

ABSTRACT

Lifestyle changes related to self-awareness for women to always look beautiful and attract efforts to increase their confidence by using cosmetic products. Currently, there are many brands of cosmetic products circulating in Indonesia, one of which is Pixy Cosmetics. Pixy Cosmetic is a cosmetic brand that has been around for almost 40 years. Even though it has been established for almost 40 years, the existence of Pixy Cosmetics is now starting to be displaced by new cosmetic brands. This is known from the declining Top Brand Index scores and also from the sales results on e-commerce which have the lowest values.

This study aims to determine how the influence of brand equity partially or simultaneously consisting of brand awareness, perceived quality, brand associations, and brand loyalty on buying interest, and also to find out how big the influence of brand equity on buying interest in Pixy cosmetic products. in Bandung City.

This study uses quantitative methods with descriptive research, sampling method using non-probability sampling with purposive sampling. The number of respondents in this study were 110 people. The data analysis technique used descriptive analysis and multiple linear regression analysis. Based on the results of the research conducted, it is known that brand equity which consists of brand awareness, perceived quality, brand association, and brand loyalty has a simultaneous effect on buying interest. For a partial test, perceived quality and brand loyalty have a significant effect on purchase intention, while brand awareness and brand association have no significant effect on purchase intention in Pixy cosmetic products in Bandung. Brand equity has an influence of 72.1% on purchase intention.

Keyword : *Brand Equity, Brand Awareness, Perceived Quality, Brand Association, Brand Loyalty, Purchase Intention.*