

TABLE OF CONTENTS

CONSENT PAGE.....	ii
ORIGINALITY STATEMENT PAGE	iii
MOTTO	iv
FOREWORD	v
ABSTRACT.....	vii
TABLE OF CONTENTS.....	viii
LIST OF TABLES	x
LIST OF FIGURES	xi
LIST OF APPENDICES.....	xii
CHAPTER I INTRODUCTION.....	1
1.1 Uniqlo Company Profile	1
1.2 Research Background	2
1.3 Formulation of The Problem.....	5
1.4 Point of The Research.....	6
1.5 Uses of The Research.....	6
1.5.1 Theoretical Uses	6
1.5.2 Practical Uses.....	6
1.6 Final Project Writing Systematics	7
CHAPTER II LITERATURE REVIEW	9
2.1 Theories Related to Research and Previous Research	9
2.1.1 Theories Related to Research.....	9
2.1.2 Previous Research.....	10
2.2 Conceptual Framework.....	21
CHAPTER III RESEARCH METHODOLOGY	22
3.1 Types of Research.....	22
3.2 Research Variables, Operational Variables, and Measurement Scales.....	22
3.2.1 Research Variables.....	22
3.2.2 Operational Variables	23
3.2.3 Measurement Scales.....	24
3.3 Population and Sample	25
3.3.1 Population	25
3.3.2 Sample.....	26
3.3.3 Sample Size Determination.....	26

3.3.4 Sampling Justification.....	27
3.4 Data Collection Technique.....	27
3.5 Validity and Reliability Test.....	28
3.5.1 Validity Test Theory	28
3.5.2 Validity Test Formula and Calculation.....	30
3.5.3 Reliability Test Theory	32
3.5.4 Reliability Test Formula and Calculation	33
3.6 Data Analysis Technique	35
3.6.1 Descriptive Analysis	35
3.6.2 Structural Equation Model.....	38
3.7 Hypothesis Testing and Discussion	43
CHAPTER IV RESULTS.....	45
4.1 Respondent Characteristics	45
4.1.1 Respondent Characteristics Based on Gender	45
4.1.2 Respondent Characteristics Based on City Origin.....	46
4.1.3 Respondent Characteristics Based on Current Residence	47
4.1.4 Respondent Characteristics Based on Income per Month	47
4.2 Research Results	48
4.2.1 Descriptive Analysis	48
4.2.2 SEM Analysis	55
4.2.3 Hypothesis Testing and Significance.....	66
4.3 Discussion of Research Results	72
4.3.1 Results of Descriptive Analysis of Product Quality Variable (X1).....	72
4.3.2 Results of Descriptive Analysis of Price Sensitivity Variable (X2).....	73
4.3.3 Results of Descriptive Analysis of Purchasing Decision Variable (Y)	74
4.3.4 Product Quality's Effect on Purchasing Decision	74
4.3.4 Price Sensitivity's Effect on Purchasing Decision	74
CHAPTER V CONCLUSION AND RECOMMENDATION.....	75
5.1 Conclusion	75
5.2 Recommendation	77
REFERENCES	79
ATTACHMENT	86