

ABSTRACT

Uniqlo is a global brand from Japan known for its product quality and innovation. Although it demonstrates strong global performance, in Bandung recognized as a fashion trend center in Indonesia consumer purchasing decisions are not necessarily aligned with the brand's global strength due to competition from both international and local brands.

Despite its global presence, there remains a gap between Uniqlo's brand strength and local consumer purchase decisions. This study aims to examine the influence of brand awareness, brand association, perceived quality, and brand loyalty on Uniqlo purchasing decisions in Bandung. A quantitative approach was used, employing a survey method with 385 samples. The sampling technique applied was non-probability sampling with purposive sampling, targeting individuals who have purchased Uniqlo products.

The data analysis techniques include multiple linear regression, validity and reliability tests, classical assumption tests, coefficient of determination (R^2), T-test, and F-test. Descriptive analysis results show that all variables are in the "good" category but have not reached optimal levels. Simultaneously, the four variables have a significant influence on purchase decisions. The researcher suggests that Uniqlo enhance its digital campaigns, strengthen emotional brand association, highlight perceived product quality, and develop loyalty programs tailored to the local market.

Keywords: *Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty, Purchase Decision*