

ABSTRACT

Nindira Sukmaharani (01011210161)

THE EFFECT OF PRODUCT FEATURES, BRAND IMAGE, AND PRODUCT QUALITY ON PURCHASING DECISION OF IMPORTED PRODUCTS BY INDONESIAN CONSUMER: FOCUSING ON IMPORTED CLOTHING PRODUCT UNIQLO.

xv+ 87 pages; 12 figure; 20 table

This study was conducted to analyze the consideration of product features, brand image, and product quality on foreign brand choice in imported clothing products under the Uniqlo brand by consumers in developing countries in Indonesia. The data will be collected through the Google Form platform in the form of filling out a questionnaire using a Likert scale of 1-5. Data processing will use AMOS-SEM using the processing methods of validity test, reliability test, normality test, goodness of fit test, and hypothesis testing to determine which of the product features, brand image, and product quality affect foreign brand choice of Uniqlo brand products from Indonesian consumers. The results show that what influences Indonesian consumers' decisions to buy Uniqlo brand clothing products, product features and brand image are the main considerations in Indonesian consumers' decisions when choosing Uniqlo brand foreign products.

Keywords: Product Features, Brand Image, Product Quality, Foreign Brand Choice, Indonesia

References: 91 (2000 – 2024)