

ABSTRACT

This study aims to analyze the extent to which consumer preferences influence purchasing decisions for fashion products at Uniqlo retail stores, particularly among Generation Z consumers. This generation was chosen because of its potential as a market characterized by unique consumption patterns and sensitivity to trends. The study approach used was quantitative descriptive, with data collection through an online survey. The survey was conducted on 100 individuals in the Bandung area who had shopped at Uniqlo Martadinata. Consumer choice variables were evaluated using four indicators: price, service quality, brand, and product characteristics and benefits. Factors influencing purchasing decisions were evaluated using five criteria: product choice, brand choice, distributor choice, time of purchase, and quantity of purchase. Data were analyzed through validity assessment, reliability evaluation, classical assumption analysis, simple linear regression, t-test, and determination coefficient calculation. The findings indicate that consumer preferences are classified as very high, while purchasing decisions are categorized as high. The coefficient of determination (R^2) of 0.195 indicates that 19.5% of the variation in purchasing decisions can be explained by consumer preferences, while the remaining 80.5% is associated with external factors not included in the model. These findings confirm that consumer preferences are a key factor in purchasing decisions and can serve as a basis for developing more effective marketing techniques in the apparel industry, as demonstrated by Uniqlo.

Keywords: Consumer Preference, Generation Z, Purchase Decision, Uniqlo, Fashion Products