

ABSTRACT

THE EFFECT OF PRODUCT QUALITY AND LIFESTYLE ON BUYING INTEREST UNIQLO PRODUCTS AT MALL BOEMI KEDATON

By:
Ahmad Dienis Nuril Ardhi

The purpose of this research was to find the effect of product quality and lifestyle on buying interest in UNIQLO products at Mall Boemi Kedaton. The type of research used a quantitative causal research. The population selected in this research were all potential consumers of UNIQLO products at Mall Boemi Kedaton. The sampling method used in this research was nonprobability sampling using an accidental sampling technique, so 70 respondents were obtained. The data analysis method used in this research was multiple linear regression analysis. The result of the analysis showed that product quality and lifestyle affected interest in purchasing UNIQLO products at Mall Boemi Kedaton. It is recommended to Uniqlo to improve performance in order to increase the quality perspective

Keywords: Product Quality, Lifestyle, Buying Interest.

