ABSTRACT

This study aims to analyze the Effect of Quality Product, Brand Image, and Use of Celebrity Endorsement on Purchase Decisions for Scarlett Whitening Beauty Products (Study on User of Scarlett Whitening in Semarang City). The variables used in this study consisted of three independent variabels, namely Quality Product (X_1), Brand Image (X_2), and Celebrity Endorsement (X_3), and the dependent variable is Purchase Decision (γ).

The number of samples used in this study were 120 respondent who were women aged 17-54 years who had purchased Scarlett Whitening in Semarang City. The sampling method used in this research is purposive sampling technique. The data collection method is done by distributing online questionnairies via google form. The research uses Structural Equation Modeling Partial Least Squares (SEM-PLS) analysis technique with SmartPLS 3.0 as an analytical tool.

The resulst of statistical testing using a p-value of 0,05 indicate that quality product, brand image, and use celebrity endorsement have a positive and significant effect on purchasing decisions.

Keywords: Quality Product, Brand Image, Celebrity Endorsement, Purchase Decision