

***The Influence of Lifestyle, Brand Ambassadors, and Electronic Word of Mouth
on the Decision to Purchase Scarlett Whitening Products***

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Abstract

The study entitled “The Influence of Lifestyle, Brand Ambassador, and Electronic Word of Mouth on Purchase Decisions for Scarlett Whitening Products” aims to analyze and empirically examine the effects of lifestyle, brand ambassador, and electronic word of mouth on purchase decisions for Scarlett Whitening products. The population of this study consists of consumers who have purchased or used Scarlett Whitening products in the Jabodetabek area. This research employs a quantitative approach with a sample of 144 respondents selected using a non-probability sampling technique through purposive sampling. The hypothesis testing process was carried out using the PLS-SEM technique with SmartPLS 4 as the analytical tool. The findings of this study indicate that the lifestyle variable has a significant influence on purchase decisions for Scarlett Whitening products, the brand ambassador variable has a significant influence on purchase decisions for Scarlett Whitening products, and the electronic word of mouth variable also significantly influences purchase decisions for Scarlett Whitening products.

Keyword: *Lifestyle, Brand Ambassador, Electronic Word of Mouth, and Purchase Decisions*

Pengaruh *Lifestyle*, *Brand Ambassador*, dan *Electronic Word of Mouth* Terhadap *Purchase Decisions* Produk Scarlett Whitening

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Abstrak

Penelitian dengan judul “Pengaruh *Lifestyle*, *Brand Ambassador*, dan *Electronic Word of Mouth* Terhadap *Purchase Decisions* Produk Scarlett Whitening” bertujuan untuk menganalisis serta menguji secara empiris pengaruh *lifestyle*, *brand ambassador*, dan *electronic word of mouth* terhadap *purchase decision* produk Scarlett Whitening. Populasi penelitian ini adalah seluruh konsumen yang pernah membeli atau menggunakan produk Scarlett Whitening di wilayah Jabodetabek. Pendekatan penelitian yang digunakan adalah kuantitatif dengan sampel sebanyak 144 responden yang dipilih melalui teknik *non-probability sampling* dengan metode *purposive sampling*. Proses pengujian hipotesis dalam penelitian ini dilakukan dengan menerapkan teknik PLS-SEM menggunakan SmartPLS 4 sebagai alat analisis. Hasil yang diperoleh dari penelitian ini adalah variabel *lifestyle* berpengaruh signifikan terhadap *purchase decision* produk Scarlett Whitening, variabel *brand ambassador* berpengaruh signifikan terhadap *purchase decision* produk Scarlett Whitening, dan variabel *electronic word of mouth* berpengaruh signifikan terhadap *purchase decision* produk Scarlett Whitening.

Kata Kunci: Gaya Hidup, Duta Merek, Pemasaran Elektronik Mulut ke Mulut, Keputusan Pembelian