

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Social Media Marketing*, *Brand Ambassador*, *Product Quality* terhadap Keputusan Pembelian *Body Lotion Scarlett Whitening*. Metode penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan teknik *purposive sampling*. Populasi penelitian ini yaitu generasi milenial dan generasi Z pengguna produk *Body Lotion Scarlett Whitening* yang berada di wilayah Jakarta dengan sampel yang digunakan sebanyak 233 responden. Teknik analisis data yang digunakan dalam penelitian ini yaitu uji outer model meliputi: *Loading Factor*, *Convergent Validity (AVE)*, *Discriminant Validity (Cross Loading)*, *Reliabilitas (Composite Reliability, Cronbach Alpha)*. Uji inner model meliputi: *Nilai R-Square*, *Q-Square*, *Normed Fit Index (NFI)*, Koefisien Jalur. Hasil penelitian ini menunjukkan bahwa *Social Media Marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian, *Brand Ambassador* berpengaruh positif dan signifikan terhadap keputusan pembelian, *Product Quality* berpengaruh positif dan signifikan terhadap keputusan pembelian.

**Kata Kunci:** *Social Media Marketing, Brand Ambassador, Product Quality, Keputusan Pembelian, Scarlett Whitening*



## ***ABSTRACT***

This study aims to determine the effect of Social Media Marketing, Brand Ambassador, Product Quality on Purchasing Decisions for Scarlett Whitening Body Lotion. This research method uses a quantitative approach using purposive sampling technique. The population of this study is the millennial generation and generation Z users of Scarlett Whitening Body Lotion products in the Jakarta area with a sample size of 233 respondents. The data analysis technique used in this study is the outer model test including: Loading Factor, Convergent Validity (AVE), Discriminant Validity (Cross Loading), Reliability (Composite Reliability, Cronbach Alpha). Inner model tests include: R-Square value, Q-Square, Normed Fit Index (NFI), Path Coefficient. The results of this study indicate that Social Media Marketing has a positive and significant effect on purchasing decisions, Brand Ambassadors have a positive and significant effect on purchasing decisions, Product Quality has a positive and significant effect on purchasing decisions

***Keywords: Social Media Marketing, Brand Ambassador, Product Quality, Purchase Decision, Scarlett Whitening***

