

ABSTRACT

The Influence of Brand Ambassadors on Purchase Decisions Through Brand Image on Scarlett Whitening Products in JABODETABEK

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Korean culture has influenced Indonesia, many young women enjoy watching Korean dramas, girlbands and boybands as well as Korean music. In 2017, the popularity of Korean content in Indonesia reached 55.8%, which proves that Indonesian people are interested in Korean culture, especially in beauty products. With the high number of popularity of Korean content in Indonesia, Scarlett Whitening is interested in taking a big step by choosing a brand ambassador from South Korea. In 2021, Scarlett Whitening was ranked as the second best-selling local skincare brand in e-commerce with total sales of IDR 17.7 billion. In this study, researchers will further examine whether there is an influence of brand ambassadors on purchasing decisions through brand image. In this research process, the researcher uses quantitative research methods with the object of research being people who live in JABODETABEK. In this study, the exact number of population is not known and the number of samples is 110 samples. Data were collected through questionnaires and the data analysis technique in this study was Structural Equation Modeling (SEM) based on Partial Least Square (PLS) using SmartPLS 3.0 software. The results of this study indicate that brand ambassadors have a significant influence on purchasing decisions, brand ambassadors have a significant influence on brand image, brand image has a significant influence on purchasing decisions, and there is a significant influence of brand ambassadors on purchasing decisions through brand image.

Keywords : *Scarlett Whitening, Brand Ambassador, Purchase Decisions, Brand Image*