

ABSTRACT

The Effect of Influence Of Product Innovation And Brand Ambassador On Purchase Intention With Brand Image As An Intervening Variable satisfaction: Case Study on Scarlett Whitening Body Lotion Products in South Tangerang

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This study aims to analyze the influence of product innovation, brand ambassador, brand image, and purchase intention in the context of Scarlett Whitening body lotion products. A quantitative approach was employed, with primary data collected through questionnaires. As the population size in this study is unknown, purposive sampling was used as the sampling method, involving 158 respondents familiar with Scarlett Whitening body lotion in South Tangerang. Data analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the SmartPLS version 4.0 software. The results show that product innovation has a significant direct effect on purchase intention and brand image. Furthermore, brand image successfully mediates the indirect effect of product innovation on purchase intention and significantly influences purchase intention. However, the direct influence of the brand ambassador on purchase intention and brand image is insignificant. Additionally, brand image does not mediate the indirect relationship between brand ambassador and purchase intention.

Keywords: *Product Innovation, Brand Ambassador, Brand Image, Purchase Intention, Scarlett Whitening*