Analysis Brand Image, Product Quality, And Brand Ambassador On Customer Purchase Decision For Scarlett Whitening Product In Sidoarjo

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Abstract

The tight business competition between companies today means that all companies want to be the best to attract the attention of consumers. Scarlett Whitening is a company that reached a sales record of 1 billion in 4 hours when collaborating with Exo. EXO is used as a strategy to attract consumers to buy this product. However, Scarlett Whitening consumers do not only look at the type of product or quality, consumers also look at the advantages in terms of the brands that are most popular. This research aims to examine the influence of Brand Image, Product Quality, and Brand Ambassador on Consumer Purchasing Decisions in Sidoarjo. This type of research is quantitative using descriptive statistical data analysis methods and testing methods including: Validity Test, Reliability Test, Classical Assumption Test, and Hypothesis Test. Data collection took the form of distributing questionnaires which produced valid data for 100 samples. The results show that the brand image variable has an insignificant positive influence. Meanwhile, the product quality and brand ambassador variables have a positive and significant effect.

INTRODUCTION

In the current era of globalization, business competition between companies is increasingly fierce, making all companies compete to be the best to attract the attention or interest of consumers. Companies can attract consumer demand by looking at the needs of the consumers themselves. For example, beauty products are currently the focus of consumers' attention to improve their appearance, especially skin whitening products. Scarlett Whitening is one of Felicya Angelista's currently popular beauty brands. Scarlett Whitening was founded in 2017 and has become one of the best-selling beauty brands and is widely used by the public.

Based on monitoring by Compas.co.id in the second quarter of 2022, overall transactions of care and beauty products via e-commerce reached IDR 210 billion and the Scarlett Whitening product was at the top with product sales of 11.32%, the main income obtained reached more than IDR 23.8 billion.

In 2021, according to (Compass.co.id), Scarlett whitening experienced a decline in sales. This is due to the large choice of other skincare products that have emerged as a trend among the public which makes consumers find it difficult to make purchasing decisions. Because of the many reviews that the product is very good and matches the quality offered, consumers feel interested in purchasing this product. However, in August 2023 Scarlett whitening managed to reach a sales record of IDR 1 billion in just 4 hours via live tiktok. This happened when Scarlett Whitening collaborated with one of the Korean idol groups, namely EXO. This very sharp increase in sales is also related to consumer purchasing decisions. EXO, which has many fans from various countries, can be used as a strategy for Scarlett whitening to attract consumers' attention so that they will consider and ultimately make a decision to purchase the product. Not only that, according to (Chintya, Beringin, Scarlett, & White, 2022), currently consumers of Scarlett Whitening products no longer look at the type of product, but they think that all Scarlett Whitening products are good. Consumers don't just look at quality, consumers also look at advantages in terms of brands that are quite popular with consumers.

In an ever-evolving beauty product market, brands like Scarlett Whitening are continually looking for ways to understand the various factors that influence consumer behavior in purchasing decisions. Consumer purchasing decisions are a stage in which a buyer will make a decision to actually buy a product or service (Ariella, 2018). Consumer purchasing decisions can also be interpreted as consumer behavior to obtain references who will then buy the product they need. When making a purchase, consumers prioritize minimal risk and a sense of enthusiasm arises regarding the consequences that materialize based on the suitability of the product in question (Chintya et al., 2022). Elements that have an important role in shaping perceptions in consumer purchasing decisions are brand image, product quality, and brand ambassadors.

The element that plays a role in decision making is brand image. Creating a positive brand in the eyes of consumers is one of the company's tasks, because the brand is a form of business continuity in the future (Rozalia, Rinuastuti, & Hs, 2020). Brand image is a belief or perception in the minds of consumers regarding a brand regarding brand associations (Oktavia, Fatimah, & Puspitadewi, 2022). The image of a brand is an important element in determining purchasing decisions in the eyes of consumers, this is because the brand is considered as a source of data that is a reference for the good and bad of a product. Consumers tend to buy products that have a good image, a good impression of a brand will encourage consumers to purchase a product (Fazirah & Susanti, 2022).

The second element is product quality. Product quality is a characteristic or feature of a product or service that will influence its ability to satisfy consumer needs (Brama Kumbara, 2021). Product quality can also be interpreted as the ability of a product to provide performance that meets or exceeds what is needed and desired by consumers. Quality influences product or service performance and is closely related to customer value and satisfaction (Rangian, Wenas, & Lintong, 2022). Thus, it can be concluded that product quality is knowledge about the value of a product that differentiates it from other products, therefore companies must focus on the products they market so that they can compete with other products in the target market and attract consumer interest in the products offered. If the company does this successfully, the company will increase the number of consumers and still be able to satisfy consumers with their products.

Brand ambassadors are media or tools used by companies to connect and communicate with the public which will influence increased product sales (Purwati & Cahyanti, 2022). A brand ambassador can be referred to as a well-known citizen figure who is used to support a brand, or

can also be supported by ordinary citizens who have the ability to influence other people through product promotions (Fazirah & Susanti, 2022). Therefore, Brand Ambassador can be interpreted as an effort by a company to use celebrities as icons to present a good image of the products they offer. This is done by a company to influence consumers to use the company's products. Choosing the right brand ambassador will have a big impact on the company because it can add to the brand's appeal and will influence consumer purchasing decisions.

In previous research, (Budi & Khuzaini, 2019) obtained results that brand image, product quality and brand ambassadors had a positive and significant effect on consumer purchasing decisions. This opinion is also supported by research (Chintya et al., 2022) that brand image, product quality and brand ambassadors have a significant positive influence on consumer purchasing decisions. Meanwhile, there are differences from research belonging to (Dwi Indah Utami & Hidayah, 2022) which shows the results that partially brand image has no influence on purchasing decisions, but product quality and brand ambassadors have an influence on consumer purchasing decisions. Based on the explanation of the phenomenon and also the gap research above, researchers are interested in conducting research regarding the analysis of brand image, product quality and brand ambassadors on consumer purchasing decisions for Scarlett Whitening products.

LITERATURE REVIEW

Customer Purchase Decision

A consumer purchasing decision is a stage or process in which a consumer considers various different alternatives before making a purchasing decision for a product or service (Fatmaningrum & et al, 2020). Consumer purchasing decisions can also be interpreted as stages of the decision process for real consumers to purchase a product (Budi & Khuzaini, 2019). So consumer purchasing decisions can be concluded as a series of stages related to consumer purchasing decisions regarding the product to be purchased. Research (Anggraeni & Soliha, 2020) supports this research that indicators of consumer purchasing decisions for a product or service are 1) product choice, including product superiority, product benefits and product selection; 2) Brand choices include brand interest and brand habits.

Brand Image

Brand image is the views, opinions and perceptions of consumers in analyzing a product (Chintya et al., 2022). Brand image is related to beliefs or preferences for a brand, if the brand has a positive image in the eyes of consumers, then consumers will make purchases of that brand (Oktavia et al., 2022). Research from (Dwi Indah Utami & Hidayah, 2022) explains that brand image is the impression of a brand from consumers, this brand will be an important part of the company's success through providing names, terms, designs, symbols and other features. Consumers often buy products from well-known brands, because products from that brand can be found, understood and purchased more easily, and without checking the quality of the product again, the consumer's relationship with a brand will be closer if consumers get more information about a brand. that is gained from experience. Research (Anggraeni & Soliha, 2020) supports this research by stating that brand image indicators are: 1) Recognition; 2) Reputation; 3) Affinity royalty.

Product Quality

Product quality is a characteristic or characteristic possessed by a product or service that influences its ability to satisfy consumer needs (Brama Kumbara, 2021). Product quality can also be interpreted as the product's main tool in achieving a position in terms of the level of ability of a product or brand in carrying out its functions (Dwi Indah Utami & Hidayah, 2022). Meanwhile, according to (Maulana & Lestariningsih, 2022) product quality is a condition of the nature,

physical, benefits and number of product variants, both products and services, according to the level of value combined with durability, reliability, ease of use and various other components created to meet consumer needs and desires. The quality of this product is very important for producers because they have to try so that the product they produce is able to compete in market share, this is because consumers will be more careful in choosing a product that gives satisfaction and get a quality product according to the price. The indicators for this research are from research (Saputri & Novitaningtyas, 2022) which states that the indicators of product quality are as follows: 1) Conformity; 2) Durability; 3) Aesthetics; 4) Perception of quality.

Brand Ambassador

Brand ambassadors are a company's way of improving the company by using tools that connect directly with the public, this is done to influence and invite consumers to buy the products they offer (Oktavia et al., 2022). Research from (Budi & Khuzaini, 2019) also explains that brand ambassadors are an identity or icon where their existence acts as a means of marketing products that represent the achievement of individual beliefs as well as the commercialization and commodity of a product. The role of the brand ambassador is to develop and improve a product so that it is widely known from various circles, brands are trusted with their work which is known by the wider community, they can introduce the value of a product to attract people to buy the product (Ummat & Hayuningtias, 2022). Indicators from research (Pembelian, Produk, & Whitening, 2020) support the brand ambassador indicators from this research, namely: 1) Visibility (Popularity); 2) Credibility; 3) Attraction; 4) Power (strength).

Relationship Between Research Variables

Brand image has a relationship with consumer purchasing decisions, usually consumers will choose a brand that is trusted and known to the wider community which can lead to consumer purchasing decisions, this happens because a brand that has a good image will create trust for consumers and become a consideration in the decision to purchase the product (Pamudyaning Rizki, 2016). In the same research, quality is also related to consumer purchasing decisions. Another aspect that influences consumers in considering purchasing decisions is product quality. Good quality will have an impact on consumer satisfaction and the emergence of consumer loyalty to the product, therefore if the company does not want to To be less competitive with its competitors, companies must be able to provide existing market quality standards. A variable that also has a relationship with consumer purchasing decisions is brand ambassador. The use of brand ambassadors as promotions by companies aims to influence consumers by inviting and making consumers interested in purchasing products, especially when the choice of brand ambassador is appropriate (Rozalia et al., 2020).

Figure 1 Framework of Thought
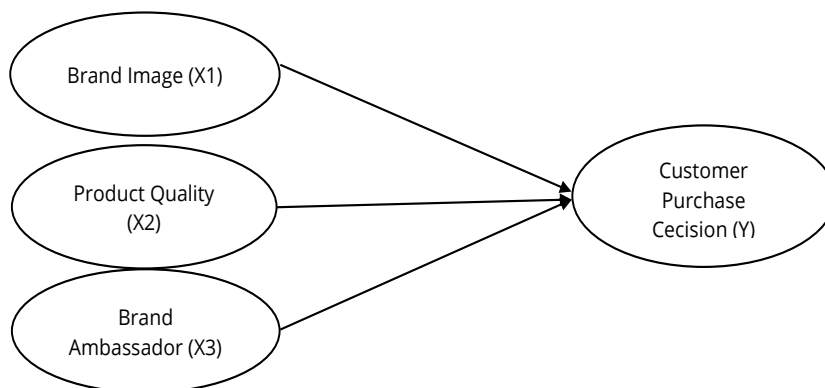
The hypothesis is :

H1: Brand image has a positive and significant effect on consumer purchasing decisions for Scarlett Whitening products

H2: Product quality influences consumer purchasing decisions on Scarlett Whitening products positively and significantly

H3: Brand ambassadors have a significant positive effect on consumer purchasing decisions for Scarlett Whitening products

METHODS

Research Design

The approach used in this research is a quantitative approach. Quantitative research is research that focuses on testing various theories through measuring variables, using numbers and then analyzing the data using statistical procedures (Budi & Khuzaini, 2019).

Population And Sample

The population is all the subjects studied or all the individuals whose characteristics are to be studied, while the sample is part of the population to be studied. The population in this research is all Sidoarjo residents who have purchased Scarlett Whitening products at least once, with the research sample using non-probability sampling techniques. Because the population size is unknown, the sample size is calculated using the formula quoted from (Dwi Indah Utami & Hidayah, 2022) :

Data analysis method

The data analysis method used in this research is multiple linear regression analysis using IBM SPSS 25.

RESULTS

Respondent Characteristics

The number of respondents in this research was 100. A description of the characteristics of the respondents in this research can be categorized as follows.

Table 1 Respondent Characteristics

Characteristics	Criteria	Total	Percentage
Gender	Male	20	20%
	Female	80	80%
Age	17 – 25 Years	82	82%
	26 – 34 Years	11	11%
	35 – 40 Years	7	7%
Domicile	Sidoarjo	100	100%
	Outside Sidoarjo	0	-
Ever Bought	Yes	100	100%
	No	0	-

Descriptive Statistics

Descriptive statistical analysis aims to determine the description of the research variables. The values that can be seen from descriptive statistics are the maximum, minimum, average (mean) and standard deviation values [19]. The following is a descriptive statistics table

Table 2 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Brand Image	100	10.00	15.00	12.8600	1.40720
Product Quality	100	12.00	20.00	16.7400	1.97776
Brand Ambassador	100	14.00	20.00	17.6000	1.54397
Customer Purchase Decision	100	17.00	25.00	21.4600	1.97162
Valid N (listwise)	100				

Based on table 1, it can be seen that the number of samples used was 100. The brand image variable has a minimum value of 10.00, a maximum value of 15.00, an average value of 12.8600 and a standard deviation value smaller than the average value. namely 1.40720. This means that the distribution of data for the brand image variable is "good" and has data variations that are not too high.

The product quality variable obtained a minimum value of 12.00, a maximum value of 20.00, an average value of 16.7400, and a smaller standard deviation value of 1.97776. Which means that the distribution of product quality variable data is declared "good" with data variations that are not too high. The brand ambassador variable has a minimum value of 14.00, a maximum value of 20.00, an average value of 17.6000 and a smaller standard deviation value of 1.54397. So it is stated that the distribution of data on product quality variables is "good" with data variations not being too high. The consumer purchasing decision variable obtained a minimum value of 17.00, a maximum value of 25.00, an average value of 21.4600 and a smaller standard deviation value of 1.97162, which means that the data distribution for this variable is declared "good" and the data variation is not too high.

Validity And Reliability Test

The validity test is used to measure whether a questionnaire is valid or not, while the reliability test is used to measure a questionnaire which is an indicator of a variable (Budi & Khuzaini, 2019). The following are the results of the validity test and reliability test which are presented in tables 3 and 4**.**

Table 3 Validity Test

Variable	No.items	r value	r table (N-2,0,01)	Remark
Brand Image (X1)	X1.1	0,512	0,2565	Valid
	X1.2	0,748	0,2565	Valid
	X1.3	0,645	0,2565	Valid
Product Quality (X2)	X2.1	0,628	0,2565	Valid
	X2.2	0,691	0,2565	Valid
	X2.3	0,597	0,2565	Valid
	X2.4	0,695	0,2565	Valid
Brand Ambassador (X3)	X3.1	0,540	0,2565	Valid
	X3.2	0,441	0,2565	Valid
	X3.3	0,533	0,2565	Valid
	X3.4	0,609	0,2565	Valid
Customer Purchase Decision (Y)	Y.1	0,545	0,2565	Valid
	Y.2	0,702	0,2565	Valid
	Y.3	0,524	0,2565	Valid
	Y.4	0,605	0,2565	Valid
	Y.5	0,457	0,2565	Valid

From the table above it can be seen that all the variables of this research are declared valid, because the results shown in the test obtained that the calculated r is greater than the r table, namely 0.2565.

Reliability Test
Table 4 Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded[a]	0	0.0
	Total	100	100.0

In the table above it can be seen that there are 100 respondents and the percentage shows 100%, this means that the 100 respondents are valid and there are no respondents who fall into the Exculded category.

Table 5 Reliability Statistics

Cronbach's Alpha	N of Items
0.877	16

The results of the reliability test calculation using the Cronbach's Alpha method (r count) are 0.877 with N of Items indicating the number of items or questions. So it can be said that the Cronbach's Alpha results for 16 data from items are 0.877. Data is said to be reliable if the calculated r > r table is 5% (Janna & Herianto, 2021). In accordance with the table above, it is known that r count (0.877) > r table (0.497). So it can be concluded that the data in this research is reliable or trustworthy.

Classic Assumption Test
There are several assumptions in regression analysis so that the resulting regression equation is valid when used to predict a problem. A multiple regression model is said to be a good model if the model meets the BLUE (Best Linear Unbiased Estimator) criteria, but the BLUE criteria can be achieved if the classical assumption requirements are met [21]. In this research, there are 3 types of classical assumption tests, namely: 1) Normality Test, 2) Heteroscedasticity Test, 3) Multicollinearity Test.

Normality Test
The normality test aims to determine whether the variables used in the regression model are normally distributed or not (Chintya et al., 2022). This research uses the Kolmogrof – Smirnov Test with the condition that the data is considered normally distributed if the sign value is > 0.05.

From the results of the SPSS test carried out, the Asymp Sign (2-tailed) value was 0.200, so it can be concluded that the data used has a normal distribution.

Table 6 Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.28392057
Most Extreme Differences	Absolute	.060
	Positive	.058
	Negative	-.060
Test Statistic		.060
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Heteroscedasticity Test

The heteroscedasticity test is used to test whether there is inequality of variance or residual from one observation to another in a regression model, the variance or residual must not be or experience symptoms of heteroscedasticity (Budi & Khuzaini, 2019). In this research, the heteroscedasticity test uses the Glejser test method with the condition that the sig value is > 0.05.

Table 7 Heteroscedasticity Test

Variable Regression Model	Significant Coefficient
Brand Image	0,101
Product Quality	0,064
Brand Ambassador	0,443

Based on this table, the significant coefficient value of each research variable is greater than 0.05 (Sign > 0.05), thus it is proven that the variance or residual is not or does not have symptoms of heteroscedasticity.

Multicollinearity Test

The Multicollinearity Test aims to test whether or not there is a correlation between independent variables in a regression model (Budi & Khuzaini, 2019). To find out whether the regression model experiences symptoms of multicollinearity, you can look at the VIF (Variance Inflation Factor) value. The regression model is said to be good if the calculated VIF value is < 10 and if multicollinearity occurs then the VIF value is > 10 while the tolerance score is > 0.1 (Supardi, 2005).

Table 8 Multicollinearity

Model Regresi Variabel	Collinearity Statistics	
	Tolerance	VIF
Citra Merek	0,458	2,186
Kualitas Produk	0,508	1,968
Brand Ambassador	0,593	1,688

According to the table above, it can be seen that the Collinearity Tolerance value for each variable is greater than 0.1 and the VIF value is less than 10. It can be concluded that in the regression model there are no symptoms of multicollinearity.

Multiple Linear Regression Analysis

Multiple linear regression analysis is an analytical method used to find relationships consisting of two or more independent variables and one dependent variable (Sahir, 2022). The formula for the multiple linear regression equation is as follows :

Y = a + b1X1 + b2X2 + b3X3 + e

Information :
Y   = Customer Purchase Decision
a   = Constant
b1, 2, 3 = Regression Coefficient
X1   = Brand Image
X2   = Product Quality
X3   = Brand Ambassador
E   = Standar Error

Table 9 Multiple Linear Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5.137	1.553		3.308	.001
	Brand Image (X1)	.257	.138	.183	1.866	.065
	Product Quality (X2)	.431	.093	.432	4.637	.000
	Brand Ambassador (X3)	.330	.110	.258	2.992	.004

a. Dependent Variable: Customer Purchase Decision (Y)

From table 8 it can be seen that the regression equation is as follows:

Y = 5,137 + 0,257 X1 + 0,431 X2 + 0,330 X3 + e

Based on the regression equation it can be shown that:
a) Constant = 5.137 indicates that if the independent variables (brand image, product quality, and brand ambassador) have a value of 0, then consumer purchasing decisions will increase by 5.137. This means that without looking at the independent variables, consumer purchasing decisions increased by 5.137.
b) Brand image regression coefficient = 0.257 shows the direction of a positive relationship (unidirectional) between the brand image variable and consumer purchasing decisions. If the brand image increases by 1 unit, consumer purchasing decisions will increase by 0.257, assuming the influence of other variables is constant.
c) Product quality coefficient = 0.431, this means that the product quality variable and consumer purchasing decisions show a positive (unidirectional) relationship. Consumer purchasing decisions will increase by 0.431 if product quality increases by 1 unit, assuming the influence of other variables is constant.
d) Brand ambassador coefficient = 0.330 indicating that there is a positive (unidirectional) relationship between the brand ambassador variable and consumer purchasing decisions.

Assuming the influence of other variables is constant, if the brand ambassador variable increases by 1 unit, then consumer purchasing decisions will also increase by 0.330.

t-Test

The t test aims to test whether each of the independent variables has an effect on the dependent variable by using a numerical scale of a = 5% or 0.05. If the significant value of the t test is <0.05 then the hypothesis can be accepted, but if the significant value of the t test is > 0.05 then it can be interpreted that the hypothesis is rejected (Chintya et al., 2022).

Table 10 t-Test Result

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5.137	1.553		3.308	.001
	Brand Image (X1)	.257	.138	.183	1.866	.065
	Product Quality (X2)	.431	.093	.432	4.637	.000
	Brand Ambassador (X3)	.330	.110	.258	2.992	.004

a. Dependent Variable: Customer Purchase Decision (Y)

a. Brand Image on Consumer Purchasing Decisions
   The brand image variable shows a significant value of 0.065 > 0.05 and a t-count value of 1.866 > t-table (1.660). So, brand image has an insignificant positive effect on consumer purchasing decisions.
b. Product Quality on Consumer Purchasing Decisions
   The product quality variable shows a significant value of 0.000 < 0.05 and a t-count value of 4.637 > t-table (1.660), this means that product quality has a significant positive effect on consumer purchasing decisions.
c. Brand Ambassadors on Consumer Purchasing Decisions
   The brand ambassador variable shows a significant value of 0.004 < 0.05 and a t-count value of 2.992 > t-table (1.660), this proves that brand ambassadors have a significant positive influence on consumer purchasing decisions.

F-Test

The f test is used to find out whether the independent variables, if entered into the model simultaneously or together, have an influence on the dependent variable. If the significant value of f < 0.05 then the independent variables together have a significant effect on the dependent variable (Budi & Khuzaini, 2019).

Table 11 F-Test Result

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	221.643	3	73.881	43.460	.000[b]
	Residual	163.197	96	1.700		
	Total	384.840	99			

a. Dependent Variable: Customer Purchase Dicision (Y)
b. Predictors: (Constant), Brand Ambassador (X3), Product Quality (X2), Brand Image (X1)

From the table above, the results of the f test produce a calculated f value of 43.460 and a significant value of 0.000 (< 0.05). This shows that consumer purchasing decisions are significantly influenced by the variables of brand image, product quality and brand ambassador.

Coefficient Of Determination (R²)

The Coefficient of Determination Test (R2) is a test used to measure the ability of brand image, product quality and brand ambassador variables to influence consumer purchasing decisions. If R2 = 1 or close to 1, the greater the contribution of brand image, product quality and brand ambassadors to consumer purchasing decisions. Vice versa, if R2 gets closer to 0, the contribution will be smaller (Chintya et al., 2022). The following are the results of the coefficient of determination test.

Table 12 Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.759ᵃ	.576	.563	1.30383

a. Predictors: (Constant), Brand Ambassador (X3), Kualitas Produk (X2), Citra Merek (X1)

Based on the results from the table above, R2 is 0.563 or 56.3% (0.563 x 100) which shows the contribution of the brand image, product quality and brand ambassador variables to consumer purchasing decisions. Meanwhile, the remainder (100%-56.3% = 43.7%) was contributed by other factors.

DISCUSSION

Data analysis in this research explains the influence of brand image, product quality and brand ambassadors on consumer purchasing decisions.

The Influence Of Brand Image On Consumer Purchasing Decisions

The first hypothesis is that the brand image variable has a positive and significant influence on consumer purchasing decisions. Based on the t test on the brand image variable on consumer purchasing decisions, the calculated t value was 1.866 > t-table (1.660) and the significance value was 0.065 > 0.05 so it could be said that the hypothesis was not proven, the brand image variable had a positive but not significant effect. This means that a good brand image is able to influence consumer attitudes and beliefs in consumer purchasing decisions for Scarlett Whitening products, but not too significantly. The results of this research are in line with research (Dwi Indah Utami & Hidayah, 2022) which states that brand image does not have a significant effect on consumer purchasing decisions**.**

The Influence Of Product Quality On Consumer Purchasing Decisions

The second hypothesis is that the product quality variable has a positive and significant effect on consumer purchasing decisions. Based on the t test, the calculated t value was 4.637 > t-table (1.660) and the significance value was 0.000 < 0.05 so it could be concluded that the hypothesis was accepted, the product quality variable was proven to have a positive and significant effect. It can be interpreted that the existence of good and satisfactory quality makes consumers decide to buy Scarlett Whitening products. The results of this research are in accordance with the results of research from (Chintya et al., 2022) which states that product quality has a positive and significant influence on consumer purchasing decisions**.**

The Influence Of Brand Ambassadors On Consumer Purchasing Decisions

The third hypothesis is that the brand ambassador variable has a positive and significant effect on consumer purchasing decisions. Based on the t test that has been carried out, the calculated t value is 2.992 > t-table (1.660) and the significance value is 0.004 < 0.05, so it can be concluded that the hypothesis is accepted, the brand ambassador variable has a positive and significant influence on consumer purchasing decisions. This means that the more famous the brand ambassador is used as promotional media, the more consumers will be interested in making the decision to buy Scarlett Whitening products. So companies must be precise in choosing brand ambassadors, such as having a high level of popularity, a good reputation, expertise in promoting and also good attractiveness. The results of this study are also in line with research from (Budi & Khuzaini, 2019). Which shows that brand ambassadors have a significant positive influence on consumer purchasing decisions**.**

CONCLUSION

Based on the results of this research, the following conclusions can be drawn: (1) This research shows that brand image has a positive but not significant effect on consumer purchasing decisions for Scarlett Whitening products in Sidoarjo. These results mean that a good brand image will make consumers feel confident and interested in buying, but it is not significant. (2) This research shows that product quality has a positive and significant effect on consumer purchasing decisions for Scarlett Whitening products in Sidoarjo. The results show that good and satisfactory product quality will make consumers make purchasing decisions. (3) The results of this research show that brand ambassadors have a positive and significant influence on consumer purchasing decisions for Scarlett Whitening products in Sidoarjo. Precisely choosing a brand ambassador, such as having a high level of popularity, a good reputation, being an expert in promoting products and having good appeal, will make consumers more interested in buying the product.

SUGGESTION

This research can be used as a reference for other research that discusses marketing. Future research is expected to expand and deepen this research by adding other objects or variables in order to obtain information that can improve and support the research. Companies are advised to maintain their brand image, product quality and level of promotion for their brand ambassadors, so that they can attract more attention from consumers to make purchases of these products**.**

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