

ABSTRACT

Today more and more needs are outside of basic needs such as clothing and food. Like cosmetics, both made from natural sources and containing chemicals, cosmetics are now a primary need for women. Encouraged by public awareness of the content of chemicals contained in products as well as public awareness of healthy and environmentally friendly lifestyles is the main trigger for the growth of natural cosmetics markets such as the Nature Republic, which is known as a naturalist and environmentally friendly product. From the results of the pre-survey conducted on 30 respondents as many as 73.3% of respondents said they did not agree that the Nature Republic container or product packaging was made from recyclable materials.

This study was conducted to determine the effect and analyze how the Green Product on Nature Republic products, how Brand Image on Nature Republic products and the magnitude of the influence of Green Products on Brand Image on Nature Republic products.

This study uses a quantitative method with a type of descriptive research and causal research. The analysis technique in the study used simple linear regression. The population in this study were consumers who had used Nature Republic products in Bandung. Meanwhile, the sample criteria used by researchers were people in Bandung who had bought and used Nature Republic products. In this study, the authors used the Non Probability Sampling technique, with the type of purposive sampling.

Based on descriptive analysis, the Green Product variable and the Nature Republic Brand Image variable are included in the good category. In accordance with the results of the causality analysis that the Green Product variable has a positive and significant effect on the variable Brand Image Nature Republik products. Based on the determination coefficient obtained that 50.2% Brand Image on Nature Republic products in Bandung is influenced by Green Product. While the remaining 49.8% (100% - 50.2%) are influenced by other variables besides Green Product.

Keywords: *Brand Image, Green Product, Nature Republic*