

ABSTRACT

The purpose of this study was to examine the effect of the relationship between Brand Awareness, Brand Association towards Purchase Intention through Perceived Quality of Laneige in Jakarta. The problems that exist in this research is the skincare research which are really rare, while many sources said that the sales of beauty products are increasingly growth every year.

This research using causal dan descriptive methods. For collecting the sample and data, purposive sampling was used and successfully gathered 124 respondents. Structural Equation Modelling (SEM) and PLS were used to process the data and descriptive statistics were obtained using IBM SPSS.

The results obtained from the research using Smartpls 3.0 tools are exogenous variables give a positive influence on endogenous variables of research that is the influence of Brand Awareness, Brand Association towards Purchase Intention through Perceived Quality of Laneige in Jakarta. The ultimate goal of this research so that companies can know the factors that must be upgraded from the Beauty Brand especially Laneige to be able to reach more consumers in Indonesia

Keywords : *Brand Awareness, Brand Association, Perceived Quality, Purchase Intention*