ABSTRACTS

The strict rivalry of the beauty business it possibly causes brand switching amongs the customers. The rivalry to fight over the customer not only the attribute of the product which is easy to immitated by the competitor but also the manufacture has developed its intangible assets. It is the brand mark. The strong brand mark is the brand mark which has good brand equity, so the dimension of the brand equity (Brand Awareness, Perceived Quality, Brand Association, and Brand Loyalty) which is well organized. It is hoped to raise the intention of the customers to buy the products. The research means to explain the influence of the brand equity elements for Larissa Aesthetic Center to the intention buying of the customer.

The data that is used in this research is the primary data of questionare that given customers of Larissa Aesthetic Center in Yogyakarta area. The sample of the respondents are 166 with accidental sampling technich. The questionare has fulfilled the requirement of validity and reliability. The tabulation data of the research uses SPSS 21. The analysys of data uses descriptive analysis of the respondents character and respondent assessment on the variable research, simple linier regression, multiple linier regression, classical assumption and determination assessment.

The result showed that the awareness of brand has positive influence on the perceived quality. The brand awareness is also has positive influence on the brand association. Afterward, the brand awareness, perceived quality, and brand association has positive influence on the brand loyalty. In the end of the study showed that brand awareness, perceived quality, brand association, and brand loyalty has positive influence on the purchase intention of Larissa Aesthetic Center.

Key word : Brand Awareness, Perceived Quality, Brand Association, Brand Loyalty, and Purchase Intention.