

ABSTRACT

Skin and facial health is often the focus of attention for men and women. There are various ways to maintain skin and facial health through the use of skincare and body care products that suit your problems and needs. This is done to support self-confidence in maintaining appearance, because appearance is the first thing that is seen when interacting socially. Therefore, the promotion strategy is one way that can be done by the company to attract consumer interest. One of the dominant forms of promotion carried out by the company is brand ambassador advertising. This study aims to examine and analyze the influence of Brand Ambassador, Brand Image and Product Quality on Customer Satisfaction with Scarlett Whitening Products through Purchase Decisions. The research method used by the researcher is descriptive quantitative method and uses Partial Least Square analysis technique with the help of SmartPLS 3.0 software. The sampling technique used in this study is non-probability sampling using a purposive sampling approach with a total of 100 respondents. Based on the research results, it is found that Brand Ambassador has a positive effect on Customer Purchase Decisions, Brand Ambassador has a positive influence on Customer Satisfaction, Brand Image has a positive effect on Customer Purchase Decisions for Scarlett Whitening Products, Brand Image has a positive effect on Customer Satisfaction, Product Quality has a positive effect on Customer Purchase Decisions for Scarlett Products. Whitening, Product Quality has a positive effect on SatisfactionCustomers, Purchase Decisions have a positive effect on Customer Satisfaction, Purchase Decisions mediate the influence of Brand Ambassador on Customer Satisfaction, Purchase Decisions mediate the effect of Brand Image on Customer Satisfaction, and Purchase Decisions mediate the effect of Product Quality on Customer Satisfaction. Based on the results, all variables have a positive influence on Purchase Decisions and Customer Satisfaction, so the existence of these variables needs to be maintained and improved in order to increase customer satisfaction even better.

Keywords: *Brand Ambassador, Brand Image And Product Quality To Customer Satisfaction*