

## ABSTRACT

The purpose of this study was to determine how much influence the use of brand ambassadors has on Scarlett Whitening products. In addition, this study also aims to determine the effect of attitudes towards brands and attitudes towards endorsers so that they can generate consumer buying interest in Scarlett Whitening products. What will later be known whether the three variables have an impact on whether the use of brand ambassador Song Joong Ki can affect the buying interest of Scarlett Whitening consumers. Consists of three variables, namely, attitudes towards the brand, attitudes towards endorsers and buying interest. The research method used in this study is a quantitative method using primary data types. The technique used in data collection used survey techniques through the distribution of questionnaires distributed online through the Google Form application with a total of 100 respondents. Then the collected data is processed using SmartPLS to perform the outer model and inner model. To measure the weight of each statement in this study, the Likert scale was used. The Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people regarding certain objects or phenomena that are currently happening and then specifically designated as research variables. Five measurement scales were used, namely Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree. The results of the research in paper 1 show that the attitude towards the endorser has a positive and significant effect on buying interest, the attitude towards the endorser has a positive and significant effect on attitudes towards the brand, the attitude towards the brand has no significant effect on buying interest. These results are quite different from those analyzed in paper 2, namely the effect of attitude toward the brand on the attitude toward the endorser has a significant effect because the t-statistics value is  $> 1.96$ , which is 10.243. While the p-value is 0.000, which means that the attitude towards the brand has a positive and significant effect on the attitude towards the endorser. Attitude toward the brand has a positive effect on buying interest. With t-statistics of 0.686, which means that the value is below the t-statistic of 1.96. This shows that the attitude toward the brand and buying interest is not significant. The P value in this case is 0.493, which means it is higher than the maximum limit of 0.05. Lastly, attitude toward endorsers has a positive effect on buying interest.

It can be seen that the t-statistics of 8.918 which is greater than 1.96 is declared significant. P values of 0.000 which means  $<0.05$  has a positive effect. Thus, this study states that attitude toward endorsers has a positive and significant effect on buying interest.

Keywords: *Attitude toward endorser, attitude toward brand, brand ambassador, buying interest.*