

## **ABSTRACT**

*The fashion company Uniqlo is a successful retailer that invites many consumers to buy its products because Uniqlo is known by the public for selling casual clothing products. Uniqlo is currently a retailer that is very popular with all genders and ages because its products use very good quality materials, are comfortable, and are suitable for tropical countries. This can be influenced by brand image, lifestyle and perceived value. Because increasing brand image lifestyle and perceived value will increase purchase intention for Uniqlo products. This study aims to determine the effect of brand image lifestyle and perceived value on purchase intention at the Uniqlo brand in Indonesia partially or simultaneously.*

*This research uses descriptive quantitative method. The population in this study are Uniqlo consumers whose exact number is not known. The sample in this study is 100 respondents who have the criteria of having shopped at Uniqlo. The technique for determining the number of samples uses the Bernoulli formula. The data analysis used in this study is multiple linear regression analysis.*

*The results of the study show that the brand image variable has a significant effect on purchase intention, the lifestyle variable has a significant effect on purchase intention, the perceived value variable has a significant effect on purchase intention. And brand image, lifestyle, perceived value variables simultaneously influence purchase intention.*

***Keyword: Brand image, Lifestyle, Perceived Value, Purchase Intention***