

ABSTRACT

This study aims to analyze the effect of product quality, brand ambassador implementation, and online consumer reviews on purchasing decisions for Scarlett Whitening skincare products in Semarang City.

The population used in this study are consumers who have bought and used Scarlett Whitening Skincare products in Semarang City. The number of samples used was 145 respondents using probability sampling techniques. This study tests the hypothesis with multiple linear regression analysis, which is processed through the IBM Statistical Package for Social Science (SPSS) version 26 software.

The results showed that product quality has a positive and significant effect on purchasing decisions. Furthermore, the implementation of brand ambassadors has a positive and significant effect on purchasing decisions. And finally, online consumer reviews have a positive and significant effect on purchasing decision making on Scarlett Whitening skincare products in Semarang City.

Keywords: Product Quality, Brand Ambassador Implementation, Online Consumer Reviews, Purchase Decision