ABSTRACT

This research is about the influence of brand image and brand ambassador on purchase intention in Scarlett Whitening products in Jakarta. The purpose of this study was to find out how the influence of brand image on purchase intention, to find out how the influence of brand ambassadors on purchase intention and also to find out how the influence of brand image and brand ambassadors on purchase intention.

The population in this study are users of Scarlett products and domiciled in Jakarta. Sampling was done by purposive sampling technique, totaling 96 people. Data analysis techniques used are quantitative research methods and descriptive analysis. The statistical method used is multiple linear regression analysis.

Based on the research results, it can be seen that the brand image variable gets a percentage of 88.40% in the very good category, then the brand ambassador variable gets a percentage of 89.36% in the very good category and the buying interest variable gets a percentage of 86.74% in the very good category. In the t test results, the brand image variable has th_{itung} (12,296) > tt_{abel} (1,661) or a significant value (0,000) < 0,05 then H0 is rejected and H1 is accepted. Which means that there is a partial influence of brand image on purchase intention in Scarlett products in Jakarta. Then, the brand ambassador variable has th_{itung} (1.910) > tt_{abel} (1.661) then H0 is rejected and H2 is accepted. Which means that there is a partial influence of brand ambassadors on purchase intention in Scarlett products in Jakarta. The f test results show that the brand image and brand ambassador variables have Fcount (122.769) > Ftable (3.09) or a significant value (0.000) < (0.05), then H0 is rejected and H3 is accepted. Which means that there is a simultaneous influence between brand image and brand ambassador on purchase intention Scarlett products in Jakarta. In the test results the coefficient of determination is 61.1%. This proves that brand image and brand ambassador influence on purchase intention by 61.1%. While 38.9% is influenced by other variables outside the brand image and brand ambassador variables.

Keywords*: brand image, brand ambassador and purchase intention.*