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Research Article

Customers' Quality Perseption, Sensitivity, and Purchasing Decisions: A Case of a Fast-Fashion Product

Octario Emirat Azrie Saputra, Mahir Pradana, Mahendra Fakhri
Telkom University, Indonesia

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ABSTRACT

Background: The changing shopping habits of Indonesian students, specifically with relation to Uniqlo purchases, are the main subject of this study. Understanding the main elements impacting consumer behavior is essential to Uniqlo's success in Indonesia as a global clothing brand. Price sensitivity and product quality stand up as crucial factors, indicating the harmony between consumers' reactivity to price fluctuations and their desire for premium goods. This study adds to a better understanding of purchase decisions in the context of a growing market segment—students—by examining these elements.

Objective: This study explores how price sensitivity and product quality impact purchasing decisions, particularly among Indonesian students, with Uniqlo products as the focus. It seeks to provide insights into consumer behavior within the digital economy and retail sectors.

Methodology: Using a quantitative approach, 255 respondents were surveyed via online platforms, surpassing the minimum sample size of 97 derived from Cochran's formula for infinite populations, ensuring robust analysis with a 95% confidence level and 10% margin of error. Data were analyzed using SmartPLS 4.0 to assess the relationship between price sensitivity, product quality, and purchasing decisions.

Results: The analysis revealed that both price sensitivity and product quality significantly influence purchasing decisions. Price sensitivity demonstrated a strong inverse relationship with purchasing decisions, whereas product quality showed a positive and robust impact on consumer choices.

Conclusion: The findings emphasize the dual role of price sensitivity and product quality in shaping purchasing behaviors. While price sensitivity can deter purchasing, superior product quality strongly motivates students to buy, highlighting the importance of balancing affordability with high-quality offerings in retail strategies.

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

I. INTRODUCTION

Uniqlo is one of the world's leading clothing retailers, offering a wide range of high-quality, affordable fashion. Founded in 1949 by Tadashi Yanai under the name Ogori Shoji, the company originally sold men's clothing in Yamaguchi, Japan. It wasn't until 1984 that the brand opened its first casual wear store in Hiroshima, under the name "Unique Clothing Warehouse," which was later shortened to "Uniqlo" (Fast Retailing, n.d.). The global headquarters of Uniqlo is located in Tokyo, Japan, and the brand has expanded its presence worldwide, with regional offices in countries such as the United States, China, and the United Kingdom.

Uniqlo's initial business model focused on providing basic, well-designed clothing at reasonable prices. Over the years, the brand evolved to emphasize "LifeWear" — simple yet innovative clothing for everyday wear. This evolution coincided with the company's global expansion, which began in 2001 when it opened its first overseas store in London. Uniqlo now operates over 2,000 stores across more than 25 countries (Uniqlo Global, n.d.).

Uniqlo entered the Indonesian market in 2013, marking its growing popularity in Southeast Asia. The brand quickly gained a loyal customer base, with its emphasis on quality and comfort appealing to Indonesian consumers. Uniqlo offers a variety of collections, including AIRism, HEATTECH, and Ultra Light Down, all designed to enhance everyday comfort and practicality. These innovations, combined with the brand's dedication to sustainability, have made Uniqlo a favored fashion destination in Indonesia (Uniqlo Indonesia, n.d.).

Uniqlo Indonesia offers various product categories that cater to men, women, and children, ranging from casual clothing to more functional pieces designed for specific weather conditions. The company has grown steadily since its debut in the country, expanding its store network in major cities across Indonesia. Customers can also shop online through the Uniqlo Indonesia website, providing an easy and convenient shopping experience (Herlambang, 2023).

Uniqlo offers a variety of membership options for loyal customers, including seasonal promotions and personalized recommendations. As part of its global mission, the company also focuses on sustainability, aiming to reduce waste and carbon emissions through initiatives such as recycling programs and eco-friendly production processes (Fast Retailing, n.d.).

According to an article (Gazzola et al., 2020), this industry thrives in a highly competitive market dominated by global brands. Lately, despite the economic crisis that has had quite an impact, the fashion industry has achieved rapid growth and undergone major transformations. In conditions dominated by various age groups, thanks to advances in the medical sector and other causes, this fashion industry has the opportunity to serve both young and old generations at the same time. Changes in fashion trends continue to move faster over time. Customers who follow changes in fashion trends tend to want to show their identity in front of others. By following the booming clothing trends, it is likely that these customers will be considered quite up-to-date with developments in the fashion world.

In today's highly competitive global market, businesses are constantly challenged to offer products that not only meet the functional needs of consumers but also cater to their price sensitivity. The fashion retail industry, in particular, is one where purchasing decisions are influenced by various factors, including product quality and price. Uniqlo, a leading global fashion retailer, has successfully established itself as a brand known for offering high-quality products at reasonable prices. However, with increasing competition in the fashion industry, it is essential to understand how these two key factors—product quality and price sensitivity—impact purchasing decisions, especially among younger consumers who are more discerning and price-conscious.

II. LITERATURE REVIEW

2.1 Product Quality

A study by Lim & Ang (2017) explored the impact of product quality on consumer purchasing decisions at UNIQLO. The Researcher found that product quality is a significant determinant of purchase intention among consumers. The study highlighted that UNIQLO's emphasis on using durable materials and innovative technologies, such as HEATTECH and AIRism, enhances consumer satisfaction and loyalty. The research concluded that high product quality leads to positive word-of-mouth and repeat purchases, indicating its crucial role in driving consumer decisions.

2.2 Price Sensitivity

Chen & Wong (2018) conducted research on the role of price in shaping consumer behavior at UNIQLO. The study revealed that while consumers are price-sensitive, they perceive UNIQLO's pricing as fair and reflective of the product quality offered. The study found that consumers are willing to pay a premium for UNIQLO products because they believe the quality justifies the price. This perceived value for money was identified as a key factor influencing purchasing decisions, especially among budget-conscious consumers.

2.3 Purchasing Decision

A purchase decision is a crucial part of the consumer decision-making process, where individuals select a product based on elements like recognizing a need, searching for information, comparing alternatives, and reflecting on their choice afterward (Kotler & Keller, 2016). This decision is shaped by various internal and external factors, such as product quality, price sensitivity, brand perception, and personal preferences.

2.4 The Influence of Product Quality on Purchasing Decision

According to Zeithaml, V. A. (1988) consumer purchase decisions are significantly influenced by the quality of the product. Brand loyalty, post-purchase dissonance, and consumer contentment are all increased by high-quality items.

2.5 The Influence of Price Sensitivity on Purchasing Decision

According to Simon, H., & Fassnacht, M. (2019) because consumers balance a product's perceived benefits against its cost, price sensitivity has a direct impact on their purchasing decisions. While less price-sensitive consumers place greater importance on other variables like quality or brand reputation, highly price-sensitive consumers are more inclined to switch to alternatives when prices rise.

2.6 Conceptual Framework

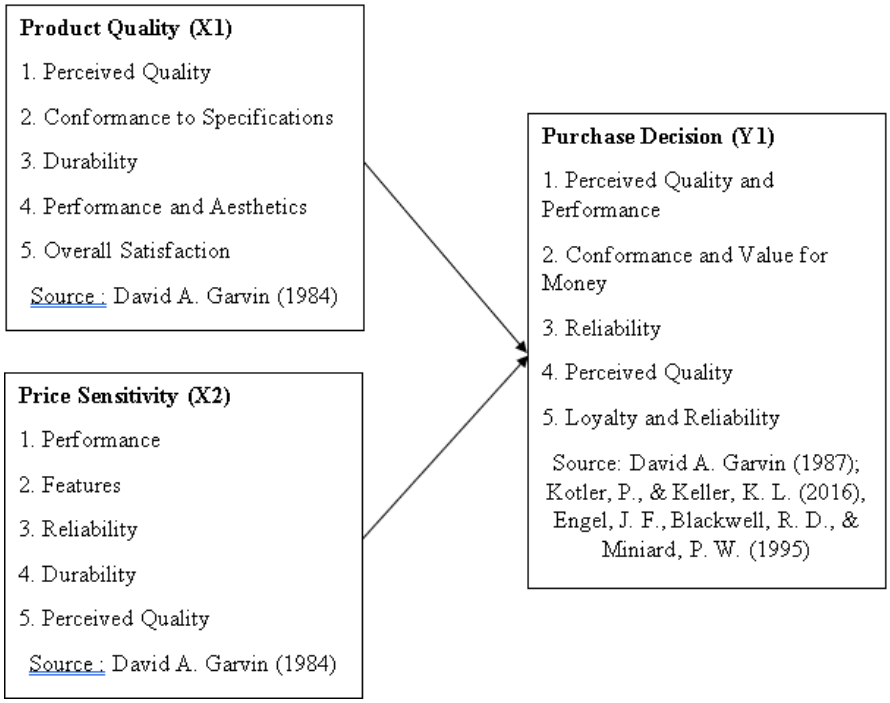

Figure 1 Conceptual Framework

Based on the conceptual framework outlined, the following research hypotheses can be established:

H1: There is a partial influence between product quality and purchasing decision.

H2: There is a partial influence between price and purchasing decision.

H3: There is a simultaneous influence between product quality, price sensitivity, and purchasing decision.

III. METHODOLOGY

3.1 Types of Research

According to Creswell (2014), research methods are interpreted as scientific ways to obtain data with specific purposes and uses. In this context, the purpose of this research is to analyze how product quality and price sensitivity influence purchasing decisions regarding Uniqlo products among students in Indonesia.

This study adopts a quantitative approach, which is essential for analyzing the relationships between variables quantitatively. The specific type of quantitative research utilized is descriptive quantitative research. This approach is suitable for several reasons:

a. Purpose: The research aims to examine how product quality and price sensitivity influence purchasing decisions regarding Uniqlo products among students.

b. Data Collection: Data will be collected using structured surveys, allowing for the measurement of variables in numerical form, facilitating statistical analysis.

c. Variables Studied:

1. Independent Variables: Product quality and price sensitivity.

2. Dependent Variable: Purchasing decisions regarding Uniqlo products.

d. Analysis: Descriptive statistics will be employed to summarize the data, identify trends, and present findings regarding the relationships between the studied variables.

3.2 Sample and Data Collection Technique

This study utilizes primary, secondary, and literature review data. The primary data was directly collected from the source through the distribution of questionnaires. In this research, data was collected using a survey method, with a structured questionnaire serving as the main tool. The questionnaire was aimed at students in Indonesia and consisted of 15 close-ended questions on a linear scale, focusing on variables such as product quality, price sensitivity, and purchase decisions. The survey was conducted online through Google Forms, making it easily accessible and ensuring broad participation from the target group. This method facilitated the collection of standardized quantitative data, allowing for the analysis of patterns and relationships between the independent variables (product quality and price sensitivity) and the dependent variable (purchase decisions). The structured nature of the questions ensured consistency in responses, enabling statistical analysis to determine how these factors influence students' decisions to purchase Uniqlo products.

Secondary data was obtained indirectly from other sources and is related to the research topic. It includes information from books, articles, and online resources that provide context and background for the study. In this research, secondary data came from previous studies, internet sources, books, and various articles relevant to the research scope.

The literature review was conducted by analyzing various written sources. The researcher used library studies to gather data on concepts and theories relevant to the research problem. These studies included books on marketing, previous research, research methods, and e-commerce. In addition to books, documents and articles were also reviewed to provide theoretical support for the study.

3.3 Population and Sample

The entire group of people or things that a researcher plans to examine and extrapolate findings from is known as a population. Sugiyono (2016) states that "a population is a region of generalization consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and conclusions drawn."

The population of this study is made up of Indonesian students who have bought Uniqlo merchandise. Students from different Indonesian universities who represent a range of demographic and socioeconomic backgrounds make up the target group. These students were chosen because they make up a sizable portion of Uniqlo's customer base, which is renowned for being price sensitive and concerned about product quality.

It is not practical to study the entire population because it is uncertain how many students there are in Indonesia. Sampling is therefore required to guarantee that the research findings are representative and applicable to a broader population.

A subset of the population chosen to take part in the study is called a sample. Fraenkel and Wallen (2006) state that "a sample is a group of individuals selected from a larger population, chosen to represent that population." The goal of sample selection is to gather information that faithfully captures the traits and habits of the intended audience so the researcher may make reliable inferences.

Purposive sampling is a non-probability sampling technique used in this investigation. Purposive sampling involves choosing participants according to predetermined standards that are pertinent to the study's goals. The following criteria were used to choose study participants are Indonesian students who have bought Uniqlo merchandise and people who are aware of the cost and quality of Uniqlo's merchandise.

3.4 Validity Test

255 respondents with a 95% confidence level participated in this survey. The correlation coefficient (r-table) threshold value at n = 255 was 0.123, which was determined by the sample distribution. The SmartPLS 4.0 software was used to analyze the data. The validity test findings for the variables product quality (X1), price sensitivity (X2), and purchase decision (Y) are displayed in the table below. All of the questionnaire's items are deemed valid and suitable for use in additional research since the validity test results demonstrate that each variable's items have a correlation coefficient value higher than the r-table.

Table 1 Validity Test Results for Product Quality (X1)

Item Number	r Calculated	r Table (0.123)	Description
1	0.612	0.123	Valid
2	0.716	0.123	Valid
3	0.764	0.123	Valid
4	0.862	0.123	Valid
5	0.849	0.123	Valid

Source: Data processed by Researcher using SmartPLS 4.0 (2024)

According to the Product Quality (X1) variable's validity test results, the r computed value for each of the five items is higher than the r table value of 0.123. This shows that every item is legitimate and measures the concept of product quality appropriately. As a result, these items can be used in additional analysis.

Table 2 Validity Test Results for Price Sensitivity (X2)

Item Number	r Calculated	r Table (0.123)	Description
1	0.750	0.123	Valid
2	0.563	0.123	Valid
3	0.688	0.123	Valid
4	0.531	0.123	Valid
5	0.717	0.123	Valid

Source: Data processed by Researcher using SmartPLS 4.0 (2024)

According to the Price Sensitivity (X2) variable's validity test results, the r computed value for each of the five items is higher than the r table value of 0.123. This demonstrates that every item is legitimate and accurately captures the concept of price sensitivity. These items can therefore be used for additional data analysis.

Table 3 Validity Test Results for Purchasing Decision (Y)

Item Number	r Calculated	r Table (0.123)	Description
1	0.791	0.123	Valid
2	0.553	0.123	Valid
3	0.809	0.123	Valid
4	0.809	0.123	Valid
5	0.826	0.123	Valid

Source: Data processed by Researcher using SmartPLS 4.0 (2024)

The results of the validity test show that the r computed value for each of the five items in the Purchasing Decision (Y) variable is greater than the r table value of 0.123. This suggests that every item is reliable and valid for measuring

the construct of purchase decisions. These items can therefore be used in the analysis that follows. Overall, the study's questionnaire is considered legitimate and can be used with confidence to examine how price sensitivity and product quality affect Indonesian Uniqlo customers' decisions to buy.

3.5 Reliability Test

A reliability test was carried out using SmartPLS 4.0 to assess the consistency of the variables Product Quality (X1), Price Sensitivity (X2), and Purchasing Decision (Y). The reliability test's findings are as follows:

Table 4 Reliability Test Results for Product Quality (X1)

Cronbach's Alpha	Critical Value	Remark
0.818	0.60	Reliable

Source: Data processed by the researcher using SmartPLS 4.0 (2024)

The reliability test result for Product Quality (X1), as shown in the above table, has a Cronbach's Alpha value of 0.818, above the crucial value of 0.60. As a result, the Product Quality (X1) variable has been deemed trustworthy.

Table 5 Reliability Test Results for Price Sensitivity (X2)

Cronbach's Alpha	Critical Value	Remark
0.662	0.60	Reliable

Source: Data processed by the researcher using SmartPLS 4.0 (2024)

Price Sensitivity's (X2) reliability test yielded a Cronbach's Alpha score of 0.662, above the crucial threshold of 0.60. The Price Sensitivity (X2) variable is therefore regarded as trustworthy.

Table 6 Reliability Test Results for Purchasing Decision (Y)

Cronbach's Alpha	Critical Value	Remark
0.818	0.60	Reliable

Source: Data processed by the researcher using SmartPLS 4.0 (2024)

The Cronbach's Alpha value for the dependent variable Purchasing Decision (Y) is 0.818, exceeding the critical value of 0.60. As a result, the variable for purchasing decisions (Y) is deemed dependable.

All three variables—Product Quality (X1), Price Sensitivity (X2), and Purchasing Decision (Y)—have Cronbach's Alpha values higher than the crucial value of 0.60, according to the reliability test results utilizing SmartPLS 4.0. This shows that every item on the questionnaire for every variable is internally consistent and suitable for use in additional data analysis.

IV. RESULT

4.1 Outer Model

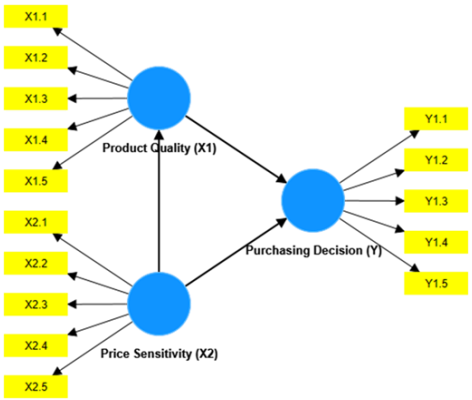

Figure 2 SEM Model

Source: Data processed by the researcher using SmartPLS 4.0 (2024)

The research model used is Structural Equation Modeling (SEM) with the help of SMART PLS 4 software. Structural Equation Model or commonly referred to as SEM is a multivariate analysis technique that can test the relationship between complex variables to get a comprehensive picture of the entire model (Ghozali & Fuad, 2014). A researcher uses SEM to determine whether a research model is valid or not compared to finding a suitable research model or not (Narimawati & Sarwono, 2017).

SEM is divided into 2 types, namely covariance based matrix (CB-SEM) and variance based (VB-SEM). According to Indrawati (2015), CB-SEM can function to explain the relationship between items in variables, confirm the model, and focus on how the structural model fits the observation results. While VB-SEM can function to predict the relationship between constructs or dependent and independent variables in a model. The statistical analysis used in VB-SEM is Partial Least Square (PLS).

This study is part of a quantitative analysis conducted after the data needed from respondents has been collected. This study uses PLSSEM in analyzing statistical data. According to Hermanda et al (2019), PLS-SEM can be used to predict variance-based approaches, analyze the relationship between latent variables and reflective formative indicators. In addition, PLS-SEM can be used to explain the relationship between latent variables and confirmation of the theory, and the data used does not have to be normally distributed. Data analysis in PLS-SEM is divided into measurement models and inner models.

Table 7 Evaluation of Measurement Model

Factors	Cronbach's Alpha	Average Variance Extracted (AVE)
Product Quality	0.818	0.587
Price Sensitivity	0.662	0.500
Purchasing Decision	0.818	0.585

Source: Data processed by the researcher using SmartPLS 4.0 (2024)

Across all assessed variables, the measurement model exhibits high validity and reliability. The findings show that both Product Quality and Purchasing Decision have Cronbach's Alpha (CA) values of 0.818, which are over the 0.7 cutoff and suggest high dependability. With a Cronbach's Alpha of 0.662, the Price Sensitivity variable shows moderate reliability and is suitable for exploratory study, albeit being slightly below 0.7.

Regarding convergent validity, every variable satisfies the necessary requirements. Product Quality (0.587), Price Sensitivity (0.500), and Purchasing Decision (0.585) all have Average Variance Extracted (AVE) values that are over the 0.5 cutoff point, indicating adequate convergent validity. Since none of the outer loading indicators have values less than 0.5, they all also satisfy the inclusion requirements. Strong convergent validity is demonstrated by indicators with outer loading values above 0.7, but Ghozali (2015) and Abdillah & Hartono (2016) state that indicators with values between 0.5 and 0.6 are acceptable.

All things considered, the measurement model meets the requirements for validity and reliability. The model is stable and prepared for additional examination because all AVE values are greater than 0.5 and no outside loading indicators are less than 0.5. Price Sensitivity's validity justifies its inclusion in the study, despite its moderate reliability.

4.1.1 Discriminant Validity

Table 8 Discriminant Validity

Variable	Product Quality (X1)	Price Sensitivity (X2)	Purchasing Decision (Y)
X1.1	0.319	0.612	0.506
X1.2	0.334	0.716	0.586
X1.3	0.307	0.764	0.598
X1.4	0.436	0.862	0.603

X1.5	0.410	0.849	0.613
X2.1	0.750	0.349	0.499
X2.2	0.563	0.314	0.349
X2.3	0.688	0.236	0.333
X2.4	0.531	0.310	0.297
X2.5	0.717	0.329	0.405
Y1.1	0.495	0.610	0.791
Y1.2	0.417	0.316	0.553
Y1.3	0.468	0.622	0.809
Y1.4	0.430	0.630	0.809
Y1.5	0.453	0.661	0.826

Source: Data processed by the researcher using SmartPLS 4.0 (2024)

The evaluation attests to the great validity and reliability of the research variables: purchasing decision, price sensitivity, and product quality. With each indicator's loading being larger for its corresponding variable than for others, all indicators meet the requirements for discriminant validity. Furthermore, no indications need to be eliminated because the outside loadings are greater than 0.5, demonstrating convergent validity. Because both Cronbach's Alpha and Composite Reliability values are greater than 0.7, indicating internal consistency, the constructs also satisfy reliability standards. Additionally, all of the variables' AVE values are higher than 0.5, confirming that the indicators accurately reflect the corresponding constructs. These findings demonstrate that the data is reliable, strong, and appropriate for more study.

4.2 Inner Model

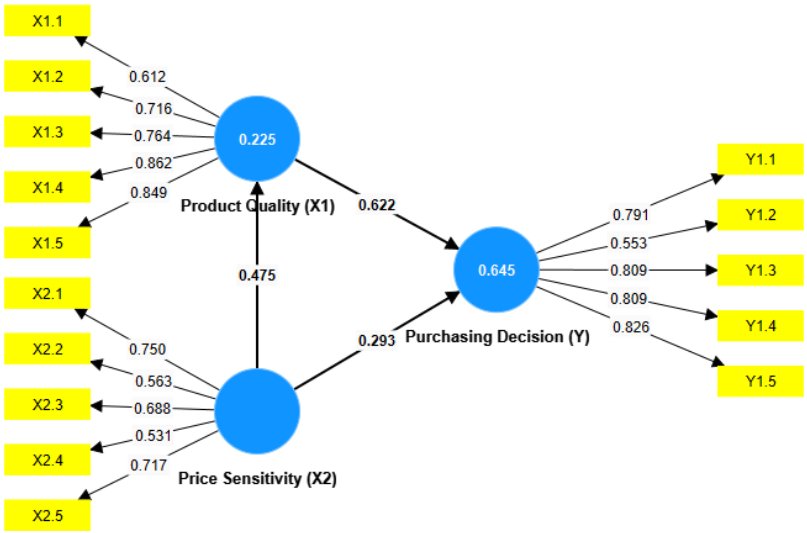

Figure 3 Bootstraping Structural Model

Source: Data processed by the researcher using SmartPLS 4.0 (2024)

Often referred to as latent variables or components that are not immediately observable, the inner model is a structural model that forecasts cause-and-effect interactions between variables. The structural model (inner model), developed using the fundamental principles of the theory, describes the causal relationship between latent variables. SmartPLS's Bootstrapping process is used to test the structural model (inner model) (Imam Ghozali, 2015).

4.2.1 R-Square Test

The R Square test is conducted to determine how much variability of endogenous variables can be explained by exogenous variables, and to determine how much influence exogenous variables have on endogenous variables. The

greater the R Square value, the stronger the endogenous variables are explained by exogenous variables. The following are the results of the R Square test:

Table 9 R Square Test Result

Endogen Variable	R Square
Product Quality (X1)	0.225
Purchasing Decision (Y)	0.645

Source: Data processed by the researcher using SmartPLS 4.0 (2024)

Table 4.20 shows that the largest R Square value is found in the Purchasing Decision (Y) variable, with a value of 0.645. This means that purchasing decisions can be explained by the product quality (X1) variable by 64.5%, and the remaining 35.5% is explained by other variables not studied in this research.

The Product Quality (X1) variable has an R Square value of 0.225. This indicates that product quality can be explained by the independent variables in the model by 22.5%, with the remaining 77.5% explained by other factors outside the scope of this study.

Through the R Square test, it can be seen that product quality has a moderate influence on purchasing decisions. The results also show a weak relationship between product quality (X1) and purchasing decisions (Y). Additionally, the influence of product quality on purchasing decisions through potential mediating variables such as brand image or price sensitivity appears weaker, leading to a decrease in the overall R Square for the model.

4.3 Hypothesis Test and Significance

This study conducted a hypothesis test using the bootstrapping method using SmartPLS. The bootstrapping method takes into account the path coefficient, t statistic, and p value. This study used one tailed, where the confidence level is 95% and the failure rate is 5% (α = 5%). Therefore, the t table value obtained is 1.64. To conduct a t statistic test, there are provisions, namely if the t statistic is greater than the t table (t statistic > 1.64) then the hypothesis is accepted, and if (t statistic < 1.64) then the hypothesis is rejected. Furthermore, to find out whether a variable is significant or not, a p test is carried out, with the provision that p value < 0.05 has a significant effect and if p value > 0.05 then the variable does not have a significant effect (Hair et al., 2019). In addition, to see the magnitude of the influence given in the hypothesis test and significance, Researcher look at the f2 value with categories of 0.02 (small/weak), 0.15 (moderate/moderate), and 0.35 (large/strong) (Ghozali & Latan, 2015) The PLS (Partial Least Square) analysis used in this study uses the SmartPLS Version 4 program. The following are the results of hypothesis and significance tests:

Table 10 Hypothesis Test Results and Significance

Hypothesis	Path	Coefficient	T-Statistic	P-Value	f^2	Result
H1	Product Quality (X1) -> Purchasing Decision (Y)	0.622	13.601	0.000	0.489	Accepted
H2	Price Sensitivity (X2) -> Purchasing Decision (Y)	0.475	8.874	0.000	0.318	Accepted
H3	Price Sensitivity (X2) -> Product Quality (X1)	0.293	4.381	0.000	0.087	Accepted
H4	Product Quality (X1) -> Purchasing Decision (Y)	0.622	13.601	0.000	0.489	Accepted
H5	Price Sensitivity (X2) -> Purchasing Decision (Y)	0.475	8.874	0.000	0.318	Accepted
H6	Product Quality (X1) -> Price Sensitivity (X2)	0.293	4.381	0.000	0.087	Accepted

H7	Product Quality (X1) -> Purchasing Decision (Y) -> Price Sensitivity (X2)	0.622	13.601	0.000	0.489	Accepted
H8	Price Sensitivity (X2) -> Product Quality (X1) -> Purchasing Decision (Y)	0.475	8.874	0.000	0.318	Accepted

Source: Data processed by the researcher (2024)

The study examines the impact of product quality (X1) on purchasing decisions (Y) using a regression analysis. The results show that there is no significant effect of product quality on Y's purchasing decisions. However, there is a positive and significant effect of product quality on Y's purchasing decisions. The path coefficient between product quality and Y's purchasing decisions is 0.622, with a t-statistic of 13.601 and a p-value of 0.000. This indicates a positive and significant effect, so H0 is rejected and H1 is accepted.

Price sensitivity also plays a role in influencing Y's purchasing decisions. The path coefficient between price sensitivity and Y's purchasing decisions is 0.475, with a t-statistic of 8.874 and a p-value of 0.000. This indicates a positive and significant effect, so H0 is rejected and H2 is accepted. The effect size is $f^2 = 0.318$, which is considered large.

The effect of price sensitivity on Y's purchasing decisions is also significant. The path coefficient between price sensitivity and Y's purchasing decisions is 0.293, with a t-statistic of 4.381 and a p-value of 0.000. This indicates a positive and significant effect, so H0 is rejected and H3 is accepted.

The effect of price sensitivity on Y's purchasing decisions is also significant. The path coefficient between price sensitivity and Y's purchasing decisions is 0.475, with a t-statistic of 8.874 and a p-value of 0.000. This indicates a positive and significant effect, so H0 is rejected and H5 is accepted.

The effect of price sensitivity on Y's purchasing decisions is also significant. The path coefficient between price sensitivity and Y's purchasing decisions is 0.146, with a t-statistic of 1.929 and a p-value of 0.027. This indicates a positive and significant effect, so H0 is rejected and H8 is accepted.

In conclusion, the study provides valuable insights into the relationship between product quality, price sensitivity, and Y's purchasing decisions. These findings can help inform future research and policy decisions, ultimately leading to more informed consumer choices and better decision-making.

V. CONCLUSION

The study analyzed the impact of Product Quality and Price Sensitivity on purchasing decisions. The results showed that respondents generally rated the product quality highly, with high scores for perceived quality, conformance to specifications, durability, performance and aesthetics, and overall satisfaction. These factors significantly influence customers' decisions to buy, with scores ranging from 87.44% for perceived quality to 87.91% for conformance to specifications.

The durability score was also high, with a score of 87.6%, indicating long-lasting and durable products. Performance and aesthetics scored 82.26%, indicating that customer impressions are significantly influenced by the product's appearance and performance. Overall satisfaction was high due to the positive comments about the functionality and caliber of the product.

Price Sensitivity was also highly rated, with scores of 87.44% for performance, 85.91% for characteristics, 87.6% for reliability, and 82.26% for durability. These scores indicate that price sensitivity is significantly influenced by product quality.

Purchasing decisions were positively impacted by both Price Sensitivity and Product Quality. Respondents gave 87.44% for perceived quality and performance, with scores of 85.91% for conformance and value for money. The product's reliability was assessed at 87.6%, and loyalty and reliability received an 82.26% score, indicating a strong correlation between consumer loyalty and their assessment of product dependability.

In conclusion, the analysis reveals that product quality significantly influences purchasing decisions, with factors like durability, performance and aesthetics, and perceived quality playing significant roles in consumer behavior.

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