

***THE EFFECT OF BRAND AMBASSADOR AND VIRAL MARKETING ON
LOCAL SKINCARE PRODUCTS ON PURCHASE DECISIONS
(STUDY ON SCARLETT WHITENING X SONG JOONG KI IN JOMBANG
CITY)***

ABSTRACT

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This study aims to determine, analyze and explain the influence of brand ambassadors and viral marketing on purchase decisions. The approach used in this research is explanatory research. This research is intended to explain the position of the variables studied and the influence between one variable and another.

This study uses quantitative methods, namely methods that use a number of samples and numerical data. The population in this study were consumers of Scarlett Whitening x Song Joong Ki in Jombang city, with a sample of 100 respondents who were taken using the Accidental Sampling technique. Data collection techniques using a questionnaire. The method of data analysis in this study used multiple linear regression analysis and hypothesis testing and the coefficient of determination.

Based on the results of the study, it shows that brand ambassadors and viral marketing have a significant effect on purchasing decisions. Thus, it can be said that brand ambassadors and viral marketing influence purchasing decisions.

Keywords: Brand Ambassador, Viral Marketing, Purchase Decision