

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *brand ambassador* dan citra merek terhadap keputusan pembelian produk *skincare* Scarlett Whitening pada mahasiswi Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura. Pendekatan yang digunakan adalah pendekatan kuantitatif dengan teknik pengambilan sampel *nonprobability sampling*, khususnya *purposive sampling*, yang melibatkan 97 responden. Responden penelitian merupakan konsumen perempuan Scarlett Whitening yang telah melakukan pembelian minimal satu kali dalam tiga bulan terakhir. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada mahasiswi Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura. Data dianalisis menggunakan uji kualitas data, uji asumsi klasik, analisis regresi linier berganda, serta uji hipotesis yang meliputi uji t, uji F, dan koefisien determinasi (R^2). Hasil penelitian menunjukkan bahwa brand ambassador dan citra merek secara signifikan memengaruhi keputusan pembelian, baik secara parsial maupun simultan. Kehadiran *brand ambassador* yang sesuai mampu memperkuat citra merek secara positif, sehingga menciptakan daya tarik yang lebih besar bagi konsumen dan meningkatkan keyakinan mereka dalam mengambil keputusan pembelian.

Kata kunci: *brand ambassador*; *brand image*, keputusan pembelian

ABSTRACT

This study aims to analyze the influence of brand ambassadors and brand image on purchasing decisions for Scarlett Whitening skincare products among female students of the Faculty of Economics and Business, Universitas Trunojoyo Madura. The study employs a quantitative approach using a nonprobability sampling technique, specifically purposive sampling, involving 97 respondents. The respondents are female consumers of Scarlett Whitening who have made at least one purchase within the last three months. Data were collected through questionnaires distributed to female students of the Faculty of Economics and Business, Universitas Trunojoyo Madura. The data were analyzed using data quality tests, classical assumption tests, multiple linear regression analysis, and hypothesis testing, including t-tests, F-tests, and the coefficient of determination (R^2). The results of the study show that brand ambassadors and brand image significantly influence purchasing decisions, both partially and simultaneously. The presence of a suitable brand ambassador strengthens the positive perception of the brand image, thereby creating greater consumer appeal and enhancing their confidence in making purchasing decisions.

Keywords: *brand ambassador, brand image, purchasing decision*