

## ABSTRAK

Perkembangan Industri kecantikan di Indonesia sangat berkembang pesat dalam tahun terakhir. Hal ini dilihat semakin beragamnya produk kecantikan baik merek impor maupun merek dalam Negeri. Persaingan di industri kecantikan semakin ketat, sehingga banyak perusahaan di Indonesia berkompetisi menciptakan konsep pemasaran yang dapat menarik minat konsumen untuk membeli produk yang ditawarkannya. Salah satu perusahaan yang menawarkan produk skincare dan bodycare adalah Scarlett Whitening. Penelitian ini bertujuan untuk mengetahui pengaruh *celebrity endorser*, *brand image* dan *brand trust* terhadap keputusan pembelian produk Scarlett whitening pada Mahasiswi Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya.

Jenis penelitian yang digunakan pada penelitian ini adalah penelitian kausal. Populasi yang digunakan yaitu Mahasiswi di Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya yang pernah melakukan pembelian pada Scarlett Whitening. Sumber data yang digunakan yaitu data primer. Teknik pengambilan sampel yang digunakan oleh peneliti adalah teknik pengambilan sampel nonprobability sampling dengan jenis teknik purposive sampling. Pengumpulan data dilakukan melalui penyebaran kuesioner dengan jumlah sampel 100 responden. Metode analisis yang digunakan adalah analisis regresi linier berganda dengan alat bantu SPSS (*Statistical Product and Service Solution*) Versi 26.0

Penelitian menunjukkan bahwa variabel *celebrity endorser* berpengaruh positif dan signifikan terhadap keputusan pembelian Scarlett whitening. variabel *brand image* berpengaruh positif dan signifikan terhadap keputusan pembelian Scarlett whitening dan *brand trust* berpengaruh positif dan signifikan terhadap keputusan pembelian Scarlett whitening

**Kata Kunci :** *Celebrity Endorser, Brand Image, Brand Trust, Keputusan Pembelian.*

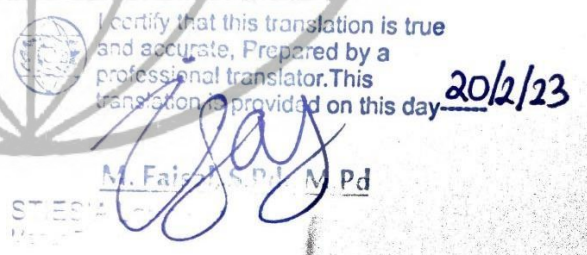
## **ABSTRACT**

*The development of the beauty industry in Indonesia is growing rapidly in this several years. It can be seen from the increasing variant of beauty products, either imported and domestic brands. Moreover, competition in the beauty industry is getting tougher, as so many companies in Indonesia are competing to create marketing concepts that can attract consumers to buy the products they offer. One company that offers skincare and bodycare products is Scarlett Whitening. This research aimed to find out the effect of a celebrity endorser, brand image, and brand trust on the purchasing decisions of Scarlett Withening's products. It was also to find out the effect of a celebrity endorser, brand image, and brand trust on the purchasing decisions of Scarlett whitening products of Students of STIESIA Surabaya.*

*The research was causal. Furthermore, the population was students of STIESIA Surabaya who had bought Scarlett whitening products. The data were primary. The data collection technique used non-probability sampling with purposive sampling as its sampling technique. In line with that, there were 100 respondents as the sample. The instrument which was questionnaires were distributed to 100 respondents. In addition, the data analysis technique used multiple linear regression with SPSS (Statistical Product and Service Solution) 26.0.*

*The result showed that a celebrity endorser had a positive and significant effect on the purchasing decisions of Scarlett Withening products. Likewise, brand image had a positive and significant effect on purchasing decisions of Scarlett Withening products. Similarly, brand trust had a positive and significant effect on the purchasing decisions of Scarlett Withening products.*

**Keywords:** *Celebrity Endorser, Brand Image, Brand Trust, Purchasing Decision*

A circular stamp from STIESIA SURABAYA is visible in the background. The stamp contains the text: "I certify that this translation is true and accurate, Prepared by a professional translator. This translation is provided on this day 20/2/23". Below the stamp is a blue ink signature and the name "M. Faizal, S.Pd., M.Pd.".