

## **ABSTRACT**

*Currently, business development in the fashion industry has intense competition, this makes companies look for the right strategy in marketing their products in order to win market competition. In this case, Uniqlo implements a strategy of promoting using influencer marketing and continues to improve product quality. This study aims to determine and analyze the influence of influencer marketing and product quality on purchasing decisions at Uniqlo.*

*The research method used in this research is a quantitative method with descriptive research type. Sampling in this study was carried out by using a non-probability sampling technique used was purposive sampling with a total of 100 consumer respondents who had bought Uniqlo products. The data analysis technique used is descriptive analysis and multiple regression analysis.*

*Based on the results of descriptive analysis, influencer marketing factors are included in the good category with a percentage of 81.6% and product quality is included in the very good category with a percentage of 86.9% and purchasing decisions are included in the good category with a percentage of 82.9%. Based on the results of the study showed that influencer marketing factors and producing quality parts and simultaneously significant Influence on purchasing decisions at Uniqlo by 63.9% while the remaining 36.1% was influenced by other variables not examined in this study.*

**Keywords: Influencer Marketing, Product Quality, Purchasing Decisions**