

## **ABSTRACT**

*The development of the Skincare market has been on the rise with strong demand from various regions of the world. Due to the emergence of high motivation for the importance of having good-looking and healthy skin. The growth of the global care industry also has an impact on the growth of the skin care industry in Indonesia. The existence of this phenomenon causes competition between entrepreneurs to be very competitive, therefore an attractive promotional strategy is needed, which can be by means of Brand Image, Brand Ambassador to attract consumer interest. The purpose of this study was to examine the effect of Brand Image and Brand Ambassador on Purchase Intention and Purchase Decisions (Study on Scarlett Whitening Skincare User Students in Semarang).*

*Consumers who live in Semarang and have made at least one purchase of Scarlett Whitening Skincare products are the targets of this research. Purposive sampling technique was used to get 100 respondents. SPSS software version 25 is used to process data after data is collected from the results of online questionnaires that have been distributed. Linear regression analysis was used to analyze the data.*

*The findings of this study indicate that Brand Image and Brand Ambassador have a positive and significant effect on Purchase Intention. In addition, the results of this study indicate that Purchase Intention has a positive and significant effect on purchasing decisions for Scarlett Whitening Skincare products in Semarang.*

*Keywords: Brand Image, Brand Ambassador, Purchase Intention, Purchase Decision*

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