

ABSTRACT

The increasing of cosmetic industries in Indonesia has been stagnant for years, it happen because needs of Indonesian women for cosmetic using. In Indonesia green product known as eco product that not harm the environment. Sustainable beauty that being carried by several brand, both local and imported received positive response by Indonesian consumers and its predicted that this trend will continue to get bigger in the future. The purpose of this research is to determine the effect of brand image, social influence, and green awareness toward purchase decision of consumen green cosmetic brand BLP Beauty.

The populations of this research is consumen of BLP Beauty with minimum one transaction of BLP Beauty product. This research unseed purpose sampling technique with the sample used as many as 145 people or responden. Analytical technique that being used in this research is regression analysis with the help of SPSS 25.0 program.

Result of this reseach signify that brand image have good effect toward consumers purchase decision, social influence have good effect toward consumers purchase decision, green awareness have good effect toward consumers purchase decision. It was found that the variable with highest influence towards BLP Beauty purchase decision in this reseach is *green awareness*.

Key words: *Brand Image, Social Influence, Green Awarenss, Purchase Decision*