

**ANALYSIS OF THE INFLUENCE OF BRAND AMBASSADOR AND
BRAND AWARENESS ON PURCHASE DECISIONS WITH BRAND IMAGE
AS A MEDIATING VARIABLE FOR SCARLETT BODY LOTION**

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Abstract

This study aims to analyze the direct effects of brand ambassador and brand awareness on purchase decision, as well as to examine the role of brand image as a mediating variable among consumers of Scarlett Body Lotion in the Special Capital Region of Jakarta. The research employs a quantitative approach with a survey design. Data were collected using a 1–5 Likert-scale questionnaire. A total of 185 respondents who had purchased and used Scarlett Body Lotion and resided in the five administrative areas of DKI Jakarta (excluding Kepulauan Seribu) were selected using purposive sampling. Data were analyzed using PLS-SEM with the assistance of SmartPLS 4 software. The results show that brand ambassador and brand awareness have a positive and significant effect on purchase decision, while brand image does not have a statistically significant direct effect on purchase decision. The indirect effect test confirms that brand image is unable to mediate the influence of brand ambassador and brand awareness on purchase decision, indicating a non-mediation pattern in which purchase decisions are better explained by the direct paths. These findings emphasize that for local beauty brands with high levels of brand awareness such as Scarlett Body Lotion, strengthening the roles of brand ambassador and brand awareness is more crucial than relying on brand image as a mediating factor.

Keyword : *Brand Ambassador, Brand Awareness, Brand Image, Purchase Decision, Scarlett Body Lotion*

ANALISIS PENGARUH *BRAND AMBASSADOR* DAN *BRAND AWARENESS* TERHADAP *PURCHASE DECISION* DENGAN *BRAND IMAGE* SEBAGAI MEDIASI PADA SCARLETT BODY LOTION

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Abstrak

Studi ini menganalisis pengaruh langsung *brand ambassador* dan *brand awareness* terhadap *purchase decision*, serta menguji peran *brand image* sebagai variabel mediasi pada konsumen Scarlett Body Lotion di Daerah Khusus Jakarta. Studi menggunakan pendekatan kuantitatif dengan survei. Data dikumpulkan melalui kuesioner skala Likert 1–5. Terdapat 185 responden yang pernah membeli dan menggunakan Scarlett Body Lotion dan berdomisili di lima wilayah administrasi DKI Jakarta (kecuali Kepulauan Seribu) dengan teknik *purposive sampling*. Analisis data dilakukan menggunakan PLS-SEM dengan bantuan perangkat lunak SmartPLS 4. Hasil studi menjelaskan bahwa *brand ambassador* dan *brand awareness* berpengaruh positif dan signifikan terhadap *purchase decision*, sedangkan *brand image* tidak berpengaruh signifikan secara langsung terhadap *purchase decision*. Uji tidak langsung mengonfirmasi bahwa *brand image* tidak mampu memediasi pengaruh *brand ambassador* maupun *brand awareness* terhadap *purchase decision*, sehingga pola hubungan yang terbentuk termasuk kategori *non-mediation* dan pengaruh keputusan pembelian lebih banyak dijelaskan oleh jalur langsung. Temuan ini menegaskan bahwa pada merek kecantikan lokal dengan tingkat *brand awareness* yang tinggi seperti Scarlett Body Lotion, penguatan peran *brand ambassador* dan *brand awareness* menjadi lebih krusial dibandingkan ketergantungan pada citra merek sebagai mediator.

Kata kunci: Duta Merek, Kesadaran Merek, Citra Merek, Keputusan Pembelian, Scarlett Body Lotion.