

ABSTRACT

The Impact of Brand Ambassador, Brand Image and Quality Product to Purchase Decision on Scarlett Whitening Product

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This study aims to determine the effect of brand ambassadors, brand image, and product quality on purchasing decisions for Scarlett Whitening products. Scarlett Whitening is a beauty product brand that is currently very popular among Indonesian consumers, especially young people. Using quantitative methods, a survey was conducted on 180 consumers who have purchased this product. Respondents were selected by considering their experience in using Scarlett Whitening products, so that the results obtained can provide a representative picture. The results showed that brand ambassador, brand image, and product quality have a positive and significant effect on purchasing decisions. Of the three variables studied, product quality was found to be the most dominant factor in influencing consumer purchasing decisions. This shows that although brand ambassadors and brand image play an important role, consumers still pay great attention to the quality of the product itself. These findings can be used by companies to develop more effective marketing strategies.

Keyword: Brand ambassador, Brand image, Product quality, Purchase decision, Scarlett Whitening.