

ABSTRACT

The cosmetic industry in Indonesia is increasing due to the cosmetic trend that is currently happening, more and more local cosmetic brands exist in Indonesia. One of them is Emina, which is a relatively new local product brand but can be included in the 10 best local cosmetic brand categories. This condition shows that the buying interest in Emina's products is quite large. This study aims to see and analyze the effect of brand awareness, brand association, perceived quality and brand loyalty on purchase intentions of Emina's cosmetic products in Bandung.

The research method used in this research is a quantitative method with the type of descriptive-causality research. Sampling was done by using non-probability sampling technique used was purposive sampling the number of respondents 100 respondents Emina cosmetic consumers in Bandung. The data analysis technique used is descriptive analysis and multiple linear regression analysis.

The results of the study based on descriptive analysis for the brand awareness variable were in the very good category with a proportion of 82%, the brand association variable was in the very good category with a proportion of 84%, the perceived quality variable was in the good category with a proportion of 74%, the brand loyalty variable. are in the good category with a proportion of 68% and the purchase intention variable is in the good category with a proportion of 75% and the brand awareness variable, brand association and perceived quality do not have a partially significant effect on purchase intention, while brand loyalty has a significant effect on purchase intention . In addition, brand awareness, brand association, perceived quality, and brand loyalty have a simultaneous influence on the intention to buy Emina cosmetics with a magnitude of the effect of 46.7% and the remaining 53.3% is measured by other factors not examined.

Keywords: Brand Awareness, Brand Associations, Perceived Quality, Brand Loyalty, Purchase Intention, Emina.