

The Influence of Product Quality, Brand Image, and Customer Satisfaction on Customer Purchasing Decisions for Uniqlo KAWS+Warhol Fashion Collection in Bandung City

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ARTICLE INFO	ABSTRACT
Received: 10 Dec 2024	<p>This study analyzes the effect of product quality, brand image, and customer satisfaction on customer purchasing decisions on the Uniqlo KAWS+Warhol fashion collection in Bandung City. The data collection method/sample uses a questionnaire, with a sample of 390 consumers who have bought and know Uniqlo KAWS+Warhol unqlo products. Data analysis in this study used PLS-SEM analysis. The results revealed that product quality and brand image significantly influence customer satisfaction, which is a mediator in strengthening their impact on purchasing decisions. The findings suggest that customer satisfaction results from high-quality products and a strong brand image that reflects innovation, style, and relevance to market trends. These two factors together shape customer satisfaction and purchase decisions. These findings highlight the importance of innovation and effective marketing strategies in building brand image and maintaining product quality to maximize customer purchase decisions.</p>
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INTRODUCTION

The fashion industry has experienced rapid global growth, including in Indonesia. This development is reflected in the growing number of local and international fashion brands that cater to diverse consumer preferences. One of them is Uniqlo, a Japanese fashion brand known for its high-quality products and minimalist designs, which has successfully captured the Indonesian market. Uniqlo's collaborative collections, such as the KAWS+Warhol series, further enhance its appeal by combining elements of contemporary art and innovative design, making it a top choice among fashion enthusiasts. Competitive advantage drives companies to achieve profit targets, expand market share, increase customer satisfaction, and achieve sustainable growth (Azis, Irjayanti, & Susanto, 2019). Uniqlo continues to show remarkable global growth with consistent revenue increases in various international markets, data shown in the figure below.

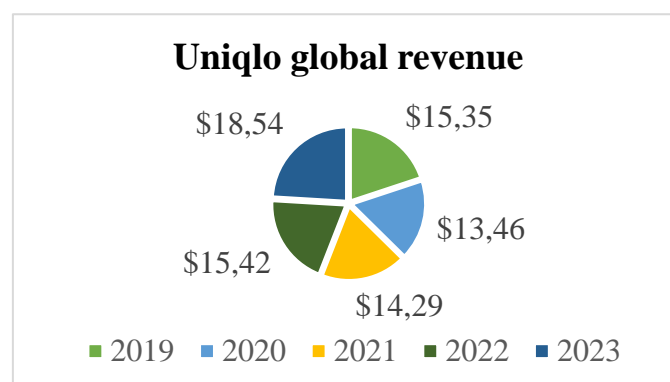


Figure 1. Uniqlo global revenue

Based on the data results from Figure 1, Uniqlo's global revenue showed positive growth from 2019 to 2023, although it declined in 2020. In 2019, revenue reached \$15.35 billion, then dropped to \$13.46 billion in 2020 due to the impact of the pandemic. However, recovery occurred in 2021 with \$14.29 billion and continued to increase in 2022 to reach \$15.42 billion. At its peak, in 2023 Uniqlo's revenue jumped to \$18.54 billion. Uniqlo demonstrates the company's success in maintaining growth and product appeal globally (Statista, 2024).

Fashion in Indonesia is experiencing significant development, with continuous design innovation and improved product quality. Local designers are actively creating new trends by combining traditional cultural elements and modern

elements to produce products that not only reflect Indonesia's rich culture but are also able to compete in the international market. In addition, technological advancements, such as the use of e-commerce platforms and social media, have expanded the market reach and increased the visibility of Indonesian fashion products (Kementrian Parawisata dan Ekonomi Kreatif, 2023). In 2021, Uniqlo was included in the list of the most favorite fashion brands in Indonesia. The following are the results of the survey conducted by Databoks.

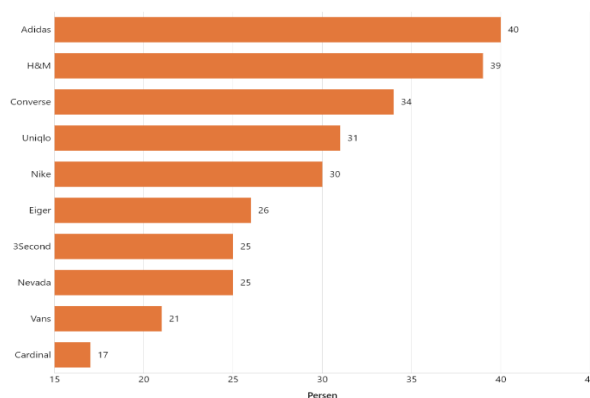


Figure 2. Indonesia's Favorite Fashion Brands

Based on the survey results from Figure 2, the data shows that Adidas was named the most favorite fashion brand, with 40% of respondents stating that they buy or wear this German brand most often. H&M came in second with 39% of respondents, slightly below Adidas. Converse came in third with 34% of respondents choosing it. Uniqlo took the position with 31% of respondents (databoks.katadata, 2022).

Bandung, widely regarded as the “Paris van Java,” is a city synonymous with fashion innovation and creativity. As the largest textile center in Indonesia, Bandung is known as a fashion city that has spawned many creative businesses in this field. One of the fashion products is t-shirt clothing produced by many manufacturers in the city (Irjayanti & Azis, 2023). Bandung has been at the forefront of the country's fashion scene, driven by a community of designers, factory outlets, and fashion-focused events. The city's position as a textile production and design hub is in line with the government's Making Indonesia 4.0 roadmap, which prioritizes the apparel industry as a key economic sector (Kompas, 2023). Creative industries make a major contribution to economic growth (Irjayanti & Lord, 2024).

Events such as Fashionaxy 4.0 showcase local designers' ability to integrate traditional elements with modern trends, further solidifying Bandung's reputation as Indonesia's fashion capital. The city's consumer base also demonstrates a unique blend of traditional values and modern tastes, providing an ideal setting to study purchasing decisions influenced by innovative collaborations like Uniqlo's KAWS+Warhol collection. (Kompas, 2023)

Uniqlo has strategically expanded in Bandung, opening its first store in 2017 and fostering collaboration with local micro, small and medium enterprises (MSMEs) through the Neighborhood Collaboration program first launched in 2023. This initiative highlights Bandung's creative potential by incorporating local expertise into Uniqlo's global platform, increasing the brand's relevance among local consumers. However, despite the innovative collaboration and strong global brand image, Uniqlo faces challenges in maintaining its appeal, especially with the increasing preference of consumers who prefer local and culturally relevant products (Dinas Parawisata dan Kebudayaan Provinsi Jawa Barat, 2024).

In purchasing decisions, several key factors such as product quality, brand image, and customer satisfaction play integral roles. Product quality not only determines the functional benefits of a product but also serves as a benchmark for consumer trust and loyalty. Consumers tend to favor brands that consistently deliver durable, comfortable, and aesthetically appealing products, aligning with their expectations and needs (Praja & Haryono, 2022). On the other hand, industrial productivity can be improved by achieving operational excellence through the adoption of best practices in quality management, which not only ensures efficiency but also supports the provision of high-quality products to consumers (Irjayanti & Azis, 2021). For Uniqlo, its brand image as a provider of minimalist yet high-quality designs has been instrumental in building customer confidence and broadening its market appeal (Nilowardono, 2024).

Customer satisfaction acts as a critical mediating factor in the relationship between product quality, brand image, and purchasing decisions (Praja & Haryono, 2022). When customers are satisfied with both the product quality and the overall brand experience, their likelihood of making repeat purchases and recommending the brand increases significantly (Liu et al., 2021). In contrast, dissatisfaction in any of these areas can disrupt the decision-making process, even when the product quality itself meets expectations (Praja & Haryono, 2022). In a competitive and dynamic market such as Bandung, where fashion trends evolve rapidly and consumer preferences are increasingly sophisticated, brands must prioritize customer satisfaction to sustain market relevance and loyalty (Liu et al., 2021). One important factor in building customer

satisfaction is transparency and traceability, which fosters trust among stakeholders and contributes to maintaining brand image (Azis & Irjayanti, 2024).

This study aims to explore the extent to which product quality and brand image influence customer satisfaction and how these factors collectively shape purchasing decisions for the Uniqlo KAWS+Warhol collection in Bandung City. Waluya et al. (2019) emphasize that product quality and brand image significantly affect customer satisfaction and purchasing decisions, particularly in the fashion industry. Meanwhile, Azzam et al. (2024) highlight the importance of understanding consumer behavior to develop effective strategies that enhance customer loyalty and ensure competitiveness in dynamic markets such as Indonesia's vibrant fashion landscape.

Literature Review

1. Product Quality

Product quality refers to the overall attributes and characteristics of a product that determine its ability to meet or exceed customer expectations (Kotler in Waluya et al., 2019). High-quality products are associated with durability, comfort, and reliability, which not only fulfill functional requirements but also build consumer trust and loyalty. For Uniqlo, ensuring consistent product quality through material selection, design innovation, and production excellence has been pivotal in maintaining its reputation as a leading fashion brand (Gunawan & Nainggolan, 2024).

2. Brand Image

Brand image is defined as the perception that consumers have of a brand based on the associations and attributes associated with it (Kotler et al., 2022). A strong brand image increases consumer confidence, reflects innovation, and fosters emotional connections. Consumer beliefs vary from actual attributes based on their experiences to response effects, and selective distortion of facts (Prabandini & Rachmawati, 2021). Uniqlo's brand image, rooted in its minimalist yet functional design philosophy, has attracted a wide range of consumers by emphasizing quality, comfort, and affordability (Nilowardono, 2024).

3. Customer Satisfaction

Customer satisfaction represents the extent to which a product or service meets or exceeds customer expectations (Kotler & Armstrong, 2024). Customer satisfaction must be pursued by the company in order to maintain the company's continuity in the market (Isnoe & Azis, 2024). This is an important factor in determining repeat purchases and brand loyalty. Liu et al (2021) highlighted that customer satisfaction mediates the relationship between product quality, brand image, and purchase decisions. For Uniqlo, focusing on improving the customer experience through superior quality and brand management is important to foster satisfaction and loyalty.

4. Purchasing Decisions

Purchasing decisions are a complex process in which consumers evaluate and select products that best suit their needs and preferences. This decision is influenced by internal factors such as beliefs, attitudes, knowledge, personality, perceptions, lifestyle, roles, and social status of consumers, as well as external factors such as culture, group membership, and social class (Fitriany & Ariyanti, 2024). product quality and brand image have a significant impact on purchasing decisions, with satisfaction acting as the main mediator (Waluya et al, 2019). In the fashion industry, where consumer trends and preferences are rapidly evolving, these factors play an important role in driving consumer behavior.

5. Conceptual Framework

This study aims to analyze the influence of variables that influence consumer purchasing decisions on the Uniqlo KAWS+Warhol fashion collection in Bandung City. The variables analyzed in this study include product quality, brand image, and customer satisfaction as mediating variables on purchasing decisions.

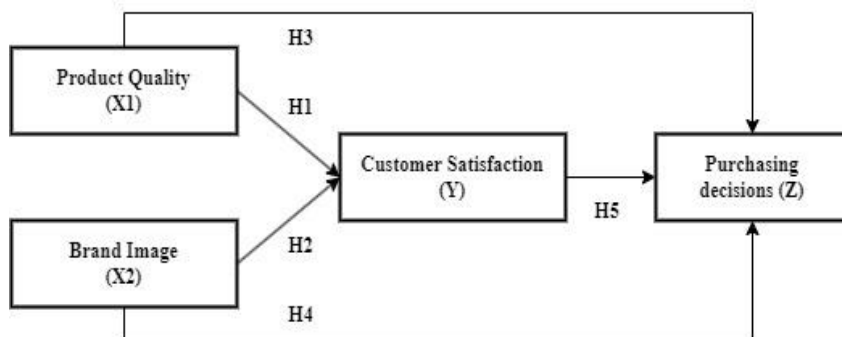


Figure 3. Research Framework (this research framework is inspired by research conducted by Waluya et al., 2019)

6. Hypothesis

The research hypotheses proposed in this study are as follows:

H1: Product quality positively and directly influences customer satisfaction.

H2: Brand image positively and directly influences customer satisfaction.

H3: Product quality positively and directly influences purchase decisions.

H4: Brand image positively and directly influences purchase decisions.

H5: Customer satisfaction positively and directly influences purchase decisions.

METHOD

This study employs a quantitative research design to examine the influence of product quality and brand image on customer satisfaction and their collective impact on purchasing decisions for the Uniqlo KAWS+ Warhol fashion collection in Bandung City. The quantitative approach allows for objective measurement and statistical analysis of data to identify relationships between variables (Sugiyono, 2022).

The object of this research is Uniqlo KAWS+Warhol consumers in Bandung City, focusing on their purchasing behavior and perceptions of product quality, brand image, and customer satisfaction. The population used is consumers, namely those who have made purchases and know Uniqlo KAWS + Warhol products in Bandung City. the sample is defined as part of the population taken for research and from which conclusions will be drawn (Sugiyono, 2022).

The sampling technique used in this research is incidental sampling. incidental sampling is a non-probability sampling method sampling approach in which people in the population do not have the same opportunity to be selected as a sample or the possibility of being selected is unclear (Indrawati, 2015). This research uses quantitative methodology, involving 390 respondents using purposive sampling, with a focus on individuals aged 18-45 years who are familiar with Uniqlo KAWS + Warhol collection products.

The analysis technique used in research with the title “The influence of product quality, brand image, and customer satisfaction on customer purchasing decisions for uniqlo KAWS+Warhol fashion collection in bandung city” is by applying Smart PLS (Partial Least Squares) modeling.

Smart PLS is structural equation modeling (SEM) used in this study to analyze the relationship between variables. SEM is divided into two types: covariance-based structural equation model (CB-SEM) and variance-based matrix structural equation model (VB-SEM) (Indrawati, 2015). CB-SEM is used to characterize and validate the relationship between variables, while VB-SEM focuses more on predicting the relationship between independent and dependent variables (Indrawati, 2015). The VB-SEM model with the Partial Least Squares (PLS) approach is considered the most appropriate for this study because it can handle more complex problems when there are moderating or intervening variables that cannot be addressed using only simple or multiple linear regression techniques. Therefore, a more comprehensive SEM is needed to model relationships involving many variables and measure their impact in more depth.

The use of the Variance-Based Structural Equation Modeling (VB-SEM) approach with PLS-SEM in this study aims to analyze the predictive relationship between constructs. This method evaluates whether there is a relationship or influence between constructs. Specifically, this model examines the relationship between product quality, brand image, customer satisfaction, and purchasing decisions.

RESULT AND DISCUSSION

Measurement Model

Convergent Validity Test

The evaluation of reflective indicator models includes convergent validity, discriminant validity, and construct reliability. Outer model is the first stage in SEM estimation. The purpose of testing this outer model is to validate the validity and reliability of data collection technology using all core data (Indrawati, 2017). Based on the results of data processing, the results of the outer model (measurement model) are obtained, as follows:

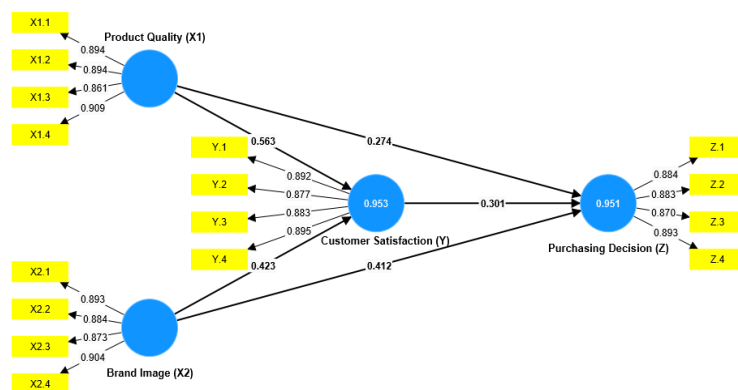


Figure 4. Outer Model (Measurement Model)

Testing the outer model is the first step in data analysis using PLS. This stage is quantitative because the quality of the data is largely determined by the extent to which the measurement system is well designed. An indicator is said to have

good reliability if the outer loading value for each indicator is > 0.70 . Based on the loading factor value for each indicator on the Product Quality (X1), Brand Image (X2), Customer Satisfaction (Y), and Purchasing Decision variables where each loading factor value is > 0.70 , the variable indicators in this study can be declared valid. The following is a description of the loading factor value of each variable:

Table 1. Outer Loading

Variable	Indicator	Outer loadings
Product Quality (X1)	X1.1	0.894
	X1.2	0.894
	X1.3	0.861
	X1.4	0.909
Brand Image (X2)	X2.1	0.893
	X2.2	0.884
	X2.3	0.873
	X2.4	0.904
Customer Satisfaction (Y)	Y1	0.892
	Y2	0.877
	Y3	0.883
	Y4	0.895
Purchasing Decision (Z)	Z1	0.884
	Z2	0.883
	Z3	0.870
	Z4	0.893

Average Variance Extrated (AVE)

Table 2. Average Variance Extrated (AVE)

Variable	Average Variance Extrated (AVE)
Product Quality (X1)	0.791
Brand Image (X2)	0.789
Customer Satisfaction (Y)	0.787
Purchasing Decision (Z)	0.779

Based on the validity test criteria seen through the Average Variance Extrated (AVE), the criteria for a variable is said to be valid if the AVE value is > 0.5 . From the results of the validity test using AVE in the table above, it can be seen that the AVE value of all variables is > 0.05 , so that all variables can be declared valid.

Discriminant Validity Test

Table 3. Cross-Loading

Indikator	Product Quality (X1)	Brand Image (X2)	Customer Satisfaction (Y)	Purchasing Decision (Z)
X1.1	0.894	0.843	0.852	0.844
X1.2	0.894	0.875	0.880	0.870
X1.3	0.861	0.847	0.842	0.838
X1.4	0.909	0.849	0.874	0.868
X2.1	0.828	0.893	0.846	0.852
X2.2	0.871	0.884	0.873	0.869
X2.3	0.831	0.873	0.834	0.841
X2.4	0.878	0.904	0.869	0.867
Y.1	0.857	0.837	0.892	0.853

Y.2	0.863	0.871	0.877	0.866
Y.3	0.857	0.847	0.883	0.866
Y.4	0.860	0.860	0.895	0.832
Z.1	0.838	0.828	0.831	0.884
Z.2	0.865	0.866	0.874	0.883
Z.3	0.849	0.859	0.845	0.870
Z.4	0.840	0.853	0.850	0.893

Based on Table 3 Cross-Loading, that a variable can be declared valid if it meets the discriminant validity test criteria, namely the cross-loading value of the variable > the correlation value of the statement items to other variables. Based on the results in the table above, it can be seen that the cross-loading value of each question item is greater than the correlation value of the statement items to other variables. So that based on the discriminant validity test, the statement items of all variables are declared valid.

Reliability Test

Table 4. Construct Reliability

Variabel	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Product Quality (X1)	0.912	0.912	0.938
Brand Image (X2)	0.911	0.911	0.937
Customer Satisfaction (Y)	0.910	0.910	0.936
Purchasing Decision (Z)	0.905	0.906	0.934

Based on Table 4 Construct Reliability, that a variable can be declared valid if it meets the discriminant validity test criteria, namely the variable cross-loading value > the correlation value of the statement items to other variables. Based on the results in the table above, it can be seen that the cross-loading value of each question item is greater than the correlation value of statement items on other variables. So based on the discriminant validity test, the statement items of all variables are declared valid.

A. Inner Model

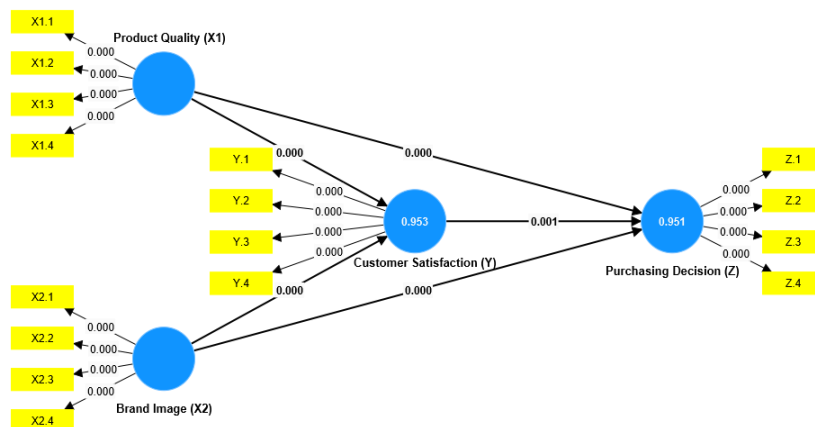


Figure 5. Structural Models (Inner Model)

Table 5. Coefficient of Determination

Variable	R-square	R-square adjusted
Customer Satisfaction (Y)	0.953	0.953
Purchasing Decision (Z)	0.951	0.951

The test results show the R-Square value as an indicator of the variation in changes in the independent variable on the dependent variable and the independent variable on intervening. In addition, the Customer Satisfaction (Y) variable has an R-Square of 0.784, meaning that the Customer Satisfaction (Y) variable can be explained by the independent variables, namely Product Quality (X1) and Brand Image (X2) by 95.3%, the remaining 4.7% can be explained by variables

outside the model. While the R-Square Purchasing Decision (Z) value is 95.1% which indicates that Product Quality (X1), Brand Image (X2), and Customer Satisfaction (Y) have an effect of 95.1% on Purchasing Decision (Z) while the other 4.9% is influenced by factors outside the model.

B. Path Coefficient (Hypothesis Test)

Table 6. Path Coefficient

Hypothesis	Original sample (O)	Sample mean (M)	T statistics	P values
Product Quality (X1) -> Customer Satisfaction (Y)	0.563	0.564	11.272	0.000
Product Quality (X1) -> Purchasing Decision (Z)	0.274	0.272	4.276	0.000
Brand Image (X2) -> Customer Satisfaction (Y)	0.423	0.422	8.390	0.000
Brand Image (X2) -> Purchasing Decision (Z)	0.412	0.410	5.282	0.000
Customer Satisfaction (Y) -> Purchasing Decision (Z)	0.301	0.305	3.257	0.001

Hypothesis testing by looking at the Path Coefficient calculation value in testing the inner model. The hypothesis is said to be accepted if the P-values < 0.05 (α 5%), which means that if the P-values of each hypothesis are greater than 0.05, it can be declared accepted or proven. Based on these criteria, the results of hypothesis testing can be described as follows:

1. The P-values of the Product Quality (X1) variable on Customer Satisfaction (Y) are $0.000 < 0.05$. Thus, it can be concluded that H_a is accepted, while H_0 is rejected. So that the Product Quality (X1) variable has a significant effect on Customer Satisfaction (Y).
2. The P-values of the Product Quality (X1) variable on Purchasing Decision (Z) are $0.000 < 0.05$. Thus, it can be concluded that H_a is accepted, while H_0 is rejected. So that the Product Quality (X1) variable has a significant effect on Purchasing Decision (Z).
3. The P-values of the Brand Image (X2) variable on Customer Satisfaction (Y) are $0.000 < 0.05$. Thus, it can be concluded that H_a is accepted, while H_0 is rejected. So that the Brand Image (X2) variable has a significant effect on Customer Satisfaction (Y).
4. The P-values of the Brand Image (X2) variable on Purchasing Decision (Z) are $0.000 < 0.05$. Thus, it can be concluded that H_a is accepted, while H_0 is rejected. So that the Brand Image (X2) variable has a significant effect on Purchasing Decision (Z).
5. The P-values of the Customer Satisfaction (Y) variable on Purchasing Decision (Z) are $0.001 < 0.05$. Thus, it can be concluded that H_a is accepted, while H_0 is rejected. So that the variable significantly affects Customer Satisfaction (Y) on Purchasing Decision (Z).

CONCLUSION

This study offers valuable insights into how product quality, brand image, and customer satisfaction influence each other in shaping purchasing decisions for Uniqlo KAWS+Warhol fashion collection in Bandung City. The findings highlight the important role that these factors play individually and collectively in influencing consumer behavior, providing actionable knowledge for the fashion industry.

Results from hypothesis testing strongly support the significant influence of product quality on consumer satisfaction (H1). High-quality products improve functional performance while creating a positive user experience, which fosters trust and loyalty. Uniqlo's focus on using premium materials and innovative designs has cemented its reputation as a trusted fashion brand, which resonates with consumers who value quality and dependability.

Equally important, brand image significantly impacts customer satisfaction (H2). A strong brand identity, characterized by minimalist aesthetics and high functionality, emotionally connects with customers and strengthens their satisfaction. This underscores the importance of strategic branding efforts in building long-term customer loyalty.

The direct influence of product quality and brand image on purchase decisions (H3 and H4) further emphasizes their important role. Consumers consistently prefer brands that match their quality standards and personal values. By combining contemporary art and high-end fashion, the Uniqlo KAWS+Warhol collection meets these criteria, ensuring its appeal to style-conscious consumers.

Customer satisfaction plays a decisive role as a mediator in influencing purchasing decisions (H5). Satisfied customers are more likely to make repeat purchases and recommend products to others, reinforcing the important relationship between satisfaction and consumer loyalty. This finding is in line with existing research that highlights satisfaction as the cornerstone of sustainable business success.

The strength of this relationship is validated by the R-square value, which shows that product quality and brand image explain 95.3% of the variance in customer satisfaction. Moreover, together with customer satisfaction, they explain

95.1% of the variance in purchase decisions. These high predictive values confirm the strength and significance of the relationship under study.

This study concludes that product quality, brand image, and customer satisfaction are important and interconnected factors that determine consumer purchasing decisions for the Uniqlo KAWS+Warhol clothing collection in Bandung City. High product quality and an attractive brand image not only increase consumer satisfaction but also directly and indirectly influence purchasing decisions.

Uniqlo's ability to consistently deliver innovative, high-quality products that resonate culturally and emotionally with its target audience has proven critical to maintaining market appeal. To ensure continued success, the brand must continue to emphasize superior product quality, enhance brand image, and create satisfying customer experiences. These strategies are critical to fostering loyalty, encouraging repeat purchases, and achieving competitive advantage.

Future research should explore other influential variables, such as digital marketing strategies, cultural trends, or social influences, to gain a deeper understanding of consumer behavior. Expanding the scope of research will provide a more comprehensive insight into the dynamics of the ever-evolving fashion industry.

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