



DIJEMSS:
**Dinasti International Journal of Education
Management and Social Science**

<https://dinastipub.org/DIJEMSS> ✉ dinasti.info@gmail.com ☎ +62 811 7404 455

DOI: <https://doi.org/10.38035/dijemss.v6i2>
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E-ISSN: 2686-6331
P-ISSN: 2686-6358

The Role of Product Quality, Brand Trust, and KPOP Idol Brand Ambassador in Encouraging Purchase Loyalty

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Abstract: This study aims to examine and analyze the effects of Product Quality, Brand Trust, and K-pop Idol Brand Ambassadors on the repurchase decisions of Scarlett Whitening products among Generation Z in DKI Jakarta. The research focuses on Generation Z consumers who have purchased and used Scarlett Whitening products. A total of 200 respondents were selected using a purposive sampling method. The study employs a quantitative approach, with data collected through surveys. The data were analyzed using the Structural Equation Model (SEM) with SmartPLS software version 3.0. The findings indicate that Product Quality has a positive and significant effect on Purchase Satisfaction and Repurchase Decisions. Brand Trust has a positive but insignificant effect on Purchase Satisfaction, but it shows a positive and significant effect on Repurchase Decisions. Additionally, K-pop Idol Brand Ambassadors positively and significantly influence both Purchase Satisfaction and Repurchase Decisions.

Keywords: Brand Image, Product Quality, K-pop Idol Brand Ambassador, Consumer Satisfaction, Generation Z

INTRODUCTION

Indonesia has three climates that cause people to care more about the appearance or health of their skin. Appearance is an important need for today's society. Beauty products are a need that must be met, one way to love ourselves by taking care of our bodies. The development of the skincare industry is very popular from various circles, especially in Generation Z, because many things encourage them to do skin care with the aim of increasing confidence through healthy skin. Therefore, the researcher wants to discuss one of the local skincare brands that is on the rise, namely Scarlett Whitening. Scarlett is the fastest growing local brand in Indonesia which was founded in 2017 by Felicya Angelista. Scarlett releases a wide range of beauty products that focus on brightening and maintaining

healthy skin, both for the body and face. This product already has and meets the MUI halal certificate and already has a permit from BPOMRI so that its safety is guaranteed. The need for skincare or skin care products in Indonesia is increasing in line with consumers' increasing concern about the importance of their skin health (Montolalu et al., 2021).

In making a purchase decision, consumers will consider before choosing to use the product. For example, the product is appropriate and suitable for consumer needs. Scarlett Whitening is very popular with consumers because it is able to provide what consumers need, so Scarlett Whitening triggers an increase in purchases.

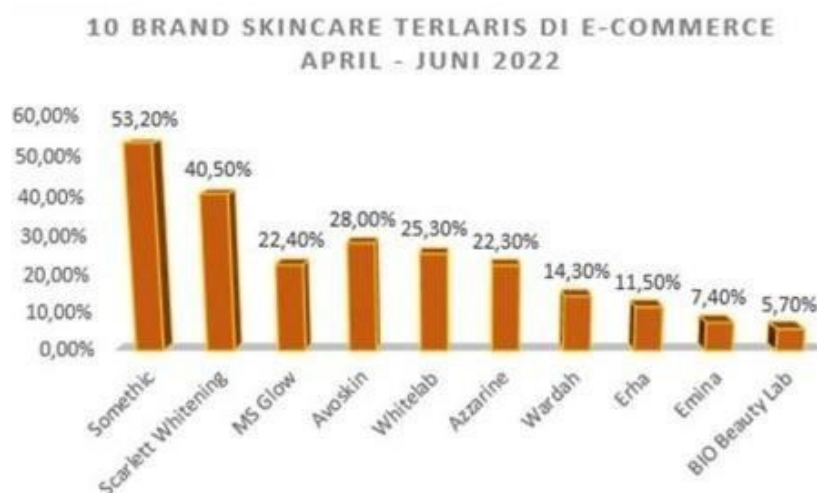


Figure 1. Top 10 Best-Selling Beauty Care Product Brands in E-commerce in 2022

In Figure 1, it can be seen that in Indonesia the local cosmetics industry has competed so fiercely. Sales of local skincare brands can also be said to be quite good throughout the April-June 2022 period, total sales in e-commerce have reached Rp. 292.4 billion with a total transaction of 3.8 million. The Scarlett Whitening brand became the second best-selling local beauty brand with total sales of IDR 40.9 billion in the April-June 2022 period. (Compas.co.id).

The repurchase decision is one of consumers' willingness to buy and reuse the same product in the future. Repurchase is related to the attitude of consumers using the product continuously. Repurchase is a match between the value of a product or service so that it can arouse consumer interest in re-consuming in the future. A repurchase decision is a decision to buy or use the same product a second time (Afina & Widarmanti, 2022). Product quality in E-commerce there is an indication that the store that sells its products has good or bad product quality. Scarlett Whitening has several products offered today that are no doubt about the quality of the products so that consumers feel satisfaction with Scarlett Whitening products (Sabila & Wijaksana, 2022).

Product quality is a characteristic of a product or service produced by a company, when a product has criteria it becomes a consumer attraction to customer satisfaction. Product quality determines customer satisfaction with the purchase of a product and has an advantage in its use, Sulistiyawati (2016). Scarlett Whitening Skincare products offer quality products that have many benefits for buyers so that they can meet the needs of a product. In addition to being seen from the quality of Scarlett Whitening Skincare products, the price factor also determines consumer satisfaction (Ismawati, 2023)

Brand Trust has the ability of a brand to be trusted, which is based on the consumer's belief that the product is capable of fulfilling the promised value and the brand's intention based on the consumer's belief that the brand is able to put the interests of consumers first. Many

brands that release beauty products, so that women first match their skin type with the benefits provided to give rise to brand trust in a product. Scarlett Whitening is believed to have a good content. Scarlett Whitening has a content that already has a test pass letter from BPOM and a halal logo from MUI (Aini et al., 2022).

Brand Ambassador in the world of marketing aims to help bring consumers closer to a product through one of the influential figures so that consumers are interested in a product offered. So now several local brands are starting to use South Korean artists to work together. One of them is Scarlett Whitening who uses South Korean artists as brand ambassadors, such as Song Joong-ki, TWICE and EXO. From research researched by (Nursiti et al., 2019) it is stated that brand ambassadors have proven to have a significant influence on purchase decisions. The development of globalization also affects people in choosing beauty and skincare products. The Korean Trend or Korean Wave is currently being widely loved and followed by most Indonesian people. (Utami & Hidayah, 2022).

A Brand Ambassador is a person who is trusted to promote a certain product. Promotion is advertising a product or brand and generating sales (Ikhsani et al., 2021). One of the phenomena seen in the use of brand ambassadors is that it is expected to accelerate attraction or become a role model for consumers, and can inspire consumers to buy Scarlett Whitening products. So this makes the reason that local skincare companies are able to reach several Korean artists and actors to collaborate. The increase in the use of Idol KPOP brand ambassadors in the marketing of beauty products is very influential as the purchase of Scarlett Whitening products in DKI Jakarta. Although there has been research on Scarlett Whitening products, there is a research gap in the context of the use of Idol KPOP celebrities as brand ambassadors in beauty products. Previous studies may have examined the influence of brand ambassadors but did not specifically explore how the use of Kpop idols as brand ambassadors influenced the purchase decisions of certain beauty products such as Scarlett Whitening in DKI Jakarta. Therefore, this study aims to fill this gap by focusing on the use of Kpop idols as brand ambassadors in the context of beauty products and purchase satisfaction (Chintya & Rismawati, 2023).

The phenomenon that occurred in the study was a significant increase in purchases in Scarlett Whitening products because of KPOP idol brand ambassadors. In recent years, there has been a significant increase in the use of KPOP idols as brand ambassadors for beauty products in DKI Jakarta. There are advantages of Scarlett Whitening products that are popular among Indonesian women such as having various variants, proven quality at a low price, and the most and most important reason why Scarlett Whitening is popular. The results of the study show that from the results of the data analysis in the study, it can be concluded that the brand ambassador variable partially has a significant effect on purchase decisions (Lailiya, 2020). The purpose of this study is to examine and analyze the influence of Product Quality, Brand Trust, and Brand Ambassador of K-pop Idols on the decision to repurchase Scarlett Whitening products among Generation Z in DKI Jakarta.

Consumer behavior is an activity that is directly involved in consuming and consuming a good or service, including the election cycle that occurs before and after the activity. According to Mowen and Minor, on the contrary, it defines consumer behavior as a unit of study and decision-making process related to the receipt, use, and purchase of goods, services, and concepts. Consumer behavior is all kinds of movements, activities and mental cycles that support these activities before making a purchase, when purchasing, utilizing, consuming goods and services after doing the above things or making activities. (Hasna, 2023)

Consumer behavior is the behavior shown by consumers when choosing and deciding

on several alternative products of goods or services to buy. In another sense, behavior is an evaluation carried out by consumers in studying and experiencing an object, either positively or negatively, that is rooted in the consumer's mind, so that stability arises in consumer actions (Kurniawan, 2020). Consumer behavior is a field of study that includes the way individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences for the satisfaction of their needs and desires. (Adriyanti & Abubakar, 2023)

Consumer behavior is basically about understanding why consumers do what they do. From this, it can be concluded that consumer behavior includes all actions, activities and psychological processes of consumers who carry out these actions before purchasing products and services, during purchase, use, consumption and after doing the above things or evaluating promotional activities. Consumer behavior is also how an individual makes decisions about the use of available resources (time, money, effort, and energy). (Korompis & Ko leangan, 2023)

Product Quality. Product quality is one of the factors that can affect the purchase decision. If the product is in accordance with what is expected and according to the needs of the customer, consumers tend to make a purchase, the quality of the product that meets the needs and expectations of the consumer is able to underlie the decision to purchase the product without hesitation. Product quality expresses the overall characteristics of the product that provide the ability to express what consumers need (Farida, 2022).

Product quality is important and quite crucial when determining a product carried out by consumers or customers, the product offered should be a product that has been tested regarding its quality and quality. Because for consumers who are currently being prioritized, namely the quality and quality of the product. This fact is no longer a secret that consumers prefer products that have good quality and quality compared to products whose quality and quality are less convincing. Good product quality will generate a lot of consumer demand, buyer interest can also increase and it is possible that consumers of other products will switch to products that have better product quality. (Saputri & Novitaningtyas, 2022)

Product quality is a condition in which it is related to people, goods, services, the environment, and also products that have met or exceeded expectations and expectations. Product quality can be influenced by several factors that are used to determine whether a product can meet its goals. Quality is also one of the levels in determining whether an item is satisfactory or not in use (Nuriswan, 2023). From the definition of product quality above, it can be concluded that product quality is one of the parts to meet real and implied customer needs, product quality is one of the important elements for companies and also business competition between entrepreneurs because consumers always want the best product quality.

Brand Trust. According to Lau and Lee, brand trust is the desire to entrust and bear all the risks caused by the hope that the brand has promised that can provide good results for consumers. Consumer dissatisfaction can be reduced with trust. Trust will also make consumers think that the product is safe and reliable (Izzati, 2019). Brand Trust is the buyer's trust in an item. Certainty that arises from continuous review and from learning and experience gained. The consumer's desire to trust a brand takes risks is called trust in the brand. The customer's belief that a particular brand will provide reliable goods is called brand trust (Harianti, 2023).

Brand Trust is the willingness of consumers to trust and feel safe in a brand with all its risks, because there is an expectation that the brand can provide positive and reliable results (Putri, 2023). According to Warusman and Untarini, brand trust is a brand value that can be created through several aspects that can cause consumer satisfaction, where every individual in the consumer connects brand trust with the experience of the brand. Brand Trust indicators

according to (Novitasari et al., 2017) are: 1) Satisfaction; 2) Value; 3) Preparation; 4) Brand Consistency. From the definition of Brand Trust above, it can be concluded that Brand Trust is a feeling that consumers have who consider that the brand they trust and are responsible for. With high expectations or possibilities that the brand will result in positive things for consumers.

Brand Ambassador of Idol KPOP. A brand ambassador is a person or group who is asked by a company to become an advertising star who supports the advertised product or brand (Shimp, 2023). Brand ambassador is an advertising tool used by the Company to market its products through domestic and foreign artists. Brand ambassadors can be said to be more effective because they have a positive impact on advertising and product behavior, purchase intentions, and sales rates. For now, the brand ambassadors who are on the rise are Kpop Idols (artists from South Korea), they are believed to bring profits to the company through a very high increase in sales due to their very loyal fans and many from several countries (Safinaturrizqy et al., 2023).

A brand ambassador is a figure who has popularity among the public, usually those who are popular today are celebrities from South Korea, because according to some research by Idol KPOP brand ambassador companies affect sales more because their loyal fans buy products advertised by their idols (Lestari, 2018; Akramiah et al., 2021). From the definition of brand ambassador above, it can be concluded that a brand ambassador is a celebrity who is used by the company as an advertising spokesperson and promotes the company's products or services known as branding. For now, the brand ambassadors who are on the rise are Kpop Idols (artists from South Korea), they are believed to bring profits to the company through a very high increase in sales.

Repurchase Decisions. The decision to repurchase is the tendency of consumers to choose a brand or carry out activities related to the purchase as it is estimated that consumers will make a purchase as a prediction of consumer behavior in the future. If satisfied, consumers are likely to buy the product again. But if consumers are dissatisfied, they are likely not to buy the product again (Farida, 2022). The decision to repurchase according to Andre in Yesi Apriyani (2021) is the willingness of consumers to buy and reuse the same product in the future. Repurchase is related to the attitude of consumers using products continuously and the compatibility between the value of the product or service so that it can arouse consumer interest in re-consuming in the future (Ekhsan, 2020).

A repurchase decision is a purchase activity that is carried out more than once or several times, where the customer has the intention to buy the same product or service again. The specification of purchase intent is repurchase intent, which indicates the expectation of repurchasing the same product or brand. Repurchase Intention is a decision-making process carried out by customers when customers have purchased the product offered or something needed, Repurchase intention occurs after the consumer consumes a product or service preceded by an evaluation process of the product or service (Putri, 2022). From the definition of the purchase decision above, it can be concluded that the purchase decision is about how a person chooses, buys, uses or no longer uses the product.

Hypothesis.

H1 : Product Quality has a positive and significant effect on Satisfaction
Purchase

H2 : Brand Trust has a Positive and Significant Effect on Purchase Satisfaction

H3 : KPOP Idol Brand Ambassador has a positive and significant influence on
Purchase Satisfaction

H4 : Product Quality has a positive and significant effect on decisions

Repurchase

H5 : KPOP Idol Brand Ambassador has a positive and significant influence on Repeat Purchase Decision

H6 : Brand Trust has a positive and significant effect on decisions Repurchase

Framework of Thought

Based on the literature review and previous research, the researcher formulated the following framework of thought:

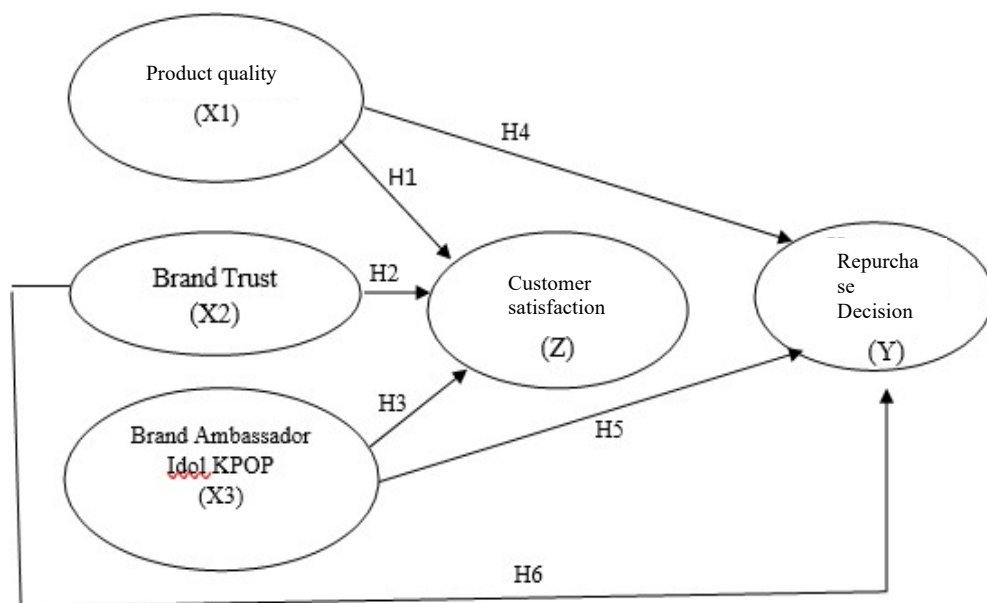


Figure 2. Research Conceptual Framework Model

METHOD

The research conducted in this study is a quantitative approach. Quantitative research, according to Sugiyono (2019), is a research method based on the philosophy of positivism, which is used to research on certain populations or samples, data collection using research instruments, quantitative or statistical data analysis with the aim of testing predetermined hypotheses (Zahrah, 2023). The data collection of this study was carried out to analyze the influence of product quality, brand trust, and brand ambassador of KPOP idols on the purchase decision of Scarlett Whitening products in DKI Jakarta.

In this study, the population is generation Z women aged 17 - 27 years in DKI Jakarta who have worn and bought Scarlett Whitening products at least once. The election in DKI Jakarta is because the data of the young generation dominates the purchase of skin care in DKI Jakarta. The sample criteria required are as follows: (a) Generation Z has used or purchased all scarlett whitening products at least once; (2) Gen Z women aged 17-27 years; (3) Residing in DKI Jakarta.

The number of samples used in this study was calculated using the Hair formula. Based on calculations, the sample in this study was 200 respondents. This research is a data collection method using a questionnaire. The questions in the questionnaire in this study were made in the form of a google form. In this study, the researcher used SmartPLS software with the analysis used was the Structural Equation Modeling (SEM) – Partial Least Square (PLS) method. Partial Least Square (PLS) is a statistical technique by strengthening the dependent variable with the

independent variable.

RESULTS AND DISCUSSION

Results of hypothesis testing (Estimation of Path Coefficient). The estimated values for path relationships in the structural model should be significant. The significance value of this hypothesis can be obtained by the bootstrapping procedure. Seeing the significance of the hypothesis by looking at the value of the parameter coefficient and the significance value of the T-statistic in the algorithm bootstrapping report. To find out whether it is significant or insignificant, it is seen from the T-table at alpha 0.05 (5%) = 1.96, then the T-table is compared with the T-count (T-statistic).

Table 1. Hypothesis Test Results

	Original Sample	Standard Deviation	T-Statistics	P Values	Information
<i>Brand Ambassador</i> → Purchase Satisfaction	0,454	0,077	5,931	0,000	Positive - Significant
<i>Brand Ambassador</i> → Repurchase Decision	0,485	0,087	5,576	0,000	Positive - Significant
<i>Brand Trust</i> → Purchase Satisfaction	0,103	0,098	1,046	0,363	Positive – Insignificant
<i>Brand Trust</i> → Buyback Decisions	0,262	0,095	2,768	0,008	Positive - Significant
Product Quality → Purchase Satisfaction	0,428	0,097	4,423	0,000	Positive - Significant
Product Quality → Repurchase Decision	0,341	0,114	2,997	0,003	Unmediated

Source: PLS Output, 2024

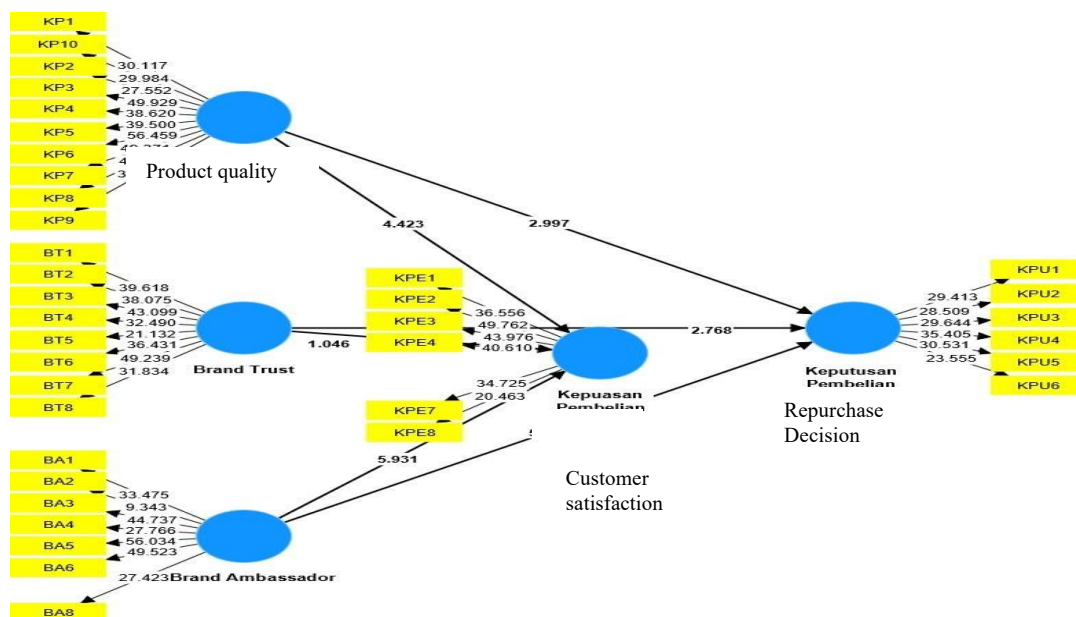


Figure 2. Bootstrapping
Source: PLS Output, 2024

Discussion

Based on the results of this study, this section will discuss the results of the calculations that have been carried out. The most influential variable in this study is product quality and *brand ambassador* while the smallest variable is *brand trust*. The following is a discussion of each variable:

The Influence of *Brand Ambassadors* on Purchase Satisfaction

Based on the hypothesis test in this study, the results of the *T-statistic* value of 5.931, the *original sample* value of 0.454, and the *P Values* of 0.000 were obtained. The *T-statistic* value was greater than the *T-table* value of 1.96, the *original sample* value showed a positive value, and the *P Value* showed a value of less than 0.05, this result showed that *Brand Ambassador* had a significant positive effect on Purchase Satisfaction. This is because Scarlett Whitening brand ambassadors have a high level of popularity and the attractiveness of brand ambassadors is very good, so that consumers feel confident in the quality of Scarlett Whitening products and are satisfied with the services provided by Scarlett Whitening products. The results of this study are in line with Angreyni's (2023) research which states that *brand ambassadors* have a positive influence on consumer purchase satisfaction.

The Influence of *Brand Ambassadors* on Repeat Purchase Decisions

Based on the hypothesis test in this study, the results of the *T-statistic* value of 5.576, the *original sample* value of 0.485, and the *P Values* value of 0.000 were obtained. The *T-statistic* value was greater than the *T-table* value of 1.96, the *original sample* value showed a positive value, and the *P Value* showed a value of less than 0.05, this result showed that *Brand Ambassador* had a significant positive effect on the Repurchase Decision. This is because the brand ambassador's expertise in conveying information is very good when the promotion and delivery of information provided by the brand ambassador motivates consumers to take care of their skin, so that trust in Scarlett Whitening products decides consumers to make a repeat purchase and recommend Scarlett Whitening products to those around them. The results of this study support the research of Lestari & Sepotiana (2021) which found that Idol KPOP *brand ambassadors* have a positive and significant effect on repurchase decisions.

The Influence of *Brand Trust* on Purchase Satisfaction

Based on the hypothesis test in this study, the results of the *T-statistic* value of 1.046, the *original sample* value of 0.103, and the *P Values* value of 0.363 were obtained. The *T-statistic* value is greater than the *T-table* value of 1.96, the *original sample* value shows a positive value, and the *P Value* value shows a value of more than 0.05, this result shows that *Brand trust* has no effect on Purchase Satisfaction. This is because consumers like to compare scarlett whitening products with other brands or similar products on the market before buying, sometimes consumers prefer new products over scarlett who already have brand trust, so that scarlett's brand trust does not completely affect consumer purchase satisfaction with scarlett products. The results of this study support the research of Lewis and Sitompul (2021) which stated that there was no significant influence of brand trust on consumer satisfaction.

The Influence of *Brand Trust* on Repeat Purchase Decisions

Based on the hypothesis test in this study, the results of the *T-statistic* value of 2.768, the *original sample* value of 0.262, and the *P Values* value of 0.008 were obtained. The *T-statistic* value was greater than the *T-table* value of 1.96, the *original sample* value showed a positive value, and the *P Value* showed a value of less than 0.05, this result showed that

Brand Trust had a significant positive effect on the Repurchase Decision. This is because scarlett whitening products always provide satisfaction felt by consumers and scarlett whitening products are very trusted to provide effective benefits for brightening the skin, so that consumers who have purchased this product will feel comfort that decides consumers to buy again. The results of this study are supported by Astuti (2022) research which states that brand trust has a significant positive influence on the decision to repurchase a product.

The Effect of Product Quality on Purchase Satisfaction

Based on the hypothesis test in this study, the results of the *T-statistic* value of 4.423, the *original sample* value of 0.428, and the *P Values* value of 0.000 were obtained. The *T-statistic* value is greater than the *T-table* value of 1.96, the *original sample* value shows a positive value, and the *P Values* value shows a value of less than 0.05, this result shows that Product Quality has a significant positive effect on the Purchase Decision. This is because scarlett whitening products have used BPOM safe materials and the ingredients used in scarlett products are in accordance with those listed in the specifications. This makes consumers feel confident and satisfied with the quality of scarlett whitening products and decide to buy scarlett whitening products. The results of this study support the research of Saipuloh (2023), as well as Sarwini & Rismawati (2022) who stated that product quality has a positive and significant effect on purchase satisfaction.

The Effect of Product Quality on Repurchase Decisions

Based on the hypothesis test in this study, the results of the *T-statistic* value of 2.997, the *original sample* value of 0.341, and the *P Values* value of 0.003 were obtained. The *T-statistic* value is greater than the *T-table* value of 1.96, the *original sample* value shows a positive value, and the *P Value* shows a value of less than 0.05, this result shows that Product Quality has a significant positive effect on the Repurchase Decision.

This is because Scarlett Whitening has product innovations according to consumer needs and has many types of products with different perfume variations, so that consumers get a positive experience when buying Scarlett Whitening products and trust in the quality of Scarlett Whitening products decides consumers to buy again. The results of this study are in line with the research of Batubara *et al.*, (2022) and Budiyanto (2019) which stated that product quality has a significant relationship with consumers' repurchase decisions to buy products.

CONCLUSION

Brand ambassadors have a significant positive effect on purchase satisfaction in Scarlett Whitening Product Consumers in DKI Jakarta. This means that if the brand ambassador used by Scarlett is widely known to the public, then consumer purchase satisfaction will increase. Brand ambassadors have a significant positive effect on the repurchase decision of Scarlett Whitening Product Consumers in DKI Jakarta. This means that if the brand ambassador used by Scarlett is widely known to consumers, then consumers will make a repurchase decision. Brand trust has no effect on purchase satisfaction in Scarlett Whitening Product Consumers in DKI Jakarta. This means that the high or low trust of a brand in the minds of consumers has no effect on the high or low level of consumer purchase satisfaction. Brand trust has a significant positive effect on the repurchase decision of Scarlett Whitening Product Consumers in DKI Jakarta. This means that if the brand trust of Scarlett products is higher, then consumers' repurchase decisions will increase. Product Quality has a significant positive effect on Purchase Satisfaction on Consumers of Scarlett Whitening Products in DKI Jakarta. This means that the better the quality of the products provided by Scarlett, the greater

the satisfaction of consumer purchases. Product Quality has a significant positive effect on Consumers' Repurchase Decisions for Scarlett Whitening Products in DKI Jakarta. This means that if the quality of the products provided by Scarlett is more and better, then consumers will make a repurchase decision.

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