

## ABSTRACT

Safely and healthy to the environment for the cosmetics and body treatment now is being new trend of business. The changing character of consumer also makes change the management policy of the cosmetic company. A lot of new cosmetic products coming in cosmetic business make the consumer to carefully choose the product that having effect to the environment. Friendly impression to the environment is a strategy from The Body Shop that is having minimum impact to the environment will make image to their product that is called 'Green Branding Strategy'. This will make a unique character of brand The Body Shop. To Choose the product of The Body Shop, every consumer has to go through some process of the buying. Therefore, from those phenomenon, the researcher want to know "Brand Image" influence to the buying process decision at The Body Shop. Kotler & Keller (2009:346) the *Brand Image* is an expression of the consumer about the brand which is built by message and experience of the consumer about the brand. (Kotler & Armstrong 2012:176) Process of Consumer Buying Decision is a step where the consumer has an intention to choose some brands and buy the best one of them.

The research method used is descriptive with the approach of quantitative, that involves 100 consumers, should be at counter The Body Shop Paris Van Java Mall in Bandung as respondents, with the samples using a technique incidental sampling. Data analysis technique used namely linear regression analysis worship of idols formerly tested with the assumption that test classical namely normality, multikolinieritas test, and test it heteroskedastisitas. Then do the f, t test, a correlation coefficient, the coefficient determined.

Brand image The Body Shop at Paris Van Java Counter in Bandung has overall total average score of 80,26%. Descriptive analysis of consumer buying decision process at counter The Body Shop Paris Van Java Mall in Bandung, the overall total of average score is of 76,8%. Meanwhile, simultaneously can be concluded that independent variable which consist of Brand Image have an effect to buying process of 43% and the rest of 57% to be explained by other variables that not be evaluated in this research. Partially, impact of brand image to the decision of buying process at sub-variable of corporate image ( $X_1$ ) of 8.8%, user image ( $X_2$ ) of 9.8%, product image ( $X_3$ ) of 24.2%.

The Body Shop should enhance better legiemen the image of the user to consumers, and The Body Shop also has to considering product quality and reasonable price to achieve satisfaction of buying process decision have a higher percentage.

**Keywords : Brand Image, *The Body Shop*, Purchase Decision Process, Multiple Regression**