

**ANALYZING THE INFLUENCE OF PRODUCT QUALITY AND PRICE
SENSITIVITY ON PURCHASING DECISIONS: A STUDY ON UNIQLO
PRODUCTS AMONG STUDENTS IN INDONESIA**

THESIS

Submitted as One of the Requirements to Obtain a Bachelor of Business
Administration Degree Business Administration Study Program

Compiled by:

Octario Emirat Azrie Saputra

1501213077



BUSINESS ADMINISTRATION STUDY PROGRAM

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