

**THE EFFECT OF CELEBRITY ENDORSER REVIEW AND BRAND
IMAGE ON PURCHASE DECISIONS
(Case Study on Scarlett Whitening Body Lotion users)**

ABSTRACT

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This study aims to determine and explain the effect of *celebrity endorser* dan *brand image* on purchasing decisions for users of Body Lotion Scarlett Whitening products in Jombang. This study uses an explanatory research method which is carried out through data collection in the field. The population is users of the Scarlett Whitening Body Lotion product in Jombang with a research sample of 100 people, data analysis using Multiple Linear Regression statistical method and hypothesis testing and coefficient of determination. Based on the results of the study, it showed that *Celebrity Endorser* was able to improve purchasing decisions on Scarlett Whitening Body Lotion products and *Brand Image* was able to improve purchasing decisions on Scarlett Whitening Body Lotion products.

Keywords: Celebrity Endorser, Brand Image and Purchase Decision