

ABSTRACT

Economic development leads to intense competition, especially in cosmetics and beauty. Seeing the public's interest, especially at the age of teenagers towards cosmetic and beauty products, makes companies or brands engaged in competition to get the attention of the community. Scarlett whitening is one of the cosmetic brands that intensively conducts marketing competition by instilling a good brand image in consumers.

The purpose of this study was to determine the influence of brand image on purchasing decisions for Scarlett Whitening. The data obtained in this study were through the distribution of questionnaires and quantitative data analysis using SPSS version 26 software.

Sampling was done by non-probability sampling method purposive sampling type with the number of respondents as many as 100 people. The data analysis technique used is descriptive analysis and simple linear regression analysis.

Based on the results of descriptive analysis, respondents' responses to brand image and purchasing decisions are in the good category, with a percentage of 77,8% and 71,38% respectively. Based on the t-test brand image has a significant effect on purchasing decisions. This is proven by the value of $t_{count} (7,046) > t_{table} (1,66055)$ with a significant level of $(0,000) < (0,05)$. Based on the coefficient of determination, the influence of brand image on purchasing decisions is 33,64% and the remaining 66,36% is influenced by other variables not examined.

Kata Kunci: *Brand Image, Purchasing Decisions, scarlett whitening*