

LIST OF TABLES

TABEL 1.1 MARKET TARGET AND SEGMENTATION OF UNIQLO.....	6
TABEL 1.2 DESCRIPTION OF DIFFERENT FASHION BRAND.....	7
TABEL 1.3 CONSUMER KNOWLEDGE OF UNIQLO PRODUCTS.....	8
TABEL 2.1 PREVIOUS RESEARCH	26
TABEL 2.2 NATIONAL JOURNAL LITERATURE	28
TABEL 2.3 INTERNASIONAL JOURNAL LITERATURE.....	30
TABEL 3.1 OPERATIONAL VARIABLES	38
TABEL 3.2 INSTRUMENT SCALE LIKERT	41
TABEL 3.3 VALIDITY TEST RESULTS.....	47
TABEL 3.4 RELIABILITY RESULT.....	49
TABEL 3.5 INTERPRETATION SCORE PRESENTATION	50
TABEL 4.1 RESPONDENT’S ANSWERS ON PRODUCT QUALITY VARIABLES .	61
TABEL 4.2 RESPONDENT’S ANSWERS ON BRAND IMAGE VARIABLES.....	64
TABEL 4.3 RESPONDENT’S ANSWERS ABOUT PRICE VARIABLES	66
TABEL 4.4 RESPONDENT’S ANSWERS ON PROMOTION VARIABLES	68
TABEL 4.5 RESPONDENT’S ANSWERS ON PURCHASE DECISION VARIABLES	70
TABEL 4.6 PERCENTAGE OF SCORE INTERPRETATION.....	73
TABEL 4.7 CHANGES TO PRODUCT QUALITY VARIABLES (X1).....	73
TABEL 4.8 CHANGES TO BRAND IMAGE VARIABLES (X2)	73
TABEL 4.9 CHANGES TO PRICE VARIABLES (X3).....	74
TABEL 4.10 CHANGES TO PROMOTION VARIABLES (X4).....	74
TABEL 4.11 CHANGES TO PURCHASE DECISION VARIABLES (Y1).....	75
TABEL 4.12 ONE-SAMPLE KOLMOGOROV-SMIRNOV TEST	77
TABEL 4.13 MULTICOLONRITY TEST	77
TABEL 4.14 GLEJSER TEST RESULT	78
TABEL 4.15 MULTIPLE LINEAR REGRESSIONS	79
TABEL 4.16 T TEST RESULT.....	81
TABEL 4.17 SIMULTANEOUS TEST (F).....	82