

## ABSTRACT

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***The Effect Of Brand Ambassador, Online Customer Review, And Digital Marketing On Purchase Decisions For Scarlett Whitening Products***

*Lifestyle changes in appearance and body care for both men and women and public awareness of the importance of taking care of facial. Therefore, using skincare is an important thing to do so that it can overcome the problems experienced and maintain the health of facial skin. One of them is Scarlett Whitening. The purpose of this study was to analyze the effect of Brand Ambassador, Online Customer Review, and Digital Marketing on the Purchase Decision of Scarlett Whitening Products, either partially or simultaneously.*

*The data collection method used in this study is to distribute questionnaires to consumers who have purchased Scarlett Whitening who are domiciled in the Greater Jakarta area. The sampling method used non-probability sampling and the technique used was accidental sampling with a total sample of 100 respondents. The stages of testing carried out are validity test, reliability test, classic assumption test consisting of normality test, multicollinearity test and heteroscedasticity test, multiple linear regression test, coefficient of determination test, t test (partial) and F test (simultaneous).*

*The results showed that Brand Ambassador, Online Customer Review, and Promotion through Digital Marketing on Scarlett Whitening's Purchase Decision. The variables of Brand Ambassador, Online Customer Review and Digital Marketing simultaneously have a significant effect on Purchase Decisions on Scarlett Whitening Products. Keywords: Store Atmosphere, Lifestyle, Location, Purchase Decision.*

*Keywords: Brand Ambassador, Digital Marketing, Purchase Decision*

*Online Customer Review*

*(xiii + 81 + Appendix)*

*Bibliography (2009-2021)*