

ABSTRACT

The beauty industry is one of the fast-growing business sectors. Increased sales of cosmetic products will surely meet the needs of the market. Data suggests that the Indonesian beauty industry is undoubtedly causing strict competition for companies to maintain their market share to improve purchasing decisions. The emergence of local skin care brands in Indonesia has increased public interest in skin care products. Emina Cosmetics, one of the leading skin care product brands in Indonesia should pay attention to brand awareness and brand image to maintain and improve purchase decisions. Emina needs to initiate a marketing strategy amongst the many local skin care products present in Indonesia with more advantages.

The study aims to measure the impact of brand awareness and brand image on purchasing decisions. The research method uses quantitative methods with non-probability sampling techniques of 155 consumer respondents brand Emina Cosmetics in Indonesia. The data is collected by distributing the questionnaire through Google forms online. The data analysis technique used is PLS-SEM.

Based on the test results of the hypothesis, it was concluded that brand awareness and brand image have a positive and significant influence on the decision to purchase skincare Emina Cosmetics. Brand awareness and brand image simultaneously have a positive and significant influence on the purchase decision of Emina Cosmetics. Besides, there is a positive and significant influence between brand awareness on the brand image of Emina Cosmetics.

Keywords: Brand Awareness, Brand Image, Purchase Decisions