

ABSTRACT

The development of the beauty industry has become a significant business attraction for companies in both developed and developing countries. The rapidly growing beauty business has transformed the market, leading to intense competition among various cosmetic products. Among the popular local brands in the market is Scarlett Whitening, which emerged as the market leader in beauty and body care products in April-June 2022.

This research aims to examine the influence of brand image, product quality, and price on the purchasing intention of consumers towards Skincare Scarlett Whitening among the students of Telkom University, with Brand Ambassador acting as a mediator and moderator between brand image and purchasing intention. The data for this study were collected through the distribution of questionnaires and analyzed quantitatively using non-probability sampling techniques and multiple linear regression analysis. A total of 385 respondents participated in this research, and the data analysis was conducted using SPSS version 25 for Windows.

The descriptive analysis indicate that respondents have a positive perception of the brand image, product quality, and price, with percentages of 74.32%, 74.06%, and 73.18%, respectively. The t-test and f-test show the significance of the variables Brand Image, Product Quality, and Price. The Sobel Test reveals the significance of the Mediating Variable (XIZ) with a value of $0.010 < 0.05$. The MRA (Moderated Regression Analysis) demonstrates the significance of the Moderating Variable Brand Image (X1) with a calculated value of 7.441, exceeding the tabular value of 1.96. The coefficient of determination indicates that the variables brand image, product quality, and price collectively contribute 62.1% to the purchasing intention of Telkom University students towards Skincare Scarlett Whitening. The remaining 37.9% is influenced by other factors not discussed in this study.

Keywords: *Brand Image, Product Quality, Price, Brand Ambassador, Purchase Intention.*