

ABSTRACT

The development of beauty products is increasingly soaring accompanied by the needs of the community, especially women in using a beauty product that is of high quality and the price offered is not draining the bag. Increased consumer demand for beauty products makes homeland beauty products competing to make high-quality beauty products at affordable prices to meet consumer needs. This demand comes with the presence of Purchase Intention (buying interest) from consumers. Consumer buying interest is needed for companies to get their customers. One way for companies to attract potential customers is to use a good marketing strategy in introducing their brands and products to consumers.

Referring to the collection of theory and data that has been presented, the hypotheses in this research are: H1 = Brand image has a partial effect on Purchase Intention for Scarlett Whitening products, H2 = Brand Trust has a partial effect on Purchase Intention for Scarlett Whitening products, and H3 = Brand Image and Brand Trust simultaneously influence Purchase Intention for Scarlett Whitening products.

This study aims to determine the effect of Brand Image and Brand Trust on Purchase Intention for Scarlett Whitening products. Data collection for this study was through distributing questionnaires and sampling was carried out using non-probability sampling method with purposive sampling method. The sample used in this study was 200 respondents. Multiple regression analysis method and processed using SPSS 27 software.

Based on the research results, descriptive analysis shows that Brand Image, Brand Trust, and Purchase Intention are in the good category. The results of multiple linear regression analysis can be concluded that simultaneously Brand Image and Brand Trust have a significant effect on Purchase Intention of Scarlett Whitening products, and partially Brand Image and Brand Trust also have a significant effect. Based on the coefficient of determination test, the effect of Brand Image and Brand Trust on Purchase Intention is 48.5%.

Keywords: Brand Image, Trust, Purchase Intention