

## **ABSTRACT**

*This study reviews the Effect of Brand Image and Product Quality on Purchase Decisions for Scarlett Whitening Products on Generation Z and Millennial Generation Consumers in West Java. The author conducted this study aimed to determine the effect of brand image on purchasing decisions of Scarlett Whitening products, the effect of product quality on purchasing decisions of Scarlett Whitening products, and the influence of brand image and product quality on purchasing decisions of Scarlett Whitening products. The method used in this research is descriptive quantitative method and multiple linear regression analysis. The technique in collecting data is by distributing questionnaires, national and international journals, articles, and related previous research. In this study using a sampling technique with a non-probability sampling type with 100 samples of respondents. Multiple linear regression analysis was used to analyze the effect of the independent variables, which brand image and product quality on the dependent variable, namely the purchase decision on Scarlett Whitening products.*

*The results of this study can be concluded that partially there is a significant influence of Brand Image on Purchase Decision. Partially there is no significant effect of Product Quality on Purchase Decision. The result of significant influence of Brand Image and Product Quality on Purchase Decision simultaneously that brand image and product quality variables significantly affected the purchase decisions variable.*

*Key Words: Brand Image, Product Quality, Purchase Decision, Scarlett Whitening*