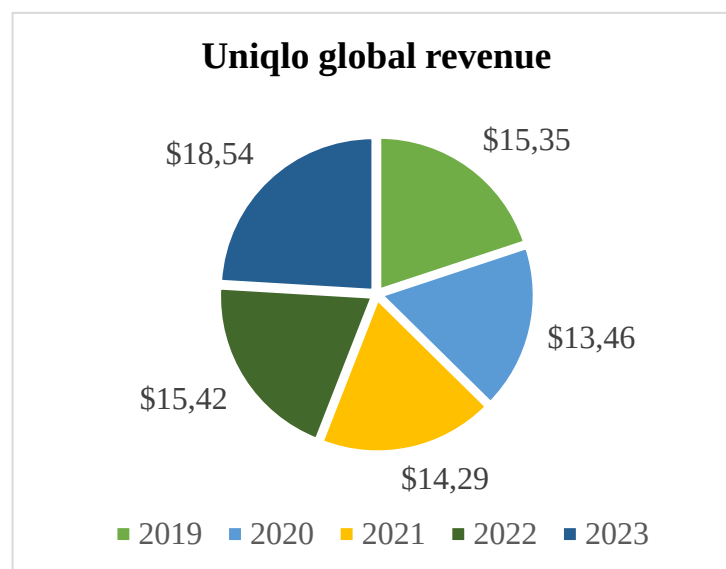


Figure 1.7 Uniqlo global revenue

Source : Statista (2024)

Based on the data results from Figure 1.5, Uniqlo's global revenue showed positive growth from 2019 to 2023, although it declined in 2020. In 2019, revenue reached \$15.35 billion, then dropped to \$13.46 billion in 2020 due to the impact of the pandemic. However, recovery occurred in 2021 with \$14.29 billion and continued to increase in 2022 to reach \$15.42 billion. At its peak, in 2023 Uniqlo's revenue jumped to \$18.54 billion. Uniqlo demonstrates the company's success in maintaining growth and product appeal globally (Statista, 2024).

Uniqlo, owned by Fast Retailing Co., reached a market capitalization of 9.5 trillion yen (approximately USD 69 billion), making it the leader in the global

apparel industry by market capitalization value. However, although Uniqlo leads in market capitalization, by 2024. In the report "Most Valuable Apparel Brand in 2024" compiled by Oberlo:

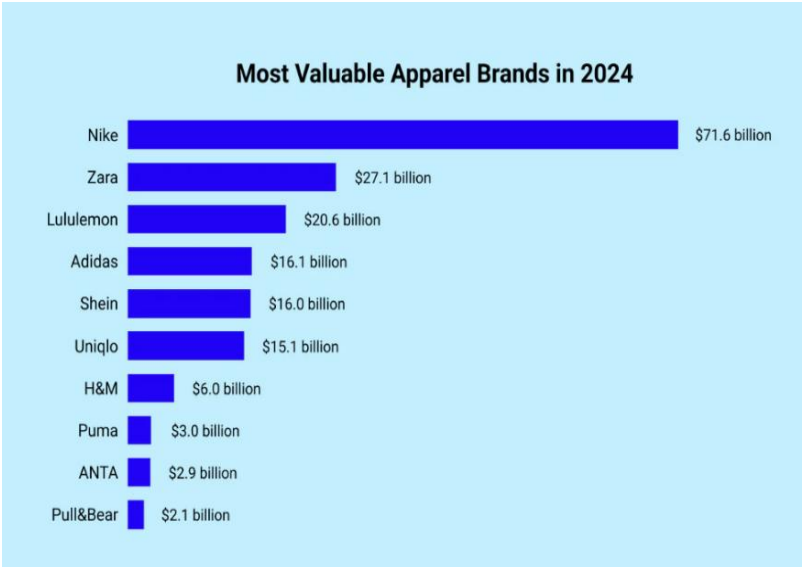


Figure 1.8 Most Valuable Apparel Brand

Source : Oberlo (2024)

Based on the data results from Figure 1.5, the 2024 "Most Valuable Apparel Brand in 2024" list shows Nike's dominance as the most valuable clothing brand in the world with a value of USD 71.6 billion. Zara comes in second with a value of USD 27.1 billion, followed by Lululemon which ranks third with USD 20.6 billion. Adidas and Shein are worth USD 16.1 billion and USD 16.0 billion respectively, while Uniqlo is sixth with USD 15.1 billion. Underneath, H&M has a value of USD 6.0 billion, followed by Puma with USD 3.0 billion, ANTA at USD 2.9 billion, and Pull&Bear with USD 2.1 billion. Although Uniqlo experienced a decline in performance in the previous year it still ranks among the most valuable brands globally demonstrating the strength of its appeal in the market including in Indonesia (Oberlo, 2024).

Product quality is a major factor influencing purchasing decisions. Products that meet or exceed customer expectations will create a positive experience that

encourages customers to make repeat purchases and recommend the brand to others (Gunawan & Nainggolan, 2024). uniqlo, with its commitment to innovation and the use of high-quality materials, must ensure that every product it offers consistently meets high quality standards. Regular evaluation of product quality and response to customer feedback will help uniqlo maintain customer satisfaction and positively influence purchasing decisions.

uniqlo, as one of the leading fashion brands known for its commitment to quality, has successfully made a name for itself in the market by offering a range of products that emphasise high quality and innovation. The brand relies on simple yet effective design principles, as well as the use of technology and materials designed to provide comfort and durability. Although uniqlo has managed to create a strong brand image with products that are claimed to be of high quality, it is important to evaluate in depth how the quality of these products affects customer purchasing decisions in Bandung City.

In this context, evaluating the quality of Uniqlo products in Bandung City involves analysing several important aspects. Firstly, it is necessary to investigate how customers in Bandung assess the durability of Uniqlo products, whether the products meet the expected durability standards. Second, product comfort is also an important factor; customers may be looking for products that are comfortable to wear in various situations and weather. Thirdly, product value, that is, whether the price paid is worth the quality received, also plays a role in the purchase decision. (Gunawan & Nainggolan, 2024). Researchers conducted an initial survey of 37 respondents who already knew or had bought Uniqlo Kaws + Warhol products, showing that the majority of respondents were aged 18-35 years, with a gender composition of men (59%) and women (41%). Most respondents have an educational background of students (32%), work as private employees (38%) and entrepreneurs (30%). The purpose of researchers making this pre-survey is to find out whether Uniqlo products have positive or negative product quality in the eyes of consumers. The following are the results of a pre-survey conducted by researchers on 37 respondents regarding Product Quality owned by Uniqlo :

Table 1.2 Product Quality Uniqlo

No	Question	Agree	Disagree	Percentage	
				Agree	Disagree
1	Do you feel that Uniqlo Kaws+Warhol products have high quality materials?	36	1	97%	2,7%
2	Do you feel that Uniqlo Kaws+Warhol products are durable and long-lasting?	30	7	81,1%	18,9%
3	Do you find the design and aesthetics of Uniqlo Kaws+Warhol products attractive?	34	3	91,9%	8,1%
4	Do you feel that Uniqlo Kaws+Warhol product quality is consistent compared to other fashion brands?	31	6	83,8%	16,2%

Source : By Author (2024)

Based on Table 1.2, the results of a pre-survey of 37 respondents found that Uniqlo Kaws+Warhol products have a very positive perception in the eyes of consumers. A total of 97% of respondents feel that this product is made of high quality materials, with only 2.7% of respondents disagreeing. In terms of durability and longevity, 81.1% of respondents agreed that the product is durable, while another 18.9% thought otherwise. In addition, the design and aesthetics of Uniqlo Kaws+Warhol products were rated as attractive by 91.9% of respondents, indicating the strong visual appeal of these products. However, in terms of quality consistency compared to other fashion brands, 83.8% of respondents agreed that

Uniqlo Kaws+Warhol is consistent, while 16.2% disagreed. With these results, it can be concluded that Product Uniqlo Kaws+Warhol has a positive Product Quality in the eyes of the public.

In addition to product quality, brand image also plays an important role in purchasing decisions. A strong brand image, which reflects values such as innovation, convenience and competitive pricing, can attract customers' attention and influence their preferences Nilowardono (2024). Uniqlo has successfully built a positive brand image, but to remain relevant and competitive, the company must continuously update and strengthen that image in line with changing trends and consumer expectations. This includes communicating effectively about brand values and adjusting marketing strategies to reflect brand advantages and differentiation Kusuma et al (2022).

Innovation is one of the key pillars of uniqlo's brand image, with the company consistently introducing new technologies in their products, such as HeatTech and AIRism materials, designed to enhance comfort and functionality. In addition, uniqlo's commitment to simple yet elegant design also strengthens its brand image as a provider of clothing that is not only stylish but also practical and durable. Researchers conducted an initial survey of 37 respondents who already knew or had bought Uniqlo Kaws + Warhol products, showing that the majority of respondents were aged 18-35 years, with a gender composition of men (59%) and women (41%). Most respondents have an educational background of students (32%), work as private employees (38%) and entrepreneurs (30%). The following are the results of a pre-survey conducted on 37 respondents regarding their perceptions of the Uniqlo Brand Image:

Table 1.3 Brand Image Uniqlo

No	Question	Agree	Disagree	Percentage	
				Agree	Disagree
1	Do you think Uniqlo Kaws+Warhol products have a good brand image?	33	4	89,2%	10,8%
2	Do you think Uniqlo Kaws+Warhol is known as an innovative fashion brand?	30	7	81,1%	18,9%
3	Do you think Uniqlo Kaws+Warhol product advertisements and promotions attract your attention?	35	2	94,6%	5,4%
4	Do you think Uniqlo Kaws+Warhol products have high popularity?	36	1	97,3%	2,7%

Source : By Author (2024)

Based on Table 1.3 of the pre-survey results of 37 respondents, it was found that Uniqlo Kaws+Warhol products have a very positive perception in the eyes of consumers. A total of 33 respondents (89.2%) agreed that this product has a good brand image, while 4 respondents (10.8%) disagreed. Uniqlo Kaws+Warhol products are also considered an innovative fashion brand by 30 respondents (81.1%), while 7 respondents (18.9%) disagreed with this. In addition, the advertisements and promotions of Uniqlo Kaws+Warhol products are considered very attractive by the majority of respondents, with 35 people (94.6%) stating that the advertisements attract their attention, and only 2 respondents (5.4%)

disagreeing. In terms of popularity, 36 respondents (97.3%) stated that Uniqlo Kaws+Warhol products are very popular, while only 1 respondent (2.7%) disagreed. With these results, it can be concluded that Uniqlo Kaws+Warhol products have a very positive brand image, innovation, advertising, and popularity in the eyes of consumers.

Customer satisfaction is an important indicator of how well uniqlo meets customer needs and expectations. High satisfaction is often directly related to customer loyalty and repeat purchases to ensure a high level of satisfaction (Nuryanti et al., 2021). Uniqlo needs to focus on the overall shopping experience, including responsive customer service and a pleasant shopping experience. Collecting and analyzing customer feedback on a regular basis will provide valuable insights into areas for improvement or enhancement. According to Liu et al (2021), Customer satisfaction is defined as a measurement that determines how happy customers are with products, services, and capabilities. Customer satisfaction is a key indicator that helps companies evaluate whether their products or services successfully meet or exceed customer expectations.

Customer satisfaction information, reflected by customer reviews and ratings, can help companies improve their products and services (Liu et al., 2021). Customer reviews are reviews of a commodity or service offered by consumers who have purchased and used the product or service (Liu et al., 2021). Customer reviews reflect the level of consumer satisfaction with the goods purchased. According to Liu et al (2021), Advances in technology have led many fashion companies to develop apps and websites that make it easier for consumers to shop remotely. On the uniqlo website and app, consumers can provide star ratings and text reviews of the products they buy.

Star ratings reflect consumers' level of satisfaction on a scale of 1 (low) to 5 (high), while text reviews allow them to share their opinions and further information about the product. In addition to star ratings, consumers can also write more in-depth text reviews, giving their personal opinions on the product. These reviews can cover aspects such as material quality, comfort, size fit, and durability of the product. In these apps and websites, consumers can leave reviews after

purchasing products. The following are 71 consumer reviews submitted on September 19, 2024 for the product Uniqlo UT KAWS +Warhol Short Sleeve:

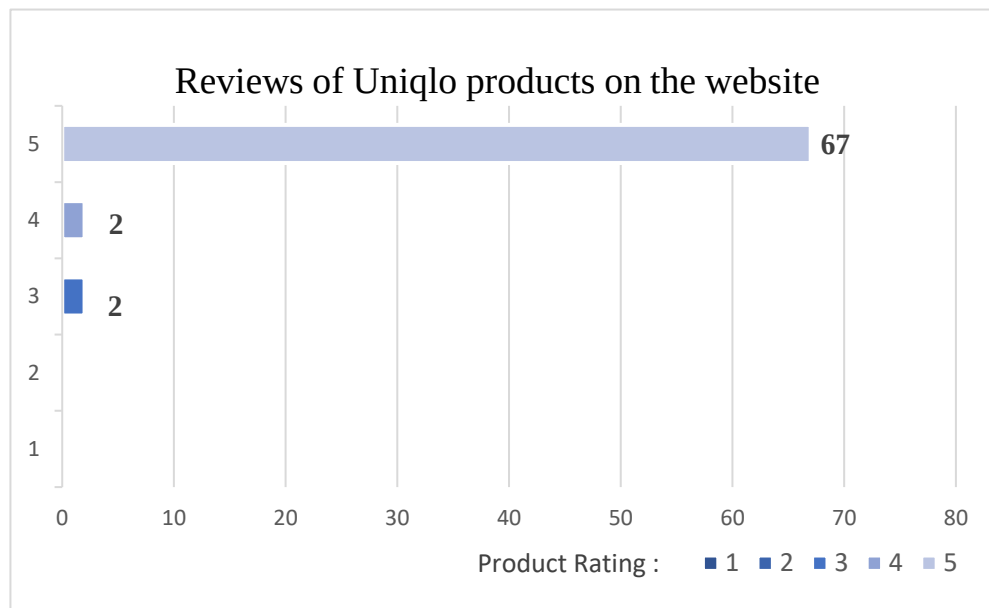


Figure 1.9 Review of Uniqlo products on the website

Source : (Uniqlo, 2024)

Based on Figure 1.5, it shows the distribution of consumer reviews of Uniqlo products on the website, where the majority of consumers give very positive ratings. Out of 71 reviews, 67 consumers gave a rating of 5/5, indicating high satisfaction with Uniqlo products. Only 2 consumers gave a rating of 4/5, and another 2 consumers gave a rating of 3/5, indicating there is a slight dissatisfaction or expectations that are not fully met. Consumer reviews play an important role in creating customer satisfaction with Uniqlo products. Consumers tend to trust reviews from fellow consumers more than information directly from the brand itself. Positive reviews can strengthen consumers' trust and confidence in making purchasing decisions, especially when they feel they are getting input from people who have direct experience with the product.

In addition, positive reviews are often shared via social media, which helps expand the brand's reach and attract more new customers. However, the impact can be negative if the reviews received are bad, as negative reviews tend to spread quickly and can damage a brand's reputation. Researchers conducted an initial

survey of 37 respondents who already knew or had bought Uniqlo Kaws + Warhol products, showing that the majority of respondents were aged 18-35 years, with a gender composition of men (59%) and women (41%). Most respondents have an educational background of students (32%), work as private employees (38%) and entrepreneurs (30%). The following are the results of a pre-survey conducted on 37 respondents regarding their perceptions of Uniqlo Consumer Satisfaction:

Table 1.4 Customer Satisfaction Uniqlo

No	Question	Agree	Disagree	Percentage	
				Agree	Disagree
1	I am satisfied with the customer service provided by Uniqlo.	35	2	94,6%	5,4%
2	The offline or online shopping experience in buying Uniqlo Kaws+Warhol products is satisfying and convenient.	37	0	100%	0%
3	The purchasing process at Uniqlo runs smoothly and efficiently.	34	3	91,9%	8,1%
4	The price of Uniqlo Kaws+Warhol products matches the quality I receive.	34	3	91,9%	8,1%

Source : By Author (2024)

Based on Table 1.4 of the pre-survey results of 37 respondents, it was found that Uniqlo Kaws+Warhol products have very positive services and experiences in the eyes of consumers. A total of 35 respondents (94.6%) were satisfied with the customer service provided by Uniqlo, while only 2 respondents (5.4%) were dissatisfied. The shopping experience, both offline and online, was rated as very satisfying by all respondents (100%), indicating that none of the respondents felt uncomfortable in shopping for Uniqlo Kaws+Warhol products. In addition, the purchasing process at Uniqlo was considered smooth and efficient by 34 respondents (91.9%), with only 3 respondents (8.1%) having the opposite opinion. Finally, 34 respondents (91.9%) felt that the price of Uniqlo Kaws+Warhol products was commensurate with the quality they received, while 3 respondents (8.1%) disagreed with this. Based on the results of this pre-survey, it can be concluded that Uniqlo products have a very good level of customer satisfaction in the community.

Customer Purchase decision is an end result that is heavily influenced by several key factors, including product quality, brand image, and customer satisfaction levels (Rafli et al., 2023). In the context of uniqlo, understanding these dynamics in depth is crucial to designing effective marketing strategies and maintaining a strong position in the market. According to Lestari & Saifuddin (2020), Purchasing decisions are activities carried out by consumers in choosing various alternative products available and are considered as steps to meet their needs. This process involves recognizing needs, searching for information, evaluating various options, and finally, choosing a product that is considered to provide the best value.

For consumers, price is not always considered a sign of the quality of a product, but is also understood as a description of the costs that must be incurred to get the model or benefits of the product (Akbar et al., 2021). Collaboration to expand market share, increase brand awareness, and influence consumer purchasing decisions (Irawan et al., 2024). Collaboration with other brands that have a large consumer base can provide wider exposure, increase product appeal, and create synergies that benefit both parties (Irawan et al., 2024). Uniqlo

frequently collaborates with various artists, designers, brands and pop culture characters as a strategy to expand its product assortment and appeal to different consumer segments. These collaborations cover a wide range of themes, from contemporary art, popular culture, movies, to global fashion icons, which remain relevant and attractive in the global market.

Uniqlo has launched a new collaboration with KAWS, a contemporary artist renowned in the world of art and pop culture. The collaboration features an exclusive collection of UT T-shirts and sweatshirts featuring KAWS' signature artwork. The designs feature KAWS' iconic characters, such as Companion and BFF, which are widely recognized among art and streetwear fans. In addition, the XX motif, which is one of the visual elements that characterizes KAWS, is also featured in this collection. Through this collaboration, Uniqlo offers products that combine contemporary art with fashion, thus appealing to customers who value creativity and innovation in their daily wear (Kompas, 2024).

Through this collaboration, Uniqlo not only offers quality products, but also provides added value in the form of exclusive designs that combine art and fashion. The presence of products in various sizes for adults and children broadens the appeal of this collection, making it accessible to all. In addition, with additional incentives such as exclusive stickers in limited quantities, Uniqlo has a positive impact on consumer purchasing decisions. Researchers conducted an initial survey of 37 respondents who already knew or had bought Uniqlo Kaws + Warhol products, showing that the majority of respondents were aged 18-35 years, with a gender composition of men (59%) and women (41%). Most respondents have an educational background of students (32%), work as private employees (38%) and entrepreneurs (30%). The following are the results of a pre-survey conducted on 37 respondents regarding their perceptions of Uniqlo consumers' purchasing decisions:

Table 1.5 Table Purchase Decision Uniqlo

No	Question	Agree	Disagree	Percentage	
				Agree	Disagree

1	Does the quality of Uniqlo Kaws+Warhol products influence your decision to buy?	36	1	97,3%	2,7%
2	Does the Uniqlo Kaws+Warhol brand image play a role in your decision to choose the product?	32	1	97,3%	2,7%
3	Does your satisfaction as a customer influence your decision to continue shopping at Uniqlo?	37	0	100%	0%
4	Do you tend to recommend Uniqlo products to others based on your own experience?	37	0	100%	0%

Source : By Author (2024)

Based on Table 1.5 of the pre-survey results of 34 respondents, it is found that Uniqlo Kaws+Warhol products have a very positive influence on consumer decisions to buy, recommend and continue shopping. A total of 36 respondents (97.3%) agreed that the quality of Uniqlo Kaws+Warhol products influenced their decision to buy the product, while only 1 respondent (2.7%) disagreed. In addition, 32 respondents (97.3%) also stated that the Uniqlo Kaws+Warhol brand image played an important role in their decision to choose this product, with only 1 respondent (2.7%) disagreeing. In addition, customer satisfaction also plays a big role, where all 37 respondents (100%) agreed that their satisfaction as a customer influences their decision to continue shopping at Uniqlo. In addition, all respondents (100%) stated that they are likely to recommend Uniqlo products to others based on their positive personal experiences. Based on the results of this pre-survey, it can be concluded that Uniqlo provides an excellent level of satisfaction to its customers.

Based on the above background that has been described, the authors are interested in examining product quality, brand image, customer satisfaction, and

customer purchasing decisions on Uniqlo products. This is because in Figure 1.5, Uniqlo is not the most popular brand in Indonesia and also in Figure 1.4, Uniqlo has decreased brand value. Bandung has always been synonymous with fashion city. As one of the regions in Indonesia that is known to have a history and industrial progress that is quite rapid, especially in the field of fashion and style. Therefore, the author wants to know how Uniqlo creates, brand image and influences product quality to consumers on Uniqlo products so that these two factors can create purchasing decisions through consumer satisfaction who have bought Uniqlo products. Based on this, the authors decided to make a research entitled "The influence of product quality, brand image, and customer satisfaction on customer purchasing decisions for the uniqlo fashion brand in bandung city".

1.3 Problem Formulation

The Uniqlo Kaws+Warhol collaboration fashion collection is one of the main attractions for consumers, especially in a competitive market like Bandung. However, despite the strong appeal of this collection, the frequency of its launches makes some consumers less interested in buying. In addition, it is important to consider various other factors that influence consumer purchasing decisions. Product quality, brand image and customer satisfaction are the three main factors that consumers often consider in making a decision to buy fashion products, including in the context of exclusive collaboration collections.

Although uniqlo is known for its strong global brand image and good product quality, this research highlights that consumer purchasing decisions are not only determined by one factor alone, but a combination of these factors. Product quality that meets consumer expectations can certainly increase purchase intention, but without a strong brand image and high customer satisfaction, the effect may be less significant. In Bandung, as one of the fashion hubs in Indonesia, consumer behavior in choosing fashion is also influenced by the exclusivity and uniqueness of collections such as collaborations with famous artists, which are important elements of brand image.

In addition, customer satisfaction has an important role in mediating the relationship between product quality and brand image with purchasing decisions. High satisfaction can create loyalty, which ultimately drives repeat purchase decisions. Conversely, if customer satisfaction is low despite high quality products, purchasing decisions may be hindered. Therefore, this study aims to explore how product quality, brand image, and customer satisfaction together influence the purchase decision of Uniqlo Kaws+Warhol fashion collection in Bandung City, as well as identify which factor exerts the greatest influence in encouraging consumers to purchase the product. In light of the preceding context, the problem formulation in this study in this study involves :

1. Does product quality significantly impact customer satisfaction for Uniqlo Kaws+Warhol customers in Bandung City?
2. Does brand image significantly impact customer satisfaction for Uniqlo Kaws+Warhol customers in Bandung City?
3. Does product quality significantly impact purchasing decisions for Uniqlo Kaws+Warhol customers in Bandung City?
4. Does brand image significantly impact purchasing decisions for Uniqlo Kaws+Warhol customers in Bandung City?
5. Does customer satisfaction significantly impact purchasing decisions for Uniqlo Kaws+Warhol customers in Bandung City?

1.4 Research Objective

Based on the explanation of the problem formulation above, the research objectives in this study are as follows:

1. To determine the extent to which product quality influences customer satisfaction among Uniqlo Kaws + Warhol customers in Bandung City.
2. To determine the extent to which brand image influences customer satisfaction among Uniqlo Kaws + Warhol customers in Bandung City.
3. To determine the extent to which product quality influences purchasing decisions of Uniqlo Kaws + Warhol customers in Bandung City.

4. To determine the extent to which brand image influences purchasing decisions of Uniqlo Kaws + Warhol customers in Bandung City.
5. To determine the extent to which customer satisfaction influences purchasing decisions of Uniqlo Kaws + Warhol customers in Bandung City..

1.5 Research Benefit

1.5.1 Theoretical Aspects

The results of this study are expected to add knowledge and insight, especially in the field of marketing related to product quality, brand image, customer satisfaction, and buying decisions. In addition, some of the findings revealed in this study can also be used as a reference for future research.

1.5.2 Practical Aspects

This research is expected to provide information to companies regarding the influence of product quality and brand image in an effort to provide customer satisfaction so that it can influence buying decisions.

1.6 Writing Systematics

This part of the writing will summarize how the mini-thesis will be structured. It is purposed to enhance the reader's understanding of the contents within this mini-thesis. Each chapter will be explained as follows:

a. CHAPTER 1: INTRODUCTION

The introduction will explain several topics including object overview, researchbackground, problem formulation, research objective, research benefit, and writing systematics.

b. CHAPTER 2: LITERATURE REVIEW

This chapter will highlight the theoretical basis that will cover the whole research, along with theories from previous research that are similar to this research. Furthermore, this chapter will cover this research's theoretical framework and hypotheses.

c. CHAPTER 3: RESEARCH METHODOLOGY

This chapter will cover how the research will be done, the resources of the data, and the type of data that is going to be used. It also includes information about where the population will be from, the number of the sample, the research variables, the data collection method, the instrument testing, and the data analysis method.

d. CHAPTER 4: RESULTS AND DISCUSSION

The results and discussion chapter will define the general description of the research object, the instrument testing results, and the hypotheses testing.

e. CHAPTER 5: CONCLUSION

This chapter will conclude the conclusion for the overall research, which also gives suggestions to the relevant stakeholders.