

ABSTRACT

With an emphasis on Uniqlo products, this study investigates how price sensitivity and product quality affect buying decisions among Indonesian students. 255 respondents were given a survey via internet channels as part of a quantitative approach. With parameters set at a 95% confidence level and a 10% margin of error, the sample size was calculated using Cochran's formula for infinite populations, yielding a minimum required sample size of 97. Reliable results were guaranteed by a higher sample size of 255 respondents. SmartPLS 4.0 was used to evaluate the data and determine how the dependent variable (buying decisions) and the independent variables (product quality and price sensitivity) related to each other.

This study examines how price sensitivity and product quality influence Indonesian students' purchasing decisions, with a focus on Uniqlo products. As part of a quantitative strategy, 255 respondents were sent a survey through online means. Cochran's method for infinite populations was used to determine the sample size, with parameters set at a 95% confidence level and a 10% margin of error. This resulted in a minimum required sample size of 97. A larger sample size of 255 respondents ensured accurate results. The data was evaluated using SmartPLS 4.0 to ascertain the relationship between the independent factors (price sensitivity and product quality) and the dependent variable (purchasing decisions).

Keywords: Uniqlo, students, Indonesia, product quality, sensitivity price, purchasing decisions, SmartPLS 4.0.