

## ABSTRACT

### ***The Influence of Brand Image and Product Quality on Scarlett Whitening Purchasing Decisions***

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*The purpose of this research is to analyze the effect of brand image and quality on the purchase decision of Scarlett Whitening. This type of research is quantitative in the form of primary data originating from consumers of Scarlett Whitening Whirenng. Data collection used purposive sampling by distributing questionnaires to 130 respondents with the help of Google Forms. The analytical method used in this study uses descriptive analysis, validity and reliability tests, classical assumption tests, multiple linear regression analysis and hypothesis testing (t test and f test). The results of this study indicate that brand image has a positive and significant effect on purchasing decisions, product quality has a positive and significant effect on purchasing decisions, and together brand image and product quality have a positive and significant effect on Scarlett Whitening purchasing decisions. The results of the test for the coefficient of determination stated that the relationship between brand image and product quality affected purchasing decisions by 60.5%, while the remaining 39.5% was influenced by other variables not included in this study.*

**Keywords:** Brand Image, Product Quality, Purchase Decision

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