

ABSTRACT

This study aims to analyze the influence of Brand Personality and Perceived Quality on consumers' Purchase Intention toward Uniqlo products in Bandung. The research is motivated by the intense competition in the fashion industry and Uniqlo's strong presence as a global brand with significant market penetration in Indonesia. The main objective is to quantitatively assess the contribution of these two variables to consumer buying intentions.

A quantitative approach was employed using a descriptive and verificative design. Data were collected through questionnaires distributed to 102 valid respondents who are Uniqlo customers in Bandung. The analysis was conducted using multiple linear regression, t-test, F-test, and the coefficient of determination (Adjusted R²), with the help of SPSS version 30.

The analysis results indicate that Brand Personality has a positive and significant influence on Purchase Intention. Meanwhile, Perceived Quality demonstrates a negative but still significant effect. Simultaneously, both variables are proven to have a significant impact on Purchase Intention. The Adjusted R² value of 0.717 suggests that 71.7% of the variation in Purchase Intention is explained by Brand Personality and Perceived Quality, while the remaining 28.3% is influenced by other factors outside the scope of this study.

This study provides insights that while Brand Personality can enhance consumers' Purchase Intentions, inadequate Perceived Quality can reduce purchase interest. Therefore, Uniqlo must strengthen its brand image to align with its target market segment and communicate product quality messages more accurately and in line with consumer expectations.

Keywords: *Brand Personality, Perceived Quality, Purchase Intention, Uniqlo, Consumers.*