ABSTRACT

Indonesia is a country that has the potential to give birth to many world brands. Supported by a large population with a growing middle class, a lifestyle that tends to be consumerist, and an increasing awareness of using domestic and foreign products. The fashion industry in Indonesia has more and more local and international clothing line businesses. The clothing line business is a business that refers to the effort to create a fashion brand that produces its own fashion designs according to culture. By paying attention to a person's current appearance, quality materials/products, competitive prices, and a good brand image also determine consumer decisions in purchasing fashion products from a brand.

Uniqlo is a brand that provides comfortable clothing of the best quality for women, men and children, Uniqlo is a company engaged in product planning, production & distribution of casual clothing, it is known that there has been an increase in sales from 2013 to 2016 in sales of Uniqlo products in Indonesia. This was followed by an increase and decrease again from 2017 to 2022. So this research was conducted to determine the simultaneous influence of culture, brand image and price on purchasing decisions for Uniqlo products in the city of Bandung.

This research uses a survey method with data collection using a questionnaire. Because the population is unknown, this study determined the minimum sample using the Cochran formula. Respondents in this study were 385 respondents who were selected using a non-probability sampling method. Data analysis was carried out using descriptive statistical methods and multiple regression analysis. The results of this research are estimated to show that there is a significant influence between Culture, Brand Image and Price on purchasing decisions for the Uniqlo brand in Bandung City.

Keywords: Culture, Brand Image, Price, Purchasing Decisions, Fashion.