

ABSTRACT

The development of the globalization era is increasingly complex and has a major impact on the business growth. Strong brands are assets that can provide added value to companies and consumers. The important role that brand awareness has can influence purchase intentions. Brand image is also an important thing in affecting purchase intention. Then brand credibility can also affect purchase intention. This research aims to examine the effect of brand awareness, brand image, brand credibility on purchase intention on cosmetic brand product of Viva Cosmetics.

This type of research is explanatory research with approach used is quantitative method. The type of data in this research is quantitative. The data source used is the primary data source. The population in this research is consumer of Viva Cosmetics product, and the sample taken is 125 respondents who are consumers of Viva Cosmetics product. The sample is determined by purposive sampling technique. Data collection in this study was obtained through a questionnaire. The data analysis technique used is multiple linear regression analysis.

The results in this study can be concluded that: (1) *Brand Awareness* significant effect on Purchase Intention of Viva Cosmetics brand products; (2) *Brand Image* affect the Purchase Intention of Viva Cosmetics brand products; (3) *Brand Credibility* affects the Purchase Intention of Viva Cosmetics brand products. Thus, all hypotheses proposed in this study are accepted and can be proven to be true.

Keywords: Brand Awareness, Brand Image, Brand Credibility. Purchase Intention