THE LINKING OF PRODUCT QUALITY, BRAND IMAGE, PRICE, AND PROMOTION ON PURCHASING DECISION OF UNIQLO PRODUCTS IN BANDUNG

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Abstract

This research was conducted to determine "The Linking of Product Quality, Brand Image, Price, and Promotion on Purchasing Decisions of Uniqlo Products in Bandung". The purpose of this study was to determine how product quality, brand image, price, and promotion affect Uniqlo product purchasing decisions and to find out how product quality, brand image, price, and promotion simultaneously influence Uniqlo product purchasing decisions in Bandung. This research uses quantitative research methods with descriptive research type. The research data were obtained by distributing questionnaires to 100 respondents. The data analysis technique used is descriptive and multiple linear regression. The conclusion of this study is that each variable can affect the purchasing decisions of consumers who want to buy Uniqlo products. And product quality, brand image, price, and promotion simultaneously influence purchasing decisions on Uniqlo products. The fourth variable, namely product quality, brand image, price, and promotion has features that can influence purchase decisions for consumers of Uniqlo products

Keywords: Product Quality, Brand Image, Price, Promotion, and Purchase Decisions

1. Introduction

Uniqlo is one of the Japanese fashion brands, the Uniqlo brand has quickly become an icon in the fashion industry. Uniqlo was founded by Tadashi Yanai in Hiroshima, Japan. The founder of Uniqlo was inspired when he visited one of University in the United States which was crowded with teenagers for selling casual clothes at low prices, like people buying magazines. In March 1949, Hitoshi Yanai, father of Fast Retailing Managing Director Tadashi Yanai, opened the Ogori Shoji menswear shop in Ube City, Yamaguchi Prefecture. Tadashi Yanai took over the leadership of the company in 1984, and opened Uniqlo's first shop, then known as the casual clothing store Uniqlo Clothing Warehouse, on June 2, 1984 in Hiroshima City, Hiroshima Prefecture. The first Uniqlo store is located on the roadside, the Yamanota Shop in Yamaguchi Prefecture opened in June 1985. During the first few years, Uniqlo stores continued to grow, especially in West Japan. Yanai then changed the company name from Ogori Shoji to Fast Retailing in September 1991. In April 1999, Uniqlo for the first time expanded its presence in the international area by opening its first international office in Shanghai, China followed by its first outlet in the same city in September 2002. After more than half a century has

passed, Uniqlo has now opened more than 2000 outlets in more than 21 countries in the world including Indonesia.

To find out the consumer perception of Uniqlo products, the authors conducted a survey to consumers / visitors Uniqlo conducted in January 2021. The research was conducted in Bandung with the background to know the response of consumers more widely. So the following is the result of a pre-research interview conducted on 30 respondents who are customers or have purchased Uniqlo products in the city of Bandung made in the form of questionnaire results can be seen in the following table.

TABLE 1.5

CONSUMER KNOWLEDGE OF UNIQLO PRODUCTS

No	Statement	Agree	Not Agree	Persentage	
				Agree	Not Agree
1.	Uniqlo sells quality guaranteed clothes	28	2	93,3%	6,7%
2.	Uniqlo known by many people	26	4	86,7%	13,3%
3.	Prices offered by Uniqlo are affordable	15	15	50%	50%
4.	Discounts given by Uniqlo catches consumer	28	2	93,3%	6,7%

Sources: Author's pre-quitionnaire results, 2021

Based on table 1.3, can be explained:

1. "Uniqlo sells quality-guaranteed clothing" resulted in 93.3% of respondents agreeing that Uniqlo sells quality-guaranteed clothing. While 6.7% of respondents disagreed that Uniqlo sells quality guaranteed clothing.

2. "Uniqlo is known by many people", obtained the results of 86.7% of respondents agreed that Uniqlo brand products are already known by many people. Another 13.3% of respondents said they disagreed.

3. "The price of products offered by Uniqlo products is appropriate", obtained the results of 50% of respondents from Uniqlo consumers do not agree that the price of products offered by Uniqlo products is appropriate. This can be interpreted that Uniqlo products have not been able to meet the customer's wishes in providing the appropriate product prices.

4. "The amount of discount given by Uniqlo brand attracts your attention" was obtained by 20% of respondents who disagreed with the statement "The amount of discount given by Uniqlo brand attracts your attention". From these results, it can be interpreted that Uniqlo products are still lacking and not enough in conducting promotions to attract the attention of the public.

Based on pre-survey results on Uniqlo products in Bandung found several problems, namely on the price and promotion that will affect the purchasing decision process of the product. Such as Uniqlo products do not meet the customer's wishes in providing appropriate product prices, and promotions through discounts that are not enough to attract the attention of the public. So, there is still a gap between the customer's perceptions. "Prices offered by Uniqlo are affordable" got a half of respondents agreed while others disagreed. Otherwise, the owner of Uniqlo said that they are not interested in being the cheapest. They would like to be rewarded for offering a good and interesting product.

To solve these problems, Uniqlo must maintain its market share by forming a positive brand and brand image strength. With a positive image, Uniqlo is able to survive and be able to face competition in marketing. The strength of the brand is created when the supporting elements of the brand provide a positive image in order to create a strong brand in the eyes of customers. In addition to forming a positive brand strength, of course the quality of the product is also very important for customers. The creation of a positive brand image and good product quality will lead to a decision process of purchasing by customers on a product

In purchasing decisions there are several things that consumers consider in buying Uniqlo products, some of which are product quality, brand image, price, and promotion. These four things become important for consumers because of the good quality, attractive motives, appropriate prices, modern models, and friendly service and the ease of consumers in buying such goods can keep buyers afloat and purchase more products.

Based on the above phenomenon , the author is interested in making Uniqlo an object research, because it is interested in researching about the influence of product quality, brand image, and price on Uniqlo's product purchase decision in Bandung. Therefore, the author takes the title " THE LINKING OF PRODUCT QUALITY, BRAND IMAGE, PRICE, AND PROMOTION ON PURCHASING DECISION OF UNIQLO PRODUCTS IN BANDUNG".

2. Literature Review and Conceptual Framework
2.1 Literature Review
2.1.1 Marketing

Brench (1954), marketing is the process of determining consumer demand for a product or service, motivating the sale of the product or service to the end consumer by making a profit. McCarthy (1960) [2], marketing is the implementation of business activities that direct the flow of goods and services from producers to consumers in order to satisfy consumers as best as possible and achieve company goals. Elements principal natural strategy of marketing is the marketing mix, which by Stanton defined as a combination of four variables or the core activities of the company's marketing system, namely product, price, promotion, and distribution systems (Basu dan Handoko, 1987) [3]. Meanwhile according to Kotler and Keller (2016:47) [4] classify marketing activities into a marketing mix, which consists of 4P's, namely Product, Price, Place, and Promotion.

1. Product, the definition of product is everything that can be offered to a market to meet your wants or needs (Philip Kotler, 1992).
2. Promotion, is an information flow or persuasion created to direct a person or organization to activities that create exchanges in marketing (Basu Swastha dan Irawan, 1985) [7].
3. Price, is the value referred to rupiah and other cents/ monetary medium as a means of exchange (William J. Stanton, 1991) [8].
4. Place, covering the activities of companies that make products available to target customers.

2.1.2 Product Quality

According to Kotler dan Amstrong (2014:253) [5], product quality is the characteristic of a product or service that bear on its ability to satisfy stated or implied customer needs. According to Feingenbaum in Marwanto (2015:153) [9] states that: "Product quality is a whole combination of product characteristics from marketing, engineering (planning), manufacture (products) and maintenance that make the products used to meet customer expectations".

2.1.3 Brand Image

According to Hossain (2012:48), stating that brand image is the whole of a consumer's perception of the brand or how they know it. It was affirmed by Simamora (2013:97) [10] that imagery is a relative and consistent perception in the long term (enduring perception) then it is not easy to form an image, so when it has been formed it will be difficult to change it. According to Kotler & Keller (2016: 330) [4] explained the dimensions of brand image are:

1. Strength of Brand Association
   The deeper the individual understands about product information and connects it with existing brand knowledge, the stronger the resulting brand association.
2. Favorable of Brand Association
   Favorable are associations that can be expected by the target audience (desirable) and delivered successfully by a product.
3. Uniqueness of Brand Association
   The uniqueness aspect depends on two factors, namely the extent to which marketing communication programs carry brand associations have an element of similarity when compared to other product brand associations (point of parity) and the extent to which marketing communication programs have an element of difference when compared to other product brand associations. The power of a brand lies in what consumers understand, feel, see and listen to about it as a result of their experience all the time.

2.1.4 Price

According to Malau (1017: 126) the price is the exchange rate of other goods or services that is an exchangeable product in the market. Price is the basic beater of an economic system because price affects the allocation of production factors. In its role as the determination of the location of scarce sources, the price determines what to produce (supply) and who will obtain some of the many goods or services produced (demand). According to Kotler and Amstrong (2012: 314) [11] explained there are four sizes that characterize price is the affordability of price, price conformity with quality, price conformity with benefits, and price according to ability or purchasing power.

2.1.5 Promotion

Kotler and Armstrong (2014: 76) [5] define the promotional notion that promotion refers to communicating with product benefits and persuading target customers to buyers. Lupiyoadi (2013: 92) [6] defines the definition of promotion is an activity conducted by the company to communicate the benefits of products and as a tool to influence consumers in the activities of purchasing or using services according to the needs. In communicating its products to consumers, companies can do so through several promotional tools known as promotional mixes. A promotional mix is a set of tools used by companies to communicate their products to consumers. According to Kotler and Keller (2016: 582) [4] the definition of each promotional tool is as follows:

1. Advertising

Any paid for from nonpersonal presentations and promotions of ideas, goods, or services by sponsors identified through priont media (newspapers and magazines), broadcast media (radio and television), network media (telephone, cable, satellite, wireless), electronic media (recordings, video recordings, videodisks, CD-ROMs, web pages), and display media (billboards, signs, posters).

2. Sales promotion

A variety of short-term incentives to encourage trial or purchase of products or services including customer promotions (such as samples, coupons, and premiums), trade promotions (such as advertising and display allowances), business and sales of promotional forces (contests for reps sold)

3. Event and experiences

Activities and programs designed to create a daily company that is sponsored or specialized in brand-related interactions with consumers, including sports, arts, entertainment, and less formal events and activities.

4. Public relation and publicity

A varienty program is directed internally to company or external employees to customers, other forms, governments, and media to promote the company's image products or individual product communications.

5. Online and social media marketing

Online activities and programs designed to engage customers or prospects and directly or indirectly raise awareness, improve image, or lead to the sale of products and services.

2.1.6 Purchase Decision

Decision making is an individual activity directly involved in making decisions to make purchases of products that will be offered by the seller. Hardiawan (2012:14). According to Bachari Alma (2009:104) there are several processes on purchasing decision process:
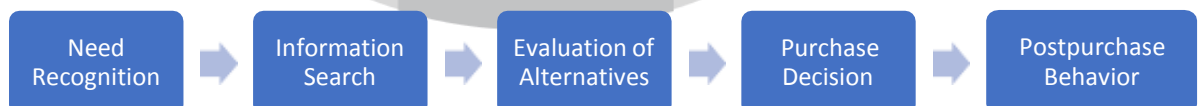
PICTURE 1
PURCHASING DECISION PROCESS

1. Need Recognition
   The onset of necessity is the first process of demand, because of the desires and needs of consumers who have not been met and satisfied.
2. Information Search
   Information search is a purchase decision process where consumers want to find more information, consumers may simply increase attention or conduct a more active search for information
3. Evaluation of Alternatives
   In this case consumers are very different evaluation because it depends on the choice of product attributes according to or not to their want. Also consumers vary the level of fulfillment of their needs.
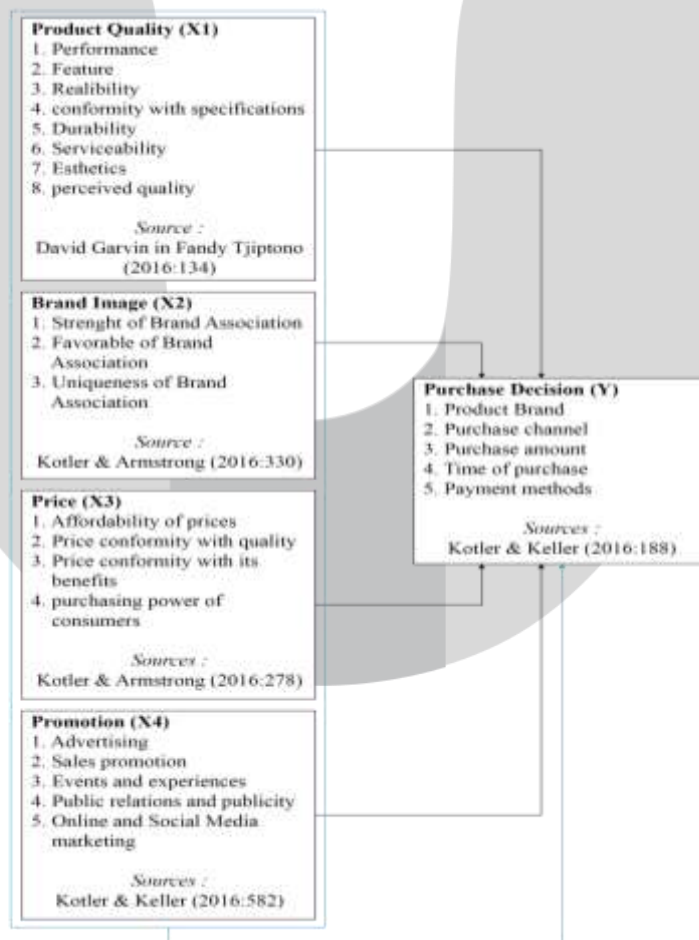4. Purchase Decision
   A purchase decision is the stage that must be taken after going through the above stages. If the consumer makes a decision, then a will have a series of decisions regarding the type of product, brand, quality, model, time, price, payment method, etc. Sometimes in this decision-making there are others who give the last influence, which must be reconsidered.
5. Postpurchase Behavior
   This post-purchase behavior is largely determined by the consumer's experience in consuming the products he buys. Whether he will be satisfied or disappointed, so depends on the distance of expectations with the reality faced.

2.2 Conceptual Framework

Product Quality (X1)
1. Performance
2. Feature
3. Realibility
4. conformity with specifications
5. Durability
6. Serviceability
7. Esthetics
8. perceived quality

Source :
David Garvin in Fandy Tjiptono (2016:134)

Brand Image (X2)
1. Strenght of Brand Association
2. Favorable of Brand Association
3. Uniqueness of Brand Association

Source :
Kotler & Armstrong (2016:330)

Price (X3)
1. Affordability of prices
2. Price conformity with quality
3. Price conformity with its benefits
4. purchasing power of consumers

Sources :
Kotler & Armstrong (2016:278)

Promotion (X4)
1. Advertising
2. Sales promotion
3. Events and experiences
4. Public relations and publicity
5. Online and Social Media marketing

Sources :
Kotler & Keller (2016:582)

Purchase Decision (Y)
1. Product Brand
2. Purchase channel
3. Purchase amount
4. Time of purchase
5. Payment methods

Sources :
Kotler & Keller (2016:188)

PICTURE 2
CONCEPTUAL FRAMEWORK

Based on the above conceptual framework, it can be formulated research hypothesis as follows:

H1 : There is a partial influence between product quality and purchasing decision.

H2 : There is a partial influence between brand image and purchasing decision.

H3 : There is a partial influence between price and purchasing decision.

H4 : There is a partial influence between promotion and purchasing decision

H5 : There is a simultaneous influence between product quality, brand image, price, and promotion on purchasing decision.

3.   Research Methodology

3.1 Types of Research

According to Sugiono (2018:1) research methods are interpreted as scientific ways to obtain data with specific purposes and uses. The purpose of this research is to influence product quality, brand image, price, and promotion of consumer purchasing decisions on Uniqlo products. Based on the variables studied, the research method used in this study is quantitative method with descriptive quantitative research type.

3.2 Research Variables, Operational Variables, and Measurement Scales

3.2.1   Research Variables

Sugiyono (2017: 38) [12], stated that the research variables are everything in the form of anything applied by researchers to be studied so that information about it is obtained, then drawn conclusions.

3.2.2   Operational Variables

1. Product quality is the character of a product that has the ability to meet customer needs. Product quality dimensions: Performance, features, reliability, compliance with specifications, durability, serviceability, esthetics, and perceived quality (David Garvin in Fandy Tjiptono, 2016).

2. Brand image is the whole of a consumer's perception of the brand or how they know it. Brand image dimensions: Strength of Brand Association, Favorable of Brand Association, and Uniqueness of Brand Association (Kotler &Keller, 2016) [4]

3. Price is a way for a seller to distinguish his offers from competitors. Price dimensions: Price affordability, price suitability with product quality, price competitiveness, price suitability with benefits (Kotler and Armstrong, 2016) [4].

4. Promotion is an activity conducted by the Company to communicate the benefits of the product and as a tool to influence consumers in the activities of purchasing or using services according to the needs. Promotional dimensions: Advertising, Sales promotion, Event and experiences, Public relation &publicity, Online &social media marketing (Kotler &Keller, 2016) [4].

5. A purchase decision is a decision that involves a choice between two or more alternatives to make a purchase. Purchase decision dimensions: Product brand, reseller selection, purchase amount, time of purchase, and payment method (Kotler &Keller, 2016) [4].

Each of the research variable indicators is measured by using an ordinal measurement scale. The results of the answers obtained from the response-den

through the dissemination of questionnaires are then raised to interval-scaled data by a successive interval method.

3.3　Population and Sample

According to Sugiyono (2016: 80) [13], population is a generalized area consisting of objects / subjects that have certain qualities and characteristics set by researchers to be studied and then drawn conclusions. The population of this study is consumers who have purchased Uniqlo products at 23 Paskal, TSM, and Paris Van Java Bandung.

According to Sugiyono (2016: 136) [13] Samples are part of the number and characteristics that the population has. This purposive sampling technique is used, i.e. selecting a specific sample member that is intentional by the author, because only the sample can provide information to answer the problem. The number of samples used in this study was 100 respondents.

3.4　Data Collecting Technique

The data used in this study are primary, secondary, and library studies. The primary data of this study is data directly obtained from the data source to the data collector obtained directly through the dissemination of questionnaires and data sources obtained from respondents into samples from this study, namely about product quality, brand image, price, and promotion of Uniqlo product purchase decisions.

Secondary data in this study is data obtained from other parties indirectly, has a relationship with research conducted in the form of the scope of research, books, literature, articles, and sites on the internet. In this study, the secondary data used is data obtained from previous researcher from internet, books, literatures, and some articles.

Literature Review are conducted by means of a study of various written information. Researchers used library studies to obtain data on concepts and theories relevant to the problems faced or researched. Library studies are obtained through books on marketing, previous research, research methods, and e-commerce. In addition to books, documents, articles, and internet sites are also used to strengthen the frame of thought and analyze data.

3.5　Validity and Realibility Test

Validity test is a test used to measure whether the statements in the questionnaire that have been made can actually measure what to measure. Validity tests are used to measure whether or not a questionnaire is valid. The results of the validity test conducted by this study, that there are 42 items of questionnaire statements declared valid.

Reliability test is a continuation of validity test, where the item entered the test is a valid item only. A method often used in research to measure range scales (such as the Likert scale 1-5) is Cronbach Alpha. The data reliability test results are as follows:

TABLE 2
RELIABILITY RESULT

Reliability Statistics	
Cronbach's Alpha	N of Items

0,931	42

The reliability test calculation results using IBM SPSS data, 42 statements on the questionnaire resulted in a reliable value because cronbach's Alpha value of 0.931 exceeded 0.7.

3.6 Analysis Data Technique

Activities in data analysis are grouping data by variables and types of respondents, tabulating data based on variables from all respondents, presenting data for each variable studied, performing calculations to answer problem formulations, and performing calculations to test the proposed hypothesis (Sugiyono 2017: 147) [12].

3.6.1 Descriptive Analysis

Descriptive analysis is used to determine what are the factors that influence Uniqlo's consumer purchasing decisions in Bandung. To perform descriptive analysis should use descriptive statistics.

3.6.2 Method Succesive Interval (MSI)

The measurement scale used in this research instrument is an ordinal scale with a form of likert scale whose answer consists of strongly agreeing to strongly disagree.

3.6.3 Classic Assumption Test

The classic assumption test is a statistical assumption test that must be met on a simple or multiple linear regression analysis, the goal of which is to know the fullest or not the linear regression model that determines whether or not a study is good.

3.6.4 Multiple Linear Regression Analysis

Multiple linear regression analysis is a linear relationship between two or more independent variables (X1 and X2) with dependent variables (Y). This analysis is to determine the direction of the relationship between independent variables and dependent variables whether each independent variable is positive or negative and to predict the value of dependent variables if the value of an independent variable increases or decreases.

4. Results and Discussion

4.1 Data Collection

This questionnaire is to determine the influence of product quality, brand image, price, promotion on purchasing decisions on Uniqlo products in Bandung. In this study the questionnaire was divided into five variables, namely product quality, brand image, price, promotion, and purchasing decisions. Questionnaires were distributed to 100 respondents and distributed to uniqlo consumers.

4.2 Respondent Characteristics

4.2.1 Respondent Gender

The results of the analysis of respondents' characteristics by gender are as follows:

TABLE 3

Gender	Percentage
Woman	65%

Men	35%

Source: Processed Data

Respondent data by gender showed that the sex of respondents who had the highest percentage was female with a percentage of 65%, then followed by men who became respondents turned out to show a not too small number that is with a percentage of 35%.

4.2.2 Age of Respondent

The results of the analysis of respondents' characteristics by age are as follows:

TABEL 4

Age	Percentage
16-20 years old	22%
21-25 years old	45%
26-30 years old	28%
31-35 years old	4%
>35 years old	1%

Based on the table above, it can be concluded that the age level of Uniqlo consumer respondents in Bandung is most at the age of 21-25 years with a percentage of 45%, 26-30 years with a percentage of 28%, 16-20 years with a percentage of 22%, 31-35 years with a percentage of 4%, and with the age of >36 years with a percentage of 1%.

4.2.3 Respondent's Job

Here's respondent data by occupation:

TABEL 5

Occupation	Percentage
Student	56%
PNS/TNI/Polri	4%
Pegawai Swasta	24%
Wirausaha	11%
Lainnya	5%

4.2.4 Monthly Income

The results of the analysis of respondents' characteristics based on monthly income are as follows:

TABLE 5

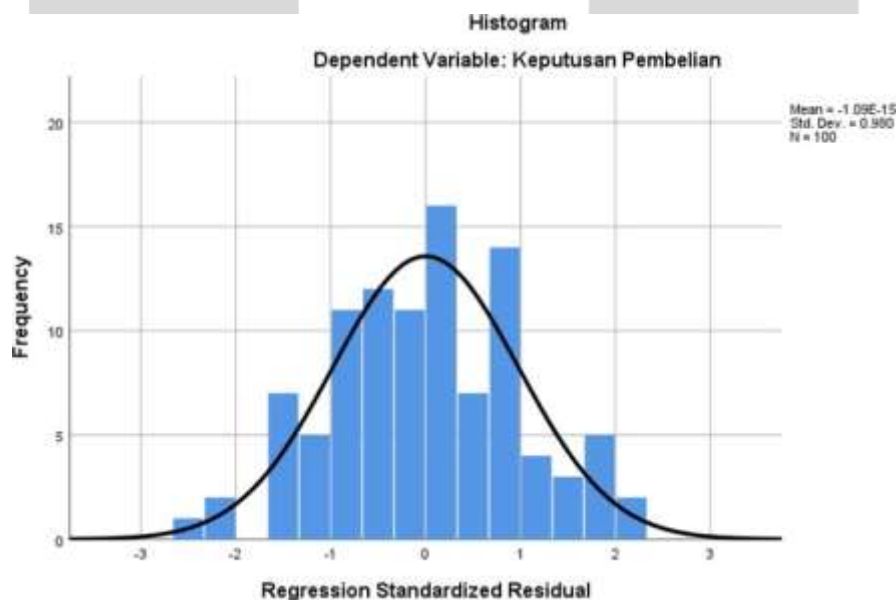| Monthly Income	Percentage
Rp 500.000-Rp 1.000.000	20%
Rp 1.000.000-Rp 3.000.000	45%

>Rp3.000.000	35%

Based on the results of the questionnaire in table 5, it can be known that the respondents who have the most monthly income are respondents who have income of Rp 1,000,000-Rp 3,000,000 with a percentage of 45%, then respondents with income >Rp3,000,000.00 with a percentage of 35%, and the latter with an income of Rp 500,000-Rp 1,000,000 with a percentage of 20%

4.3   Descriptive Analytic

1. The quality of products at Uniqlo in Bandung is said to be good because most agree, has an average score of 72.77% including the category of >62.5% - 81.25%.
2. Brand image of Uniqlo products in Bandung can be said to be good because most respondents agreed, has an average score of 76.71% which falls into the category of >62.5% - 81.25%.
3. The price of Uniqlo products in Bandung can be said to be good with an average score of 78.91% included in the category of >62.5% - 81.25%.
4. Promotion of Uniqlo products in Bandung is said to be good because most respondents agreed, having an average score of 76.94% which falls into the category of >62.5% - 81.25%.
5. The decision to purchase Uniqlo products in Bandung was declared good with an average score of 70.19% which belongs to the category of >62.5% - 81.25%.

4.4   Classic Assumption Test

Normality tests are conducted with the aim of finding out whether independent and dependent variables in the regression model have a normal distribution or not. In this study, normality test was conducted by two methods, namely histogram and P-Plot method, as well as Kolmogorov-Smirnov statistical test. Here's Figure for Histogram Chart and P-Plot Chart

Histogram

Dependent Variable: Keputusan Pembelian

Mean = -1.09E-15
Std. Dev. = 0.980
N = 100

Regression Standardized Residual

PICTURE 3

From Picture 3, can be see that histogram chart has a normal distribution.

5.

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Keputusan Pembelian

PICTURE 4

From Figure 4.1 it appears the histogram has a normal distribution, as well as in Figure 4.2 the data is seen spreading around the diagonal line and following the direction of the line, so it can be assumed that the regression model meets the assumption of normality.

4.5   Multicolonrity Test

Multicolonrity tests are conducted to determine if in the regression model there is a correlation between independent variables. The following are the results of the multico-collocity test presented in table 6

TABLE 6

Model	Collinearity Statistics	
	Tolerance	VIF
1(Constant)		
Product Quality	.538	1.858
Brand Image	.615	1.627
Price	.748	1.336
Promotion	.735	1.361

In table 6 it appears that the tolerance value in each independent variable $\geq$ 0.10, and in the VIF value there are no independent variables that have a value of $\geq$ 10. From both results it can be concluded that in the regression model of this study did not occur multicolerity.

4.6   Heteroskadastisity Test

Heteroskedastisity tests were conducted to test whether in a regression model there was an inequality of residual variants from observation of one (t) to another (t-1).
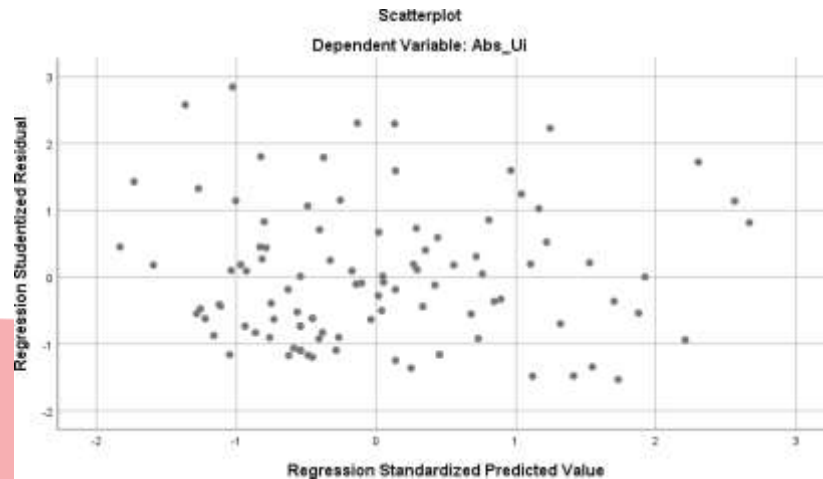
PICTURE 5

Based on Figure 4.7, the dots on the scatterplot spread randomly and spread both above and below the number 0 on the Y axis, so it can be concluded that the regression model in this study did not occur heteroskedastisity.

4.7 Multiple Linear Regression Test

This analysis to determine the direction of the relationship between independent variables and dependent variables whether each independent variable is positive or negative.

4.7.1 Hypothesis Test (t-Test)

In this study the value of t table was 1.98397 with a α value of 5% or 0.05. Here are table 7 t Test Results are the results of data analysis on this study.

TABLE 7
T TEST RESULTS

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1(Constant)	.526	.285		1.843	.068
Product Quality	.252	.100	.259	2.515	.014
Brand Image	.221	.103	.207	2.143	.035
Price	.211	.079	.232	2.654	.009
Promotion	.185	.084	.193	2.184	.031

With table 4.16 test results t, can be proven research hypothesis as follows:

1. **Proof of Hypothesis 1**

   From table 7 found tcalculate variable Product Quality = 2,515 > ttable = 1.98397 with a Sig value. 0.014 < 0.05, which means that there is a significant effect between partial Product Quality variables on Purchasing Decisions. So it can be proven that in the second hypothesis (2) H1 is accepted and H0 is rejected.

2. **Proof of Hypothesis 2**

   From table 7 found tcalculate variable Brand Image = 2,143 > ttable = 1.98397 with a value of Sig. 0.035 < 0.05, which means that there is a significant

influence between partial Brand Image variables on purchasing decisions. So it can be proven that in the third hypothesis (3) H1 is accepted and H0 is rejected.

3. **Proof of Hypothesis 3**

From the table 7 found $t_{calculate}$ variable Price = 2,654 > t_{table} = 1.98397 with a sig value. 0.009 < 0.05, which means that there is a significant influence between the price variable partially on the Purchase Decision. So it can be proven that in the fourth hypothesis (4) H1 is accepted and H0 is rejected.

4. **Proof of Hypothesis Five (5)**

From table 7 found $t_{calculate}$ variable Promotion = 2,184 > t_{table} = 1.98397 with a Sig value. 0.031 < 0.05, which means that there is a significant influence between the Promotion variables partially on the Purchase Decision. So it can be proven that in the fifth hypothesis (5) H1 is accepted and H0 is rejected.

4.7.2   F Test

The f test was conducted to show whether all independent variables in the linear regression model had a simultaneous influence on dependent variables is Y. F_{table} in this study was 2.70 with α was 5% or 0.005.

Table 8 below is the result of the f test in this study.

TABLE 8
SIMULTANEOUS TEST (F)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.746	4	3.187	20.008	.000[b]
	Residual	15.130	95	.159		
	Total	27.877	99			

By looking at the test result f in table 8, the first hypothesis can be proven (1). In table 4.16 found $f_{calculate}$ = 20,008 > F_{tabel} = 2.70 with a Sig value. 0.000 < 0.05, which means that there is a significant influence between simultaneous independent variables on purchasing decisions. So it can be proven that in the first hypothesis (1) H1 is accepted and H0 is rejected.

4.7.3   Coefficient of Determination

Coefficient of determination is used to analyze how the difference in one variable is explained by the difference in the second variable. The results of coefficient of determination can be seen in the following tables below:

TABLE 4.18
Coefficient of Determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.676[a]	.457	.434	.39908	1.822

a. Predictors: (Constant), Promotion, Brand Image, Price, Product Quality
b. Dependent Variable: Purchase Decision

From the calculation above, it is known that obtained the R square value of 0,457 or 45,7%. Which means product quality, brand image, price, and promotion

have the effect of 45,7% on product purchase decision at Uniqlo Bandung. While the remaining value is 54,3% as the other factors of this research

4.8   Discussion
4.8.1   Product quality partially affects purchasing decisions
In proving the research hypothesis using t test, t calculated variable Product Quality = 2,515 > table = 1.98397 with Sig value. 0.014 < 0.05. From the aspect of influence, it is seen that Knowledge has a positive effect on purchasing decisions, which can be interpreted that the higher the quality of the product, the purchase decision will also increase.

4.8.2   Brand image has a significant impact on purchasing decisions
In proving the fourth research hypothesis using the t test, it was found t count variable Brand Image = 2,143 > t table = 1.98397 with a Sig value. 0.035 < 0.05. From the aspect of influence, it appears that Brand Image has a positive effect on the Purchase Decision, which can be interpreted that the higher the Brand Image, the Purchase Decision will increase.

4.8.3   Price has a significant effect on purchasing decisions
In proving the fourth research hypothesis using the t test, it was found that the variable price = 2,654 > = 1.98397 with a Sig value. 0.009 < 0.05. From the aspect of influence, it appears that the Price has a positive effect on the Purchase Decision, which can be interpreted that the higher the Price, the purchase decision will also increase.

4.8.4   Promotions have a significant effect on purchasing decisions
In proving the fourth research hypothesis using the t test, it was found that the variable Promotion = 2,184 > = 1.98397 with a Sig value. 0.031 < 0.05. From the aspect of influence, it appears that the Promotion has a positive effect on the Purchase Decision, which can be interpreted that the higher the Promotion, the purchase decision will also increase.

4.8.5   Product quality, brand image, price, and promotion simultaneously have a significant impact on purchasing decisions
In proving the research hypothesis using the F test, it was found Fhitung = 20,008 > Ftabel = 2.70 with a Sig value. 0.000 < 0.05, which means that there is a significant influence between simultaneous independent variables on the Purchase Decision.

5.   Conclusions and Suggestions
5.1   Conclusions
1. Variable quality of products has a significant effect on purchasing decisions. As evidenced by the calculated t value > table t (2,515 >1,983).
2. Brand image variables have a significant effect on purchasing decisions. As evidenced by the calculated t value > table t (2,143>1,983).
3. Price variables have a significant effect on purchasing decisions. As evidenced by the calculated t value > table t (2,654>1,983).
4. Promotion variables have a significant effect on purchasing decisions. As evidenced by the calculated t value > table t (7,209.1,984).
5. Variable product quality, brand image, price, and promotion simultaneously have a significant impact on purchasing decisions. As evidenced by the value of F count > F table (20,008 > 2.70)

5.2   Suggestions

Based on the conclusions outlined above, the suggestions are as follows:

1.   For the Company

Uniqlo can improve product quality, create the latest fashion trend innovations, provide attractive discounts, design clothing models by adjusting various seasons, and adjust the quality and price offered so that consumers can be loyal to Uniqlo products.

2.   For The Next Researcher

The results of this study can be used to develop knowledge about marketing management, especially for product quality, brand image, price, and promotion in influencing purchasing decisions.

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