

ABSTRACT

The beauty industry in Indonesia continues to grow rapidly, driven by increasing public awareness of self-care and the dominance of digital channels in shopping behavior. Scarlett Whitening, a local brand, experienced a decline in sales in Indonesia.e-commercecaused by less than optimal digital marketing and minimal product innovation offered.

This study aims to determine the influence of digital marketing and product innovation on purchasing decisions for Scarlett Whitening products in Indonesia.e-commerceThe method used in this research is a quantitative approach. The data sources used are primary and secondary data. The data collection technique was carried out through the distribution of online questionnaires using the methodpurposive sampling to 100 respondents who have met the criteria. The data obtained were analyzed using multiple linear regression with the help of software Statistical Package for the Social Sciences SPSS version 30.

The results of the study indicate that digital marketing and product innovation have a positive and significant influence on purchasing decisions, both partially and simultaneously. This research is expected to contribute to Scarlett Whitening and...brandother local businesses in developing more adaptive digital marketing strategies and product innovations. Furthermore, this research enriches academic studies on consumer behavior in the digital era.

Keywords: *Digital marketing, product innovation, purchase decisions, e-commerce*