

LIST OF FIGURES

Figure 1. 1 Uniqlo outlets located in Paris Van Java	3
Figure 1. 2 Uniqlo outlets located at Paskal 23	3
Figure 1. 3 Uniqlo outlets located at Trans Studio Mall.....	4
Figure 1. 4 Uniqlo Logo.....	5
Figure 1. 5 Airsm product from Uniqlo	6
Figure 1. 6 Heatech product from Uniqlo	6
Figure 1. 7 Collaboration Product between Uniqlo x JW Anderson	7
Figure 1. 8 Top 10 Best Selling Labels in the World in 2019	8
Figure 1. 9 Decision Making Process	11
Figure 2. 1 Purchase Decision Process	25
Figure 2. 2 Framework.....	38
Figure 3. 1 Components and Quantitative Research Process.....	44
Figure 4. 1 Identity of Respondents based on Gender	56
Figure 4. 2 Identity of Respondents by Age.....	57
Figure 4. 3 Identity of Respondents Based on Profession.....	58
Figure 4. 4 Identity of Respondents Based on Monthly Expense	59
Figure 4. 5 Continuum Line of Variable Brand Image (X1).....	62
Figure 4. 6 Continuum Line of Product Quality Variables (X2)	66
Figure 4. 7 Continuum Line Purchasing Decision Variable (Y).....	70
Figure 4. 8 P-Plot Graph	73
Figure 4. 9 Kolmogrov Smirnov	74
Figure 4. 10 Scatterplot Graph.....	74