

## **ABSTRACT**

*This study aims to analyze the effect of brand image, brand awareness, and brand trust on purchase intention. The research model consists of three independent variables and one dependent variable. Data analysis procedure of this research was grouped into three stages, namely outer model analysis, inner model analysis and hypothesis testing. The study was conducted on respondents who had bought The Body Shop brand. The number of respondents sampled in this study was 100 respondents from a total of 119 respondents who answered the questionnaire that had been distributed. The data analysis technique used in this research is Partial Least Squares – Structural Equation Modeling (PLS-SEM) using Smart PLS software (3.3.0). The results of the study showed, that there was an insignificant positive effect of brand image on The Body Shop's purchase intention, while brand awareness positively and significantly influenced The Body Shop's purchase intention, and there was a positive and significant influence of brand trust on The Body Shop's purchase intention.*

*Keywords: brand image, brand awareness, brand trust, purchase intention, The Body Shop*