

## **ABSTRACT**

*The aim of this study to know effect of brand image (X) on Customer buying behavior (Y)Skincare product through brand trust (X) in Palembang. Population of this study women buy PONDS in Palembang. The samples of this study used 100 respondent where data collection with purposive sampling and for analysis use path analysis techniques. The result of this study 1) brand image (X) has significantly influence on customer buying behavior (Y), 2) brand image (X) has significantly influence on brand trust (Z), 3) brand trust (Z) has significantly influence customer buying behavior(Y) and 4) brand image (X) has significantly influence in Customer buying behavior (Y) through brand trust (Z) as intervening variable.*

*Keywords : Brand Image, Brand trust, and Customer buying behavior*