

ABSTRACT

Beauty industry in Indonesia is growing very rapidly and experiences developments every year. The growth in the number of companies in beauty industry reached 20,6 percent and Indonesia is a growing market for cosmetics and care products, it is providing great opportunities for business actors, both global and local in this industry. Scarlett Whitening is one of the local brands that produce beauty product by offering a wide range of high-quality skin care. In a strategy to expand the market and compete in beauty industry, Scarlett Whitening collaborates with brand ambassador to market its product. According to Syahrudin and Karim (2019) brand ambassador is a marketing term for people who employed by companies to promote their products. In this research there are three variables, namely brand ambassador (X1), product quality (X2), and Purchase Intention (Y). This research aims to determine the influence of EXO as brand ambassador and product quality on purchase intention Scarlett Whitening products.

The method used in this research is a quantitative and descriptive method using a non-probability sampling technique with purposive sampling type. Respondent data was taken by distributing questionnaires online using a google form which was distributed to 100 respondents. The data analysis techniques used are descriptive analysis, classical assumption test, multiple linear regression test, f test, t test, and coefficient of determination test.

Based on the result of this research, the three variables are in good category. EXO as brand ambassador and product quality have a positive and significant influence on purchase intention Scarlett Whitening products, both partially and simultaneously. This is proven through simultaneous hypothesis testing (f test) with the result $F_{hitung} > F_{tabel}$ namely $292,029 > 3,09$ and a significance of $0,00 < 0,05$. Partial hypothesis test (t test) with result $T_{hitung} > T_{tabel}$ namely $3,197 > 1,66088$ and $5,124 > 1,66088$, with significance of $0,002 < 0,05$ dan $0,000 < 0,05$. Based on the results of the coefficient of determination test, it was found that EXO as brand ambassador and product quality has an influence of 85,8% on purchase intention Scarlett Whitening products.

Key words: *Brand Ambassador, Quality Product, Purchase Intention*