

**THE EFFECT OF PRODUCT QUALITY, PRICE PERCEPTION, BRAND
IMAGE TOWARD CONSUMER SATISFACTION WITH PURCHASE
DECISION AS MEDIATING VARIABLE OF UNIQLO FASHION BRAND**

THESIS

Presented as Partial Fulfilment of the Requirements of the Degree of Sarjana
Management (S1) in International Business Management Program Faculty of Business
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INTERNATIONAL BUSINESS MANAGEMENT PROGRAM

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AUTHENTICITY ACKNOWLEDGEMENT

I, Efrema Aurell Mendieta Ardyanto, hereby declare that the work contained in this thesis “The Role of Purchasing Decisions Mediating Product Quality, Price Perception and Brand Image on Customer Satisfaction of Uniqlo” is exclusively own, unless otherwise specified. The sources employed in this thesis have been properly cited and referenced. I have not employed any unauthorized resources or assistance in the completion of this assignment.

In addition, I attest that this thesis has not been submitted for any other degree or qualification at Universitas Atma Jaya Yogyakarta or any other institution.

Yogyakarta, 11 Juni 2025

A handwritten signature in black ink, consisting of a series of connected strokes that form a stylized representation of the author's name.

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It is my hope that the thesis will play its part in a meaningful contribution toward the field of Management and be a useful reference to other future researchers.

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ABSTRACT

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The global fashion industry continues to grow rapidly, shaped by technological advancements and changing consumer preferences. This study aims to analyze the effect of product quality, price perception, and brand image on purchasing decisions and customer satisfaction for the Uniqlo fashion brand, taking into account the mediating role of purchasing decisions. This study uses a quantitative approach with purposive sampling technique to collect data from Uniqlo consumers. The data obtained were then analyzed using the Structural Equation Modeling (SEM) method. The results showed that product quality has a positive and significant influence on purchasing decisions and customer satisfaction. The same thing is also found in price perception, which has a positive and significant influence on both variables. Meanwhile, brand image shows the highest positive and significant influence on purchasing decisions, and has a significant effect on customer satisfaction. In addition, purchasing decisions are proven to have a positive and significant influence on customer satisfaction, while acting as a partial mediator in the relationship between product quality, price perception, and brand image on customer satisfaction. These findings underscore the importance of marketing strategies that focus on improving product quality, developing competitive price perceptions, and strengthening brand image to encourage purchasing decisions and increase customer satisfaction in the fashion industry.

Keywords: *Brand Image, Customer Satisfaction, Fashion Industry, Price Perception, Product Quality, Purchase Decision, Structural Equation Modeling (SEM)*