

ABSTRACT

Industry advances in the field of beauty are currently undergoing rapid development in Indonesia. Beauty products become the most sought-after product for the need to care or beautify a person's skin and appearance. These beauty companies are looking for ways to win competition and gain profits and enhance their brand reputation. It is also a challenge for cosmetics to set up marketing strategies that can draw purchasing decisions as well as increase the sales of the products they market.

In connection with this, the purpose of this study is to analyze the influence of Brand Ambassador, Brand Awareness, and Product Quality on Purchase Decisions with Brand Image as a mediation variable on Skincare Scarlett Whitening product users in Semarang City.

The population in this study is, users of Skincare Scarlett Whitening products in Semarang City and have purchased Skincare scarlett whitening product at least once. The sample used in this study consisted of 125 respondents collected using purposive sampling methods, then data processed using SEM (Structural Equation Model) technique and using AMOS 22 program.

Research results showed that Brand Ambassador, Brand Awareness, and Product Quality have a positive and significant influence on Brand Image, and further Brand Image has a positive, significant impact on Purchase Decisions.

Keywords: *Brand Ambassador, Brand Awareness, Product Quality, Brand Image, and Purchase Decision.*