

## **ABSTRACT**

*The development of the cosmetics industry in Indonesia is now growing rapidly, especially on make up and skincare, both local and out-of-the-top products. Causing competition between companies becomes more stringent. These companies strive to provide the best products to attract consumers. One of the strategies used by Nature Republic Aloe Vera in maintaining its market share is by shaping the brand strength and providing a positive brand image for consumers.*

*This research aims to know how much influence Brand Image to buy interest products of Nature Republic Aloe Vera. The method used in this research is a quantitative method with the type of research used that is descriptive with a sample of 100 respondents. In this study there were two variables, the independent variable (Brand Image), and the dependent variable (buy interest). The sampling method used is non probability sampling using the purposive sampling technique. The data analysis methods in this study used simple linear regression tests.*

*Based on the results of the study, the percentage result for Brand Image amounted to 78.38% which belongs to the good category, the buy interest variable of 82.94% which belongs to the category is very good. Brand Image has a significant effect on the buying interest of 45%, while the remaining 55% is influenced by other factors that are not observed in this study.*

*Key Words : Brand image, Buying Interest*