

## **ABSTRACT**

*From the mini survey conducted on 117 respondents conducted in West Java and Jakarta get the result that respondents are aware of the importance of choosing Green Cosmetic brand because it has eco label, the user is aware of the importance to choose the brand of Green Cosmetic and satisfied respondents choose brand Green Cosmetic and brand friendly the environment into consideration in choosing a cosmetic brand because it has eco label or environmentally friendly. This research aims to see the influence of green brand awareness, green brand image of green brand satisfaction, green brand trust to green brand preference. The population in this study is Green Cosmetic users in Indonesia. The sample in this research is 400 respondents. Data processing is done by using data analysis of Structural Equation Model-Partial Least Square. The result of this research is that Green Brand Image and Green Brand Satisfaction have significant effect to Green Brand Preference, while Green Brand Awareness and Green Brand Trust have no significant effect on Green Brand Preference. Green Brand Image, Green Brand Satisfaction, Green Brand Trust have significant effect on Green Brand Preference with moderate age, gender, income level effect.*

**Keyword:** *Green Brand Awareness, Green Brand Image, Green Brand Satisfaction, Green Brand Trust, Green Brand Preference*