ABSTRAK

Scarlett Whitening is a local skin care brand in Indonesia. Seeing the increasingly competitive competition between products in the local beauty industry, Scarlett Whitening certainly wants her product sales to always increase. This study aims to analyze how much influence Korean artist brand ambassadors and brand image have on buying interest of Scarlett Whitening products in the city of Bandung partially and simultaneously. This research is a type of quantitative research. The types of data used in this research are primary data and secondary data. The sample in this study is 100 respondents in the city of Bandung. Sampling was carried out using a non-probability sampling technique. Methods of data analysis using descriptive analysis and multiple linear regression analysis. All tests were carried out using the IBM SPSS 25 software tool. The results of this study were based on the results of the t test indicating that the brand ambassador and brand image variables had a significant effect on the intention to buy Scarlett products partially. Based on the results of the F test, it shows that the brand ambassador and brand image variables have a significant effect on the intention to buy Scarlett's products simultaneously. Based on the results of the test for the coefficient of determination, it shows that the brand ambassador and brand image variables have an Rsquare (R2) of 0.659, which means that they have an influence of 65.9% while the remaining 34.1% is influenced by other factors not examined in this study.

Keywords: brand ambassador, brand image, buying interest