

TABLE OF CONTENT

STATEMENT SHEET.....	iv
ABSTRACT.....	vii
ABSTRAK.....	viii
TABLE OF CONTENT	ix
LIST OF TABLES	xiii
LIST OF FIGURES.....	xiv
LIST OF ATTACHMENT.....	xv
CHAPTER I.....	1
1.1 Overview of Research Objects.....	1
1.1.1 Uniqlo Profile.....	1
1.1.2 History of Uniqlo in Indonesia.....	2
1.1.3 Uniqlo Logo	4
1.1.4 Vision and Mission of Uniqlo	5
1.1.5 Uniqlo Products.....	5
1.2 Research Background.....	7
1.3 Research Focus.....	12
1.4 Problem Identification.....	12
1.5 Objective Research	13
1.6 Research Usefulness.....	13
CHAPTER II.....	14
2.1 Literature Review	14
2.1.1 Marketing	14
2.1.2 Marketing Management	14
2.1.3 Marketing Functions	15

2.2	Brand.....	16
2.2.1	Definition of Brand	16
2.2.2	Meaning of Brands.....	16
2.2.3	Brand Benefits.....	17
2.2.4	Brand Image.....	17
2.2.5	Indicators of Brand Image.....	18
2.3	Product	18
2.3.1	Product Definition.....	18
2.3.2	Product Levels.....	19
2.3.3	Product Differentiation.....	20
2.3.4	Product Quality	20
2.3.5	Product Quality Indicators	21
2.4	Consumer Behavior.....	22
2.4.1	Definition of Consumer Behavior	22
2.4.2	Factors Affecting Consumer Behavior.....	23
2.4.3	Purchase Decisions.....	23
2.4.4	Purchasing Indicators.....	24
2.4.5	Purchasing Decision Process.....	25
2.4.6	Relationship Between Brand Image Variables Against Purchasing Decisions	26
2.4.7	Relationship Between Variable Product Quality Against Purchasing Decisions	27
2.4.8	Relationship Between Variable Brand Image and Product Quality on Purchasing Decisions	27
2.5	Previous Research	28
2.6	Framework	37
2.7	Research Hypothesis	39
CHAPTER III.....		40
3.1	Types of Research	40
3.2	Operational Variables and Measurement Scale.....	40
3.2.1	Operational Variables.....	40

3.2.2	Measurement Scale	43
3.3	Research Stages.....	44
3.4	Population and Sample.....	44
3.4.1	Population	44
3.4.2	Sample.....	44
3.4.3	Sampling Techniques	45
3.5	Data Collection.....	46
3.5.1	Types of Data	46
3.5.2	Data Collection Techniques	46
3.6	Validity and Reliability	47
3.6.1	Validity Test.....	47
3.6.2	Reliability Test	49
3.7	Data Analysis Techniques.....	51
3.7.1	Descriptive Statistical Analysis.....	51
3.8	Classical Assumption.....	51
3.8.1	Normality Test.....	51
3.8.2	Multicollinearity Test.....	52
3.8.3	Heteroscedasticity Test	52
3.8.4	Multiple Linear Regression Analysis.....	52
3.8.5	Determination Coefficient.....	53
3.9	Hypothesis Test.....	54
3.9.1	F Test.....	54
3.9.2	T test.....	54
CHAPTER IV	56
4.1	Characteristics of Respondents	56
4.2	Descriptive Analysis	59
4.2.1	Respondent's Responses Regarding Uniqlo's Brand Image	59
4.2.2	Respondents' Responses Regarding Product Quality.....	63
4.2.3	Respondents' Responses Regarding Purchasing Decisions.....	68
4.2.4	Classic Assumption Test.....	72

4.2.5	Multiple Linear Regression Analysis.....	77
4.2.6	Hypothesis Testing.....	77
4.2.7	The Coefficient of Determination (R ²).....	81
4.3	Discussion	82
CHAPTER V.....		86
5.1	Conclusion.....	86
5.2	Suggestions	87
BIBLIOGRAPHY		88
ATTACHMENT		91