

ABSTRACT

The beauty industry, especially in skincare products, is experiencing rapid growth in Indonesia. Local brands like SCARLETT have managed to win the hearts of consumers with effective and innovative marketing strategies. This success cannot be separated from efforts to build strong Brand Equity. Brand equity, as a valuable asset for a brand. This study aims to reveal the extent to which the Brand Equity component affects consumer purchasing decisions for SCARLETT products, especially after experiencing a decline in sales at the end of 2023.

Brand Equity is the positive perception of consumers towards a brand. Its elements include: how often the brand is remembered (Awareness), association with certain attributes (Association), level of loyalty (Loyalty), and perceived quality (Quality). This research measures the impact of these elements on the purchase intention of SCARLETT products.

This research uses a quantitative approach with a survey method. The data collected uses the distribution of questionnaires to collect data from 100 respondents who actively use SCARLETT products. The results of the analysis show that there is a significant relationship between Brand Equity and Purchase intention. . The data analysis technique in this study uses the classic assumption test, multiple linear regression analysis and T test.

Specifically, Brand Awareness is proven to have a small but significant influence on Purchase Intention. And Brand Association, Brand Loyalty and Perceived Quality are proven to have a large and significant influence on Purchase Intention. The higher consumers' awareness of the SCARLETT brand, the more likely they will choose the product. In addition, high perceived quality and strong brand loyalty are also important factors in driving purchase intention.

As for the suggestions that can be given, based on the results of research that shows an increase in brand association, loyalty, and perceived quality, SCARLETT is advised to focus on improving these 3 components through discount promotions, providing bundling promos, collaboration with influencers, and improving product quality. With this strategy, it is expected that consumer Purchase Intention will increase.

Keywords : *Brand Equity, Purchase Intention, SCARLETT.*