

## **ABSTARCT**

The development of the cosmetics industry in Indonesia is getting bigger, competition is getting tougher. Each brand has special characteristics that benefit consumers. Maybelline manufacturers have a good and appropriate marketing strategy to maintain and get more from what is marketed in Indonesia, especially in the city of Semarang. Maybelline has a Top Brand value that is quite low for buying interest. This shows the low Top of mind value. Last used, future intentions on Maybelline brand face powder. *Country of Origin*, Brand Image, and Interest Buy Maybelline Brand face powder products.

The population in this study were women aged between 17-40 years who use facial powder by sharing brands that are domiciled in the city of Semarang. The number of samples used by 120 people was selected using purposive sampling through a questionnaire. Data obtained from questionnaires that began to be processed and analyzed using the AMOS program.

The results of the study show that the origin country variable and brand image have significant results towards buying interest. While the process that has the greatest importance to increase buying interest in Maybelline face powder, namely an increase in the *Country of Origin* that can enhance brand image as a determinant of success in increasing buying interest. The advice made for further research is to add variables by word of mouth.

Keywords: *Country of Origin*, brand image, interest in buying.