

# **The Influence of Price and Product Quality on Customer Purchase Interest (Study To Consumers at Uniqlo Grand Batam Mall)**

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## **Abstract**

The purpose of this study is to examine how consumer interest in product price and quality is influenced by consumer purchasing intention at UNIQLO Grand Batam Mall. Purchasing intention is one of the important indicators in consumer behavior and can be influenced by the perception of price and product quality, where reasonable prices and good quality products tend to motivate purchasing decisions. This study is quantitative using a questionnaire given to 97 respondents who are UNIQLO consumers at Grand Batam Mall, and the sample size is selected based on the Lemeshow formula. The data analysis methods used are the classical assumption test, multiple linear regression analysis, t-test (partial), F-test (simultaneous), and coefficient of determination, and data processing is carried out using SPSS software. The results of the study indicate that both Price and Product Quality have a positive and significant impact on Purchase Intention simultaneously. To some extent, it is confirmed that Price and Product Quality have a positive and significant impact on Purchase Intention with Product Quality as the most dominant variable between the two. The level of closeness of the relationship indicates that these two independent variables can explain the variation in Purchase Intention significantly. In general, the considered pricing strategy (value agent and consistent product quality) makes a significant contribution in increasing consumer interest in purchasing UNIQLO products. It is hoped that the results of this study can be used as a guide by UNIQLO management in formulating marketing plans, determining pricing steps, and improving product quality to make it more attractive to consumers.

**Keywords:** Price, Product Quality, Purchase Interest, Consumers, UNIQLO.

## **Introduction**

Every consumer is a natural human being who has preferences and evaluations when making purchases. These values can encompass many things, such as product quality and design, mass and fast distribution, advertising, low cost, quality service, and so on. Experts claim that these aspects fall under the jurisdiction of the Marketing Mix (Aryasih et al. 2023). The products sold by companies are very diverse, such as fashion, gadgets, household appliances, electronics, food and beverages, cosmetics/skin care, transportation, and others.

A recent report published by The Business Research revealed that the global fashion retail market will experience a remarkable increase of 92.58 billion in 2024 and 99.31 billion in 2025 with a compound annual growth rate (CAGR) of 7.3 percent, demonstrating how the fashion industry leads the world in terms of trade (Business Research 2025). The reason is that fashion products are the essence of society and a primary need for everyday clothing and appearance (Wail and Sfenrianto 2018). Furthermore, in this era, individuals, especially teenagers, pay close attention to the latest trends in the way they dress. Not only trends, but for them, clothing style shows their character and personality, and is considered an added value when looking for a job or building a good self-image. This is what causes fashion products to be increasingly in demand with various tastes, and the business cycle run by fashion companies will never stop. Thus, it is undeniable that many fashion companies including giants such as H&M, Zara, UNIQLO, Gap, Pull and Bear, and so on.

The following is data about Product Categories E-Commerce with the Largest Estimated Global Sales Value (2024)

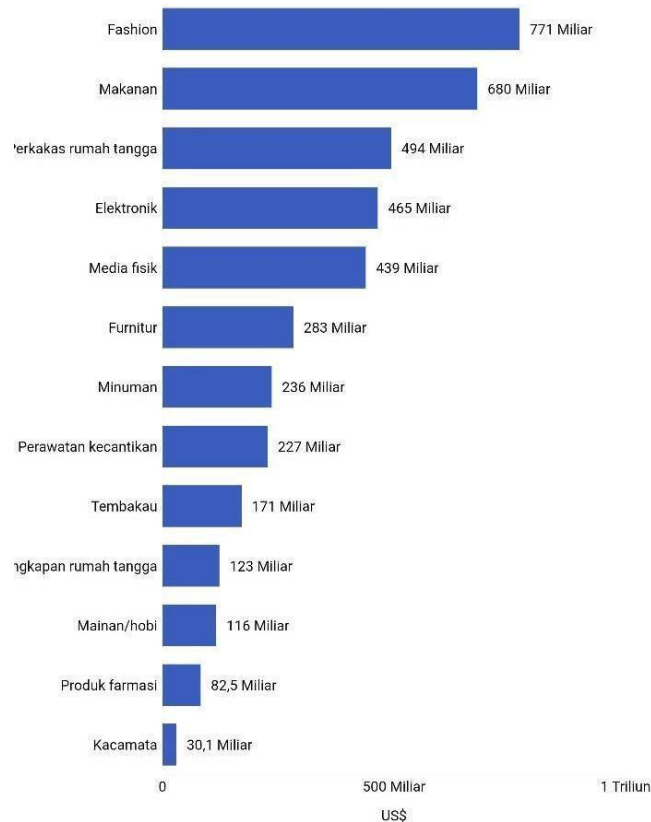


Figure 1. Product Categories E-Commerce with Estimated Sales Value

Largest Globally (2024) (Databoks, 2025)

UNIQLO was chosen as the research object due to the relevance of this world-renowned brand in Batam's fashion retail market, as well as the interesting events observed at Grand Batam Mall. UNIQLO markets the LifeWear concept, which focuses on quality, functionality, and affordability. UNIQLO is a major international brand and, because it has been at the forefront of product innovation (e.g., Heattech and AIRism), has become an important source for analyzing consumer behavior. This study does not focus on a specific product, but rather examines UNIQLO as an organization in the retail environment with its pricing mechanisms and product quality. This strategy allows this study to holistically explain the influence of these two key variables on consumer purchase intentions. Furthermore, the characteristics of Batam consumers as a border city and value seekers make the UNIQLO research applicable to the local context, thus providing significant academic and practical contributions to designing marketing strategies for the fashion retail industry. Besides UNIQLO, other foreign clothing brands, such as H&M, are also direct competitors of Grand Batam Mall. Variations in the preferences and purchase intentions of consumers visiting the mall arise due to differences in strategies and brand image.

**Table 1. Comparison of UNIQLO with Brand Competitors at Grand Batam Mall**

<b>Aspect</b>	<b>UNIQLO</b>	<b>H&amp;M</b>
<b>Market Segmentation</b>	Family & Young Professionals	Teenagers & Young Adults
<b>Brand Image</b>	Functional & Minimalist	Trendy & Fashionable
<b>Average Price</b>	Intermediate (Rp199,000–Rp499,000)	Intermediate (Rp. 149,000–Rp. 399,000)
<b>Product Innovation</b>	Tall (AIRism,Heattech)	Currently
<b>Material Quality</b>	High & Durable	Varies
<b>Discount Strategy</b>	Seasonal & Scheduled	Frequent and Aggressive
<b>Store Display</b>	Neat, clean, minimalist	Modern and dynamic

Source: Databooks, 2025

Based on the table above, it can be concluded that UNIQLO has high scores in product innovation and material quality, but has weaknesses in terms of price perception and discount strategies compared to H&M, which is more aggressive in promotions.

However, it is also important to note that the brand image promoting simple designs and high-quality products is one of the main attractions for some UNIQLO customer groups. Previous studies provide empirical insights into the correlation between the analyzed variables and can be used as a reference point in identifying gaps in research. Price and quality have been studied for their influence on purchase intentions in the fashion industry (e.g., Putri and Rahmawati, 2021; Prasetyo, 2023). However, most of these studies were conducted in large cities (Jakarta, Surabaya) and have not specifically studied UNIQLO in border areas

with individual consumer patterns such as Batam. Field observations revealed that consumers were reluctant to make purchases (high visits, low conversion rates) due to the gap between perceived high prices and the quality provided. This situation demonstrates how

the importance of systematic research. These studies were used as the primary sources for this research due to the similarity of their research variables, but differing in terms of research objectives and locations.

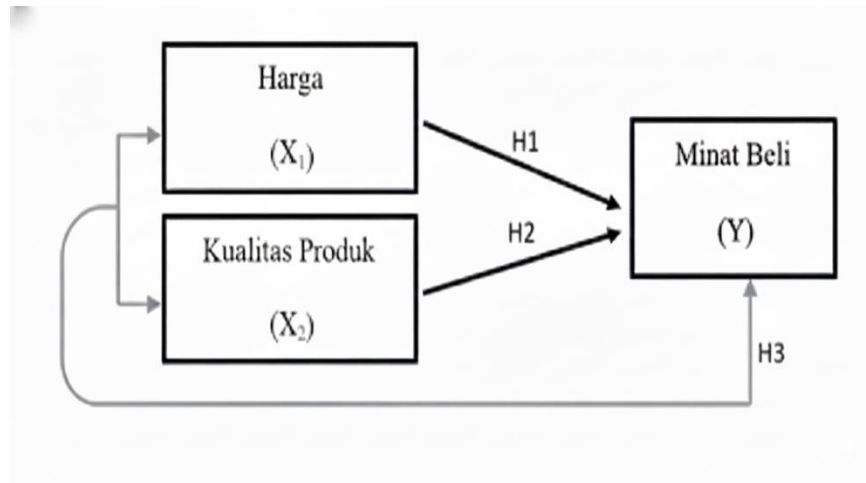
In this research there are research objectives, namely:

1. To explore the extent to which the prices offered by UNIQLO influence consumer decisions in making purchases.
2. To explore how consumer perceptions of product quality (material, comfort, durability) influence their interest in purchasing.
3. To determine the partial and simultaneous influence of price and product quality on consumer purchasing interest at UNIQLO at Grand Batam Mall.

The main contribution of this research is to fill a research gap by analyzing a phenomenon at the global retailer UNIQLO Grand Batam Mall, where high visitor numbers do not always translate into significant purchases. This gap is driven by Batam's unique consumer character as a border city (*Value Seeker*); they recognize the quality and innovation of UNIQLO products (LifeWear, Heattech) but sensitive to perceived price Overpriced. Based on this background, the study aims to empirically test the influence of Price and Product Quality both partially and simultaneously on Purchase Intention, thereby providing contextual theoretical contributions as well as applicable strategic input for UNIQLO management in this smart and competitive market.

### **Research Framework**

Taking into account the aims of the current research, and the impact of previous research, as well as the issues that have been raised as reasons behind the search for theory, to work with the leading exploration, a hypothetical structure was developed that would serve as a filler for various information and questions.



**Figure 2. Research Framework**

A hypothesis is an opinion or statement that is not yet proven to be true and must be tested first, as a provisional estimate or initial assumption. In this study, the research basis is based on the study theory and framework concept, so the hypothesis used is as follows.

- H1 : Price is suspected to have a significant partial influence on UNIQLO consumer purchasing interest at Grand Batam Mall.
- H2 : Product quality is suspected to have a significant partial influence on UNIQLO consumer purchasing interest at Grand Batam Mall.
- H3 : Price and Product Quality are suspected to have a significant simultaneous influence on UNIQLO consumer purchasing interest at Grand Batam Mall.

### **Research Methods**

This study uses a quantitative research approach using descriptive and associative research. The target population is a number of UNIQLO consumers who have purchased products at Grand Batam Mall. Thus, the Lemeshow formula is used to determine the sample size (with a 95 percent confidence level and a 10 percent margin of error) and a minimum sample size of 97 respondents is obtained and rounded. The sampling scheme is non-probability sampling where the purposive sampling method is used. The respondent criteria are as follows: residents of Batam Island (from various sub-districts) all aged 18 years and above and make direct purchases at UNIQLO Grand Batam Mall to obtain a good and diverse consumer sample.

The data type involved is ordinal data collected at the primary level (via an online

questionnaire based on a five-point Likert scale, interviews, and observations) and the secondary level (books and scientific journals). The questionnaire was used to determine respondents' perceptions of the research variables. The resulting data was then analyzed.

using statistical tests (including multiple linear regression) in SPSS Version 25 to determine whether consumer purchase intentions depend on the independent variables (Price and Product Quality).

## Results and Discussion

### Data analysis

#### 1. Validity Test

**Table 2. Validity Test Results**

<b>Item Variable</b>	<b>rhitung</b>	<b>rtable</b>	<b>Information</b>	<b>Conclusion</b>
<b>Questionnaire</b>	<b>(Assumption)</b>	<b>(0.198)</b>		
		<b>Price (X1)</b>		
X1.1	0.612	0.198	\$0.612 > 0.198	Valid
X1.2	0.589	0.198	\$0.589 > 0.198	Valid
X1.3	0.705	0.198	\$0.705 > 0.198	Valid
X1.4	0.551	0.198	\$0.551 > 0.198	Valid
X1.5	0.720	0.198	\$0.720 > 0.198	Valid
X1.6	0.655	0.198	\$0.655 > 0.198	Valid
<b>Product Quality (X2)</b>				
X2.1	0.680	0.198	\$0.680 > 0.198	Valid
X2.2	0.715	0.198	\$0.715 > 0.198	Valid
X2.3	0.603	0.198	\$0.603 > 0.198	Valid
X2.4	0.772	0.198	\$0.772 > 0.198	Valid
X2.5	0.705	0.198	\$0.705 > 0.198	Valid
X2.6	0.641	0.198	\$0.641 > 0.198	Valid
X2.7	0.598	0.198	\$0.598 > 0.198	Valid
X2.8	0.565	0.198	\$0.565 > 0.198	Valid
<b>Purchase Interest (Y)</b>				
Y1	0.725	0.198	\$0.725 > 0.198	Valid

Y2	0.667	0.198	\$0.667 > 0.198	Valid
Y3	0.601	0.198	\$0.601 > 0.198	Valid
Y4	0.680	0.198	\$0.680 > 0.198	Valid
Y5	0.750	0.198	\$0.750 > 0.198	Valid

The results of the validity test conducted on 19 questionnaire items distributed to 97 respondents showed that all research instruments were declared valid. The determination of validity was based on a comparison between the calculated correlation value of  $r_{count}$  for each item with the critical value of  $r_{table}$  of 0.198 (at a significance level of 5% with  $N=97$ ). Consistently, all question items, which include 6 indicators of the Price variable (X1), 8 indicators of Product Quality (X2), and 5 indicators of Purchase Intention (Y), have  $r_{count}$  values that exceed 0.198. Therefore, all questionnaire items are considered accurate in measuring the variables studied and can be used as credible basic data for the statistical analysis process, especially multiple linear regression.

## 2. Reliability Test

Table 3. Reliability Test

Statistics	Mark
Number of Respondents (N)	97
Cronbach's Alpha	0.694
Number of Statement Items	19
Reliability Criteria (Minimum)	$\geq 0.60$
Conclusion	Reliable

Based on the results of the reliability test carried out on all 19 questionnaire statement items (which measure the variables Price, Product Quality, and Purchase Interest), the value obtained was *Cronbach's Alpha* of 0.694. This value is above the minimum recommended reliability criterion in social research, which is 0.60. Therefore, it can be concluded that the questionnaire instrument has a good level of reliability, meaning that the questionnaire is consistent and stable when used to measure the same phenomenon at different times. The alpha value of 0.694 indicates that this measuring instrument is suitable for use in data collection and further analysis because it is able to produce data whose reliability is believed to be reliable.

## 3. Descriptive Statistics

**Table 4. Respondent Descriptives**

Category	Description	Number of Respondents (n)	Percentage (%)
Gender	Man	51	52.6%
	Woman	46	47.4%
Age	18–25 years	52	53.6%
	26–35 years	40	41.2%
	36–45 years	5	5.2%
Last education	High School/Vocational School	39	40.2%
	Diploma (D3)	19	19.6%
	Bachelor degree)	37	38.1%
	Postgraduate (S2/S3)	2	2.1%
Total		97	100.0%

Based on the results of a questionnaire from 97 UNIQLO consumer respondents at Grand Batam Mall, the respondents' identities showed a balanced composition, but were dominated by young, productive individuals. In terms of gender, there were slightly more male respondents, at 51 (52.6%), while female respondents numbered 46 (47.4%). This indicates that the product *LifeWear* UNIQLO attracts a wide range of consumers from both genders almost equally. Furthermore, the majority of consumers are aged 18–25 years (52 respondents) (53.6%), followed by those aged 26–35 years (40 respondents) (41.2%), indicating that UNIQLO in Batam is a top choice for the younger generation and early-career workers.

In terms of education level, respondents were predominantly high school/vocational school graduates (40.2%) and bachelor's/bachelor's degree graduates (38.1%). This indicates that purchasing interest in UNIQLO products is widespread across educational backgrounds, from secondary school graduates to highly educated groups, who generally have a good understanding of product quality and brand value. These demographic findings confirm that UNIQLO's target market in Batam is largely a young, productive population with secondary or higher education.

**Table 5. Descriptive Research Variables**

<b>Descriptive Statistics</b>					
	N	Minimum	Maximum	Mean	Standard Deviation
Price	97	11.00	29.00	19,3711	3.60069

Product Quality	97	15.00	39.00	25.3814	4.48944
Interest in Buying	97	7.00	24.00	15.5567	3.30394
Valid N (listwise)	97				

Based on the results of the descriptive analysis in the table above, all research variables Based on the results of the descriptive statistical analysis of 97 respondents, it can be concluded that the picture of consumer perceptions of all variables. The Product Quality variable (X2) shows the highest average value (Mean) of 25.3814 (out of a maximum score of 40), indicating that respondents have a positive or good perception of the quality of UNIQLO products. Perception of the Price variable (X1) is in second place with an average value of 19.3711 (out of a maximum score of 30), which indicates that consumers tend to have a neutral to slightly positive view regarding the suitability of the price offered. Meanwhile, the Purchase Interest variable (Y) shows an average of 15.5567 (out of a maximum score of 25), which indicates that consumers have a fairly good tendency or interest in purchasing. In general, this data reflects that the product quality element is very well received by consumers in Batam, which then correlates with their interest in making a purchase.

Classical Assumption Test

### 1. Normality Test

**Table 6. Results of the Normality Test (Kolmogorov–Smirnov Test)**

**Table 8.7 Normality Test Results**

<b>Variables</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>KS</b>	<b>Asymp. Sig. (2-tailed)</b>	<b>Information</b>
Unstandardized Residual	97	0.0000000	2.15734793	0.051	0.200	Distributed data normal

The normality test using the One-Sample Kolmogorov-Smirnov Test method shows that the significance value (Asymp. Sig. 2-tailed) obtained is 0.200. Because this value is much greater than 0.05 (Sig. > 0.05), it can be concluded that the residual data in this regression model is normally distributed. By fulfilling this normality assumption, the multiple linear regression model that will be used in this study has been

fulfills one of the requirements of the classical assumption test and is considered worthy of proceeding to the hypothesis testing stage.

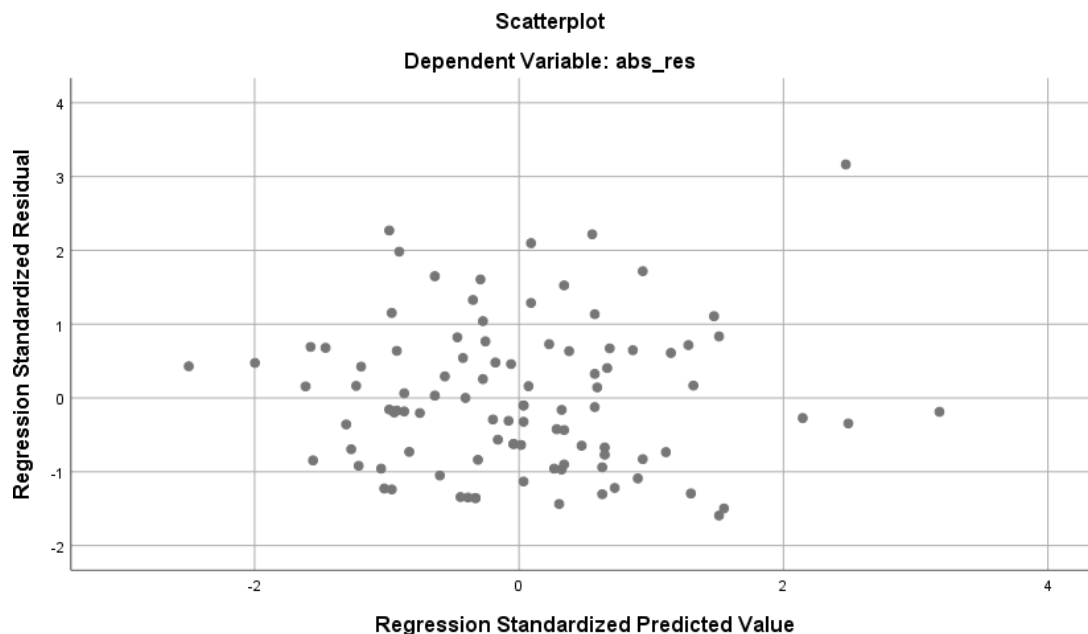
## 2. Multicollinearity Test

**Table 7. Multicollinearity Test Results**

Variables	Tolerance	VIF	Information
Price (X1)	0.505	1,982	There is no multicollinearity
Product Quality (X2)	0.505	1,982	There is no multicollinearity

Based on Table 7, the results of the multicollinearity test show that the Price variable (X1) has a Tolerance value of 0.505 and a VIF value of 1.982. Meanwhile, the Product Quality variable (X2) also has a Tolerance value of 0.505 and a VIF of 1.982. Since the Tolerance value for both independent variables is greater than 0.10 and the VIF value is less than 10, it can be concluded that there is no multicollinearity problem in this regression model. This ensures that the independent variables used in the study can predict the dependent variable without any excessive overlapping information between them.

## 3. Heteroscedasticity Test



**Figure 3. Heteroscedasticity Test Results (Scatterplot Method)**

Based on the scatterplot between the ZPRED and SRESID values, it can be seen that the points are randomly distributed and do not form a specific pattern. This indicates that the residual variance is constant (homoscedasticity), so the regression model is free from heteroscedasticity problems.

#### 4. Multiple Linear Regression Test

**Table 8. Multiple Linear Regression Test Results**

<b>Variables</b>	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>	<b>t</b>	<b>Sig.</b>	<b>Information</b>
(Constant)	0.574	1,351	–	0.425	0.672	–
Price (X1)	0.317	0.087	0.345	3.641	0.000	Significantly influential
Product Quality (X2)	0.349	0.070	0.474	4.996	0.000	Significantly influential

Based on the results of multiple linear regression, the following equation is obtained:

$$Y=0.574+0.317X1+0.349X2$$

Shows that the Price and Product Quality variables have a positive relationship direction towards the Purchase Intention of UNIQLO consumers in Batam. The constant of 0.574 indicates the basic value of Purchase Intention, while the regression coefficient of the Price variable (0.317) and Product Quality (0.349) shows that any increase in the perception of the right price and better product quality will be followed by a real increase in Purchase Intention. With the significance value of both variables of  $0.000 < 0.05$ , this model proves that the pricing strategy and product quality standards implemented by UNIQLO are empirically effective in encouraging consumer desire to make purchases.

Hypothesis  
Testing

#### 1. t-test (Partial)

**Table 9. Results of the t-Test (Partial)**

<b>Variables</b>	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>	<b>t</b>	<b>Sig.</b>	<b>Information</b>
(Constant)	0.574	1,351	–	0.425	0.672	–
Price (X1)	0.317	0.087	0.345	3.641	0.000	Significantly influential
Product Quality (X2)	0.349	0.070	0.474	4.996	0.000	Significantly influential

The t-test results show that the Price (X1) and Product Quality (X2) variables partially or individually have a significant effect on the Purchase Intention (Y) of UNIQLO consumers at Grand Batam Mall. Both independent variables recorded a significance value of 0.000, which is statistically much smaller than the threshold of 0.05, thus firmly rejecting the null hypothesis and strengthening the research hypothesis that there

is a positive influence.

Specifically, the positive regression coefficients on both variables (Price 0.317 and Product Quality 0.349) indicate a unidirectional relationship: the better consumers' perceptions of the prices offered and the quality of UNIQLO products, the higher their Purchase Intention for those products.

Although both are significant, a comparison of the Beta coefficients shows that Product Quality with the highest Beta value (0.474) has the most dominant role in shaping consumer Purchase Intention, compared to Price (Beta 0.345). The strategic implication for UNIQLO is that investment in quality, such as the use of innovative materials (LifeWear) and functional design, are key factors for success in the eyes of consumers. While price is important and must remain competitive, consumers tend to prioritize quality and long-term value (Value for Money) of UNIQLO clothing, making this brand a reliable and trusted choice in the market segment Marketing Mix with an emphasis on quality.

### 2.F Test (Simultaneous)

**Table 10. F-Test Results (Simultaneous)**

<b>Model</b>	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
1 Regression	601,140	2	300,570	63,236	.000
Residual	446,798	94	4,753		
Total	1047.938	96			

Based on the ANOVA table above, the results of the F test show a calculated F value of 63,236 with a significance level of  $0.000 < 0.05$ , which statistically proves that the Price and Product Quality variables simultaneously (together) have a significant effect on the Purchase Intention of UNIQLO consumers in Batam. These results confirm that the regression model used is feasible (fit) to predict purchase intention, where the combination of competitive price perceptions and guaranteed product quality are the main driving factors for consumers, so that this model is collectively able to explain variations in purchase intentions in strategies.LifeWear UNIQLO..

### 3.Test of the Coefficient of Determination (R<sup>2</sup>)

**Table 11. Results of the Determination Coefficient Test (Model Summary)**

<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>	<b>Durbin-Watson</b>
<b>1</b>	<b>0.757</b>	<b>0.574</b>	<b>0.565</b>	<b>2,18018</b>	<b>2,090</b>

Based on the results of the Model Summary test, the value of the Determination Coefficient (R<sup>2</sup>) obtained was 0.574. This figure shows that 57.4% of the total variation that occurs in the dependent variable Purchase Intention (Y) can be explained jointly by the independent variables Price (X1) and Product Quality (X2). Meanwhile, the remaining 42.6% (100% - 57.4%) of UNIQLO consumers' Purchase Intention is influenced by other factors not included in this research model (for example, promotions, store location, brand image, and customer service). In addition, the Adjusted R Square

value of 0.565 indicates that

This regression model has a fairly strong and significant predictive ability in measuring the Purchase Interest phenomenon.

## **Discussion**

### **1. Price Has a Partial Influence on UNIQLO Customer Purchase Interest**

According to the findings of the hypothesis test, price influences the purchase intention of UNIQLO consumers in Grand Batam positively and significantly. Theoretically, this aligns with the Perceived Value Theory, which explains that purchase intention is not a result of low prices, but rather the balance between savings and perceived rewards. In the Batam context, price is considered a price-quality signal. As residents of a free trade zone exposed to a variety of foreign brands, Batam consumers will be sensitive and highly critical of value propositions.

This observation is consistent with research conducted by Kapirossi and Prabowo (2023), which asserted that appropriate pricing substantially increases purchase intention because customers perceive they are receiving equal value. Similarly, research by Aliyya and Nuriyah (2024) asserted that competitive pricing in the global fashion retail industry is an effective psychological motivator. However, this study presents an alternative perspective to Prasetyo's (2023) research in Jakarta, which stated that purchase intention is largely influenced by substantial discounts. The same cannot be said for Grand Batam Mall, where consumers tend to be attracted to UNIQLO's consistent pricing rather than its intensive marketing strategies.

This is because UNIQLO uses a value-based pricing strategy where product prices are set as investments to ensure long-term durability. Batam consumers feel that spending money on UNIQLO products is a logical economic choice because it will reduce the possibility of future losses (in the form of clothes that quickly wear out and fade). UNIQLO's stable pricing policy builds customer trust. Compared to competitors who often use aggressive pricing to influence people to question the true cost of a product, which is perceived as a cost, UNIQLO maintains the same price, which provides psychological comfort that people get the best price every time without having to wait for promotional seasons. This demonstrates Batam's consumerism behavior that prioritizes transparency and quality over the spontaneous pursuit of low prices.

### **2. Product Quality Partially Influences UNIQLO Customer Purchase Interest**

Product quality was found to be the strongest aspect influencing purchase intention, which proves the shift in consumer paradigm in Batam where they follow trends.

replaced by Conscientious Consumption. Quality in this case is not just about aesthetics, but also about usability and durability. This observation confirms Kotler's Product Attribute Theory, which states that high functional quality automatically reduces perceived consumer risk.

This quality advantage is phenomenologically manifested in consumer behavior at Grand Batam Mall, where people engage in intensive sensory assessment; consumers like to feel the texture of materials before purchasing a product. The need for functional innovations such as AIRism and HEATTECH technologies is a real solution for Batam's humid tropical climate. For young, productive workers in Batam, quality at UNIQLO is seen as a type of economy. They realize that buying durable clothing is a better choice than buying cheap, temporary goods. This combination of material innovation and long-term comfort makes product quality a key factor in keeping Batam customers loyal to UNIQLO.

This observation is highly relevant in the Product aspect of the Marketing Mix Theory, where Product Quality must be superior to build long-term value for consumers. Product excellence in the minds of UNIQLO customers is effectively created through investment in material innovation (HEATTECH and AIRism) and strict quality control maintained by the company. This result is reinforced by field conditions that show that UNIQLO products are durable and comfortable to wear. Positive assessments of product features lead to Purchase Intention, and therefore, the findings of this study confirm and agree with Hypothesis H2, which states that Product Quality is positively and significantly related to Purchase Intention of UNIQLO Grand Batam Mall customers.

### **3. Product Price and Quality Simultaneously Influence UNIQLO Customer Purchase Interest**

The success of simultaneous hypothesis testing proves that UNIQLO consumers' purchase intention at Grand Batam Mall is not formed partially, but rather the result of a holistic evaluation of the combination of price and product quality. This observation, theoretically, supports the idea behind the Marketing Mix, where marketing success is based on the interaction between elements. Price and quality are two sides of the same coin as far as consumers are concerned; competitive pricing is what creates the initial rush, and high quality is what provides a logical explanation for purchasing something.

LifeWear's strategy in Batam delivers good value for money for customers. Consumers at Grand Batam Mall tend to engage in extensive value comparisons because they are a developed society exposed to global information flows. Purchase intentions result from the perception that the financial costs they incur are commensurate with the long-term benefits (material technology and product durability) they receive.

This synergy will help address consumer concerns effectively; prices perceived as moderate or even high are fully acceptable because they are backed by tangible quality features.

This integration, phenomenologically, is experienced in the high sales conversion rate in UNIQLO stores compared to its competitors. Consumers no longer want to visit the store and browse trends, but are confident before entering the store that the products they purchase have consistent quality and clear prices. The effectiveness of UNIQLO's LifeWear strategy is to enable consumers to make the most balanced decisions by providing a balanced value proposition. Thus, the coordinated combination of value-based pricing and continuous product innovation is the most significant aggregate factor that greatly influences the purchasing intention of Batam residents as a whole. Therefore, the results of this empirical test confirm and justify Hypothesis H3, namely that Price and Product Quality have a positive and significant impact on Purchase Intention of UNIQLO Grand Batam Mall customers.

## **Conclusion**

Based on the results of multiple linear regression data analysis on 97 UNIQLO Grand Batam Mall consumer respondents, the following main conclusions were obtained:

1. Simultaneous Effect (F Test): The Price and Product Quality variables simultaneously have a positive and significant effect on Purchase Intention. The  $F_{count}$  value of 63.236 with Sig. = 0.000 proves that the integration of the elements *Price* and *Product* in the Marketing Mix, UNIQLO has succeeded in creating a Value Proposition (*Value Proposition*) strong, collectively driving consumer purchase intentions.
2. Partial Effect of Price (t-Test): The Price variable partially has a positive and significant effect on Purchase Intention  $t_{count} = 3.641$ ; Sig. = 0.000. This finding confirms that prices that are considered appropriate, reasonable, and commensurate with the quality of UNIQLO products are a positive stimulus that effectively reduces consumer perception risk, thereby increasing the cognitive tendency of Purchase Intention.

3. Partial Influence of Product Quality (t-Test): The Product Quality variable has a partial positive and significant influence on Purchase Intention, even becoming the most dominant factor  $t_{hitung} = 4.996$ ; Sig. = 0.000. This confirms the dominance of the element *Product*UNIQLO; superior quality (comfort, materials, durability) creates a very supportive attitude (*favorable attitude*) on consumers, which is a direct antecedent to the formation of Purchase Interest.

4. Model Prediction Power (R<sup>2</sup>): Value of the Determination Coefficient (*Adjusted R Square*) of 0.565 (56.5%) indicates that more than half of the variation in Purchase Intention can be explained by Product Price and Quality. The remaining 43.5% is influenced by other factors outside the model, such as Promotion, Brand Image, or other external factors.

Overall, this study provides empirical confirmation that UNIQLO's strategy of managing value-based pricing and offering superior product quality is a successful formula. This integrated combination has proven to be a very powerful stimulus in encouraging and increasing customer purchasing interest at Grand Batam Mall, in line with the core principles of Marketing Mix Theory and Consumer Behavior.

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