

ABSTRACT

Cosmetics has now become a basic needs almost for every woman. Many people choosing to use cosmetics from South Korea which is known consist of natural ingredients because of the lack of numbers local cosmetics with natural concept. From the survey interviews with the 30 respondents who were familiar with South Korean cosmetic products, it is known that more than 50% of respondents said Innisfree as a natural brand that first appeared in the mind. As South Korea's first natural beauty brand, Innisfree is known pretty much in demand, with the number of sales which continue to increase year by year until 2016, but has droopped in 2017. Results by the survey show that people are interested to buy Innisfree products because of the concept of green product and its brand image.

This study aims to determine and analyze the influence of green products and brand image on purchase intention of Innisfree's products in Bandung, using quantitative method with descriptive and causal research. Data were collected by using questionnaires. The sampling method uses incidental sampling. Data were analyzed using descriptive analysis and multiple linear regression.

The result shown that green product and purchase intention are in good category, while brand image is in excellent category. The result of partial research shows that green product and brand image have positive and significant influence to purchase intention. Green Product has an influence of 7.4% while brand image has an influence of 42.3%. Simultaneously Green Product and Brand Image have influenc of 49,7%, and the rest equal to 50,3% influenced by other variable not observed in this research.

Keywords : Brand Image, Green Product, Purchase Intention