

ABSTRAK

Tia Arianti Sembiring, NIM: 7203260004. Analisis Kualitas Produk, *Brand Image*, dan Tren Mode Terhadap Keputusan Pembelian Produk Retail Uniqlo Pada Mahasiswa Fakultas Ekonomi Universitas Negeri Medan. Skripsi, Jurusan Manajemen Program Studi Kewirausahaan, Fakultas Ekonomi Universitas Negeri Medan 2024.

Seiring dengan perkembangan industri *fashion* yang semakin kompetitif, perusahaan retail Uniqlo sebagai salah satu merek global yang menghadapi persaingan ketat sehingga terus berupaya dengan menawarkan produk berkualitas tinggi, membangun citra merek yang kuat, serta mengikuti tren mode terkini. Penelitian ini bertujuan untuk mengetahui kualitas produk, *brand image*, dan tren mode terhadap keputusan pembelian produk retail Uniqlo pada mahasiswa fakultas ekonomi universitas negeri Medan. Penelitian ini menggunakan metode deskriptif kuantitatif. Populasi pada penelitian ini yaitu mahasiswa fakultas ekonomi Universitas Negeri Medan yang merupakan konsumen pengguna produk retail Uniqlo yang sudah membeli lebih dari 1 kali. Teknik pengambilan sampel yang digunakan adalah metode *non probability sampling* dengan teknik *purposive sampling*. Pengumpulan data dengan cara melakukan penyebaran kuesioner secara langsung kepada 97 responden Data diolah menggunakan SPSS versi 25, dengan cara analisis menggunakan analisis Regresi Linear Berganda. Hasil dari analisis data menunjukkan bahwa secara parsial kualitas produk, *brand image*, dan tren mode berpengaruh positif dan signifikan terhadap keputusan pembelian produk retail Uniqlo pada mahasiswa fakultas ekonomi Universitas Negeri Medan.

Kata Kunci: Kualitas produk, *Brand Image*, Tren Mode, Keputusan Pembelian.

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ABSTRACT

Tia Arianti Sembiring, NIM: 7203260004. “Analysis of product quality, brand image, fashion trends on purchasing decisions of Uniqlo retail products among students of the Faculty of Economics, State University of Medan”. Thesis, Management Department, Entrepreneurship Study Program, Faculty of Economics, Medan State University 2024.

As the fashion industry becomes increasingly competitive, the retail company Uniqlo, as a global brand facing intense competition, continues to strive by offering high-quality products, building a strong brand image, and following the latest fashion trends. This study aims to determine the impact of product quality, brand image, and fashion trends on the purchasing decisions of Uniqlo retail products among students of the Faculty of Economics at Medan State University. The research uses a descriptive quantitative method. The population in this study consists of students from the Faculty of Economics at Medan State University who are consumers of Uniqlo retail products and have made more than one purchase. The sampling technique used is non-probability sampling with a purposive sampling method. Data was collected by distributing questionnaires directly to 97 respondents. The data was processed using SPSS version 25, and the analysis was conducted using Multiple Linear Regression analysis. The results of the data analysis show that, partially, product quality, brand image, and fashion trends have a positive and significant influence on the purchasing decisions of Uniqlo retail products among students of the Faculty of Economics at Medan State University.

Keywords: Product Quality, Brand Image, Fashion Trends

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