

## **ABSTRACT**

The fashion industry in Indonesia is currently growing rapidly. There are two categories, namely fast fashion and slow fashion. One type of clothing product that is often used by Indonesians in their daily lives is casual clothing. Uniqlo is one of the largest distributors of casual clothing in Bandung and included in the fast fashion category. The purpose of this study was to determine the influence of brand image and product quality on purchasing decisions at Uniqlo Bandung.

This research method uses quantitative methods with descriptive research type. The research data were obtained by distributing questionnaires to 100 respondents. The sampling technique used in this study is non-probability sampling. The data used are primary data obtained from questionnaires, while secondary data is obtained from previous research, books, and the internet. The data analysis technique used is descriptive and multiple linear regression.

The results showed partially variable brand image positive had no significant effect on purchasing decisions, while product quality positive had a significant effect on purchasing decisions. Simultaneously, the variables brand image and product quality together have a positive effect on purchasing decisions.

**Keywords: Brand image, product quality, purchasing decisions**