

## ABSTRACT

*The development of the digital era currently also influences the marketing strategies of business actors in Indonesia, including in the beauty industry. This research focuses on the influence of brand awareness and perceived quality on consumer commitment, with customer satisfaction and trust as mediating variables, among Avoskin product consumers. This study aims to analyze the relationship between brand awareness, perceived quality, customer satisfaction, trust, and consumer commitment, as well as the mediating role of customer satisfaction and trust in strengthening the influence of independent variables on consumer commitment.*

*This research is a quantitative study conducted by distributing questionnaires online to 223 respondents who are Avoskin users. The sampling technique used purposive sampling to ensure that the respondents met the research criteria. The collected data were analyzed using Structural Equation Modeling (SEM) with the help of AMOS software. This analysis allows for the testing of direct and indirect effects, particularly the mediating roles of customer satisfaction and trust in the relationship between brand awareness and perceived quality on consumer commitment.*

*The research results show that brand awareness and perceived quality have a positive and significant impact on customer satisfaction and trust. Furthermore, customer satisfaction and trust have been proven to significantly mediate the influence of brand awareness and perceived quality on consumer commitment. These findings indicate that the higher the brand awareness and quality perception held by consumers towards Avoskin products, the greater the satisfaction and trust formed, thereby increasing consumer commitment to the brand. The managerial implication of this research is the importance for the company to strengthen its strategy in building brand awareness and enhancing quality perception to create sustainable customer satisfaction, trust, and commitment.*

*Keywords: Brand awareness, perceived quality, customer satisfaction, trust, commitment.*

FEB UNDIP