ABSTRACT

This study aims to analyze the factors that influence brand awareness and implications for the purchase decision of Love Beauty and Planet beauty products in Kudus Regency. This study consisted of three independent variables, one intervening variable, and one dependent variable. The independent variables in this study are product quality, green marketing, and brand image. The intervening variable in this study is brand awareness, while the dependent variable in this study is the purchase decision.

The population in this study were users of Love Beauty and Planet beauty products in Kudus County. The sample used was 115 respondents. The data collection technique is carried out using questionnaires. The data analysis used in this study is Structural Equation Modeling (SEM) which is operated through the AMOS 24.0 program.

The results of this study show that product quality, green marketing, and brand image have a positive influence on purchasing decisions. Meanwhile, product quality, green marketing, and brand image have a positive effect on brand awareness. Meanwhile, brand awareness has a positive effect on purchasing decisions.

Keywords: Product Quality, Green Marketing, Brand Image, Purchasing Decision

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