

**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

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**BUSINESS ADMINISTRATION STUDY PROGRAM**

**FACULTY OF ECONOMICS AND BUSINESS**

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