

## **ABSTRACT**

*This study aims to determine how much influence green products and influencer marketing have on purchase intention on green skincare products with a survey of consumers of Avoskin Generation Z products in Bandung City through brand image as a mediation variable. The research method used is a descriptive and verifiative method, where research data is collected through the distribution of questionnaires with a sample of 100 respondents. Testing research instruments using validity and reliability tests. The data analysis methods used are path analysis, multiple correlation, and coefficient of determination. The results showed that green products influencer marketing, brand image have poor categories and there is a positive and significant influence between the influence of green product and influencer marketing on brand image on green skincare products with a survey of consumers of Avoskin Generation Z products in Bandung City. Brand Image can mediate the effect of green product and influencer marketing on purchase intention.*

**Keywords:** *Brand Image, Green Product, Influencer Marketing, Purchase Intention*