

## THE INFLUENCE OF BRAND AMBASSADOR, BRAND IMAGE AND HALAL LABELS ON PURCHASING DECISIONS ON SCARLETT WHITENING PRODUCTS

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### Abstract

This study aims to determine the effect of brand ambassadors, brand image, and halal labeling on purchasing decisions for Scarlett Whitening products. This study uses a descriptive quantitative approach with a population of Sidoarjo people who have bought Scarlett Whitening products and are more than 17 years old. The sample was selected using purposive sampling technique. Data collection was carried out through distributing questionnaires, where respondents' answers were measured using a Likert scale. Data analysis using the SmartPLS (Partial Least Square) 4.0 tool. The results of this study prove that Brand Ambassador has an effect on purchasing decisions on scarlett whitening products. In addition, Brand Image affects purchasing decisions on scarlett whitening products and Halal Label affects purchasing decisions on scarlett whitening products.

**Keywords:** Brand Ambassador, Brand Image, Halal Labels, Purchasing Decisions

## INTRODUCTION

Along with the rapid development of technology in this day and age, of course, the desires and needs in terms of appearance, especially in beauty care, are also growing (A'yun & Fitra, 2023). This encourages people to have healthy and clean skin, especially during high levels of mobility. Appearance is a special attraction for almost everyone. Especially for women, caring for and maintaining healthy skin is one way to maintain beauty and increase attractiveness (D. Apriliani & Hayuningtias, 2023). Care is now a primary need among women, so that body care products are increasingly sought after. One example of a skin care product that is often used by women and men to teenagers, including teenagers, is the Scarlett Whitening product.

Currently, body care is very popular among the public because many people want to look beautiful with white and healthy skin. Scarlett is a local beauty brand that has experienced rapid growth in Indonesia since it was founded in 2017 by Felicya Angelista. Scarlett produces various types of care products, including body care, face care, hair care, and perfumes, that have received BPOM certification to ensure their safety and quality. Scarlett Whitening is a product that focuses on facial and body skin care, designed to brighten skin and improve skin health with the main content of Glutathione and Vitamin E. Glutathione is known for its ability to brighten skin and reduce blemishes, while Vitamin E functions as an antioxidant that helps maintain skin moisture and health.



**Figure 1**  
**Sales Data**  
Source: google trends 2022

Based on the data in Figure 1 from Google Trends, Scarlett Whitening experienced a significant increase in 2020, for the three years it was founded. However, in 2021, there was a significant decline from 256 products to only 83 products sold. In 2022, Scarlett Whitening sales recovered after the decline, with 104 products sold in February and increasing to 244 products sold in March (Diana et al., 2022). The decline in sales of Scarlett Whitening products that occurred after that did not change the product's status as a top brand. However, the decline that continues to occur certainly has the potential to threaten the sustainability of the product's position in the future. Scarlett Whitening products have received a lot of praise from consumers, however, Scarlett Whitening product marketing, which initially experienced a high spike, is now starting to experience a decrease in intensity. This significant decline shows that the company needs to take new steps to attract consumer interest in purchasing decisions, such as collaborating with global celebrities who have wide popularity (Asia, 2023).

Scarlett products need to know the consumer purchasing decision-making process in order to develop products with attributes that suit their needs and desires. Consumers are the main focus of the company. To understand buyer behavior when choosing a purchase option, it is important for a brand to conduct research on what factors influence buyers' choices to buy a product. Scarlet must be able to motivate consumers in choosing to purchase products to support their appearance so that they can have healthy, well-groomed skin and look beautiful (Mohamad Basuni et al., 2023).

Purchasing decisions are a series of physical and mental processes that consumers experience in determining the purchase of a product (Priansa, 2020). Purchasing decisions are related to consumer behavior, where the choices made by consumers are based on their experience and knowledge of a product. Many factors influence purchasing decisions, one of which is the brand ambassador. Brand ambassadors are a means utilized by companies to interact and establish relationships with the public (Lea-Greenwood, 2012). Song Joong Ki is a Korean celebrity who is the brand ambassador for Scarlett Whitening. Thanks to the various achievements that Song Joong Ki has, he finally has many fans from various generations, one of which is Gen Z, so that he can be recognized and trusted by the public as a safe and quality product to use (Mulyana & Kaligis, 2023).

In choosing a product, consumers often make comparisons and decide to buy based on a superior brand image or reputation (Akfinniha & Sari, 2022). Consumers who have a positive view of a brand tend to have a higher probability of making a purchase. Brand image includes the overall views and assessments of consumers which are a representation of their beliefs about the brand based on the information and experiences they get, a positive image that has been formed in the minds of consumers can increase their chances of buying the product (Anam et al., 2020)

In addition, the thing that must be considered when someone uses a product is its halal aspect. The Halal Label Certificate is a written fatwa issued by the Indonesian Ulama Council and given to certain companies as proof that the company has passed the product halal test. Consumers generally believe that products with a halal label are safe to use, especially cosmetic products, which are something that is continuously attached to the skin so they will consider its halalness (Kusuma Wardhani et al., 2022).

Previous research has revealed various factors that influence purchasing decisions. The results showed that brand ambassadors have a positive and significant impact on purchasing decisions (Liya et al., 2021). then based on the results of other studies found the results of brand ambassador variables have a significant effect on purchasing decisions (Oktavia et al., 2022). However, other studies have presented different results that brand ambassadors have no effect and are not significant on purchasing decisions (Amin & Yanti, 2021). Research that has been conducted explains that brand image has a significant influence on purchasing decisions (Syafriandra & Adji Kusuma, 2024). Other research reveals similar results that brand image has a positive and significant effect on purchasing decisions (Helm et al., 2022). But other research shows that brand image has a significant negative effect on purchasing decisions (Mbetete & Tanamal, 2020). Research that has been conducted shows that the halal label has a significant effect on purchasing decisions (El-Farobie et al., 2021). Then based on previous research, it explains that the halal label has a positive and significant impact on purchasing decisions (Aeni & Lestari, 2021). However, contrary to this, other research reveals that the halal label does not affect purchasing decisions (Uliya et al., 2023).

Based on the description above, it can be concluded that there are gaps or gaps (evidence gaps) that have been found in previous studies regarding the influence of brand

ambassadors, brand image, and halal labels on purchasing decisions, therefore researchers are interested in conducting further research to find out the results of renewal.

## **REVIEW OF LITERATURE**

### **Purchase Decision**

A purchase decision refers to the initial stage in a process whereby consumers choose to buy a product, whether in the form of goods or services (Hariyanto, 2023). It is a procedure influenced by multiple factors—such as product attributes, brand, distribution channels, and timing—which collectively shape the consumer's final decision (Kotler & Keller, 2012). According to Ansari et al. (2019), the purchase decision is the result of an interaction among attitudes, needs, thoughts, and cultural values that ultimately lead consumers to make a final selection after due consideration.

This process marks the starting point at which a product begins to fulfill consumers' needs and desires. Purchasing decisions often arise from problems encountered by consumers, and the chosen products serve as solutions to those problems. Firmansyah (2019) identifies several phases within the purchase decision process: consumers first recognize a problem, followed by seeking relevant information through various media channels. They then evaluate alternative options before arriving at a decision to purchase, which is subsequently followed by post-purchase behavior—how consumers perceive and respond to the product after using it.

### **Brand Ambassador**

A brand ambassador plays a crucial psychological role, often engaging emotions unconsciously to generate pride in consumers who use a particular product. Selecting the right brand ambassador is thus an effective strategy for influencing consumer behavior (Firmansyah, 2019). Brand ambassadors act as intermediaries between companies and the public, serving to increase marketing effectiveness and communicate the brand message to a wider audience (Ajnya Dian et al., 2023).

Their influence on purchasing decisions lies in their capacity to convey messages, establish relationships, and encourage consumers to make purchases, thereby driving up sales. Previous studies have consistently shown that brand ambassadors have a positive and

significant impact on consumers' purchase decisions (Rejeki & Sabardini, 2023; Ghadani et al., 2022; Chintya, 2023). This relationship is closely tied to the ambassador's visibility, credibility, attractiveness, and persuasive power—attributes that shape consumer perception and trust in the brand (Firmansyah, 2019).

### **Brand Image**

Brand image is a perception formed in the consumer's mind based on their beliefs, prior knowledge, and experiences with a brand (Fandi, 2016; Sitorus et al., 2013). The same product, from the same producer, may generate different brand images for different consumers depending on individual perceptions (Firmansyah, 2019). A strong and positive brand image tends to increase consumer interest and ease the decision-making process (Nadira & Genoveva, 2020).

In essence, brand image reflects the consumer's assessment—whether positive or negative—that remains stored in memory. When a product meets expectations, it fosters trust and satisfaction, which are essential for maintaining brand loyalty (Sanny et al., 2020). Consistent with theoretical perspectives and empirical findings, brand image is widely acknowledged to significantly influence purchasing decisions (Syarifudin, 2019; Srihadi & Pradana, 2021). However, contrasting evidence also exists, suggesting that in some cases, brand image may not significantly impact purchase outcomes (Mbeti & Tanamal, 2020). Key elements that define brand image include brand strength, the extent to which the brand is favorably remembered, and its uniqueness compared to competitors (Syarifudin, 2019).

### **Halal Labels**

A halal label is a formal marker that signifies a product's compliance with halal standards. It often features the word "Halal" in Arabic or another script, accompanied by a code issued by the Ministry upon successful halal certification through an MUI-accredited institution (Susanti et al., 2021). As a written statement on product packaging, it assures Muslim consumers of the product's permissibility according to Islamic law (Simbolon, 2019).

The inclusion of a halal label serves as a critical reference point for consumers, particularly those who prioritize religious adherence in their consumption behavior. It is common for consumers to inspect product packaging to verify halal certification before committing to a purchase (El-Farobie et al., 2021). Therefore, halal labeling plays a vital role

in shaping consumer confidence and influencing purchase decisions. Empirical research supports this notion, demonstrating that halal labels significantly and positively affect purchasing behavior (Fahmul Iltiham & Nizar, 2019; Anisya et al., 2020), although other studies have found no significant impact in certain contexts (Desmayonda & Trenggana, 2019).

According to Government Regulation Number 69 of 1999, halal labeling involves several dimensions, including the visual representation of the label (such as a logo or patterned symbol), the clarity of written information, a combination of both image and text, and the proper placement of the label on the product packaging to ensure visibility and accessibility for consumers.

## **RESEARCH METHOD**

This research uses quantitative research methods with a descriptive approach. Quantitative research is a method used in the view of science applied to research certain populations or samples. Instruments such as quantitative and statistical analysis have the main objective of testing existing hypotheses through data collection (Hardani et al., 2022). This study was conducted in the Sidoarjo Regency community.

A population is a group of objects or subjects that have limited attributes determined by researchers, and conclusions are drawn (Suriani et al., 2023). The population taken in this study was the Sidoarjo Regency community who had used Scarlett Whitening products. In this research, the sampling method used was non-probability sampling with purposive sampling techniques. Non-probability sampling is a method where each element in the population does not have the same chance of being selected as a sample. Meanwhile, purposive sampling is a sample selection technique that selects subjects based on specific standards that have been set by researchers with the aim of obtaining samples that are most in accordance with research objectives (Priadana & Sunarsi, 2021). In this technique, the samples taken are part of the population that has been selected based on research objectives. The sampling criteria include men and women aged 17-40 years who have used Scarlett Whitening products. Because the population size in the study is unknown, the formula used to determine the number of samples required is the Lemeshow formula (M. Abdullah, 2019)

Based on the number of samples calculated as many as 96.04, the number was rounded to 100 respondents. Rounding was done to ensure that the number of samples met the minimum eligibility requirements in the study, which ranged from 30 to 100 respondents (Sugiyono, 2013). The data source used in this study was primary data obtained through a questionnaire distributed online via Google Forms to consumers who had met the criteria relevant to the research objectives. Data collection used a questionnaire distributed via Google Forms, using an interval scale to determine the weight of the respondent's assessment. Measurements were made using a Likert scale consisting of 5 levels of assessment, namely: score 1 (strongly disagree), score 2 (disagree), score 3 (neutral), score 4 (agree), and score 5 (strongly agree) (D. K. Abdullah et al., 2017).

Data analysis used the SmartPLS (Partition Last Square) application to analyze the primary data that had been obtained. PLS-SEM (Partial Least Squares Structural Equation Modeling) analysis was chosen because of its suitability in testing theoretical frameworks through complex structural models involving various indicators or model relationships. SmartPLS is a multivariate engineering tool that allows the measurement of explanatory variables and response variables in one calculation. The stages of using SmartPLS include two stages of testing, namely the Measurement Model Test (Outer Model) assessing the validity and reliability of the indicators used to measure latent variables and the Structural Test (Inner Model) testing the relationship and influence between latent variables in the structural model (Solling Hamid & M Anwar, t.t.).

In evaluating the measurement model (Outer Model) with SmartPLS, the main step is to conduct a validity test. In the convergent validity test, which is measured by looking at the Loading Factor value exceeding 0.7, and Average Variance Extracted (AVE) greater than 0.5, it can be considered valid. Meanwhile, discriminant validity is evaluated through cross-loading, Square Root Average Variance Extracted (AVE), and correlation between latent constructs. In addition, reliability is also assessed using Composite Reliability (CR) and Cronbach's Alpha (CA)  $\rho_{hi\_A}$ , each of which exceeds 0.7.

When evaluating the Structural Model (Inner Model) in SmartPLS, what is assessed is the percentage of variance explained by looking at the R-Square ( $R^2$ ) Coefficient of acceptance. Value of  $f_d$  for endogenous latent constructs. The R-Square value indicates the

predictive power of the structural model, which is equivalent to the interaction in OLS regression. Hypothesis testing using the bootstrapping path coefficient value, if the p-value <0.05, then the hypothesis can be accepted (Duryadi, 2021).

## RESULTS AND DISCUSSION

### Measurement Model Testing (Outer Model)

The purpose of the measurement model test is to link indicators with latent variables through analysis on the outer model. This test covers several aspects, including composite reliability, convergent validity, discriminant validity, and reliability test. A loading factor value is said to be valid if the correlation value is > 0.7.

**Table 1**  
**Loading Factor**

	Brand Ambassador (X1)	Brand Image (X2)	Halal Labels (X3)	Purchasing Decisions (Y)
BA1	0.827			
BA2	0.775			
BA3	0.844			
BA4	0.799			
CM1		0.800		
CM2		0.765		
CM3		0.847		
LH1			0.864	
LH2			0.730	
LH3			0.750	
LH4			0.837	
KP1				0.781
KP2				0.789
KP3				0.858
KP4				0.766
KP5				0.789

Source: Data processed SmartPLS 4.0 (2024)

Based on the table above, it shows that each indicator of Brand Ambassador, brand image, halal label, and Purchasing Decision on the loading factor value has a value above 0.7. So it can be concluded that the indicator is valid and suitable for further analysis.

**Table 2**  
**Average Variance Extracted**

Indicator	Average Variance Extracted (AVE)
Brand Ambassador	0.659
Brand Image	0.647

Halal Labels	0.635
Purchasing Decisions	0.635

Source: Data processed SmartPLS 4.0 (2024)

Based on Table 2 above, it shows that the AVE value for all variables is >0.5. Thus, all variables can be declared reliable, which means that each variable has good discriminant validity.

**Table 3**  
**Cross-Loading**

	<b>Brand Ambassador (XI)</b>	<b>Brand Image (X2)</b>	<b>Halal Labels (X3)</b>	<b>Purchasing Decisions (Y)</b>
BA1	<b>0.827</b>	0.676	0.564	0.657
BA2	<b>0.775</b>	0.420	0.424	0.512
BA3	<b>0.844</b>	0.436	0.379	0.477
BA4	<b>0.799</b>	0.377	0.255	0.430
CM1	0.400	<b>0.800</b>	0.484	0.569
CM2	0.463	<b>0.756</b>	0.642	0.634
CM3	0.596	<b>0.847</b>	0.631	0.660
LH1	0.384	0.550	<b>0.864</b>	0.490
LH2	0.475	0.605	<b>0.730</b>	0.550
LH3	0.357	0.550	<b>0.750</b>	0.515
LH4	0.432	0.618	<b>0.837</b>	0.655
Y1	0.370	0.534	0.497	<b>0.781</b>
Y2	0.387	0.561	0.496	<b>0.789</b>
Y3	0.646	0.706	0.593	<b>0.858</b>
Y4	0.591	0.636	0.607	<b>0.766</b>
Y5	0.557	0.621	0.586	<b>0.789</b>

Source: Data processed SmartPLS 4.0 (2024)

Based on the table above it shows that the cross-loading on each variable has a value greater than 0.5. This is from all indicators on each variable that have met discriminant validity. After the validity test is carried out, the next step is to measure the reliability of the internal consistency of the construct based on the Cronbach's alpha, rho\_A, and composite reliability values, where each minimum value required is greater than 0.7.

**Table 4**  
**Reliability Test Results and Cronbach's Alpha**

Indicator	Cronbach's Alpha	Rho a	Composite Reliability
Brand Ambassador	0,829	0,847	0,885
Brand Image	0,727	0,730	0,846
Halal Labels	0,807	0,815	0,847
Purchasing Decisions	0,857	0,865	0,897

Source: Data processed SmartPLS 4.0 (2024)

Based on the table above, it shows that all Cronbach's Alpha values for the variables are above 0.7. In addition, the Composite Reliability value also exceeds 0.7. It can be concluded that all variables in this study have good consistency and reliability.

**Structural Model Analysis (Inner Model)**

**R Square**

This R Square explains more about exogenous variables in the endogenous model. With a value of 0.67 said to be strong, moderate 0.33, and weak if 0.19. The results of the R Square value can be seen in the table below.

**Table 5**  
**R Square Test**

	R Square	R Square Adjusted
Purchasing Decisions	0,682	0,672

Source: Data processed SmartPLS 4.0 (2024)

Based on the table above, the value of the Adjusted R Square is 0.672. This indicates that this research model is included in the category of models with a strong level of influence.

**Path Coefficients**

The coefficient test or path coefficients are used to evaluate the significance in testing the hypothesis, whether it is true or not. The coefficient test can be seen in the original sample, the T-statistic value, and P-values. If the Original Sample Value is positive, this indicates that the results are in line with the direction of the hypothesis and have a positive influence. The T-statistic value is said to be significant if the number is greater than 1.96. While for the P Values to determine whether the hypothesis is accepted, where the hypothesis is accepted if the number is not greater than 0.05

**Table 6**  
**Path Coefficients**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic ( O/STDEV )	P Values
Brand Ambassador -> Purchasing Decisions	0.263	0.280	0.091	2.888	0.004
Brand Image -> Purchasing Decisions	0.431	0.413	0.124	3.473	0.001
Halal Labels-> Purchasing Decisions	0.250	0.260	0.117	2.141	0.032

Source: Data processed SmartPLS 4.0 (2024)

Based on the table above, it shows that the Brand Ambassador variable (X1) on purchasing decisions (Y) has a coefficient value of 0.263, a T-statistic value  $>$  T-table (1.96), which is 2.888, and for P-value of 0.004 or  $<$ 0.5. So that the Brand Ambassador can be stated to have a positive and significant effect on purchasing decisions, for the H1 hypothesis to be accepted. The Brand Image variable (X2) on purchasing decisions (Y) has a coefficient value of 0.431, a T-statistic value  $>$  T-table (1.96), which is 3.473, and a P-value of 0.001 or  $<$ 0.5. So that Brand Image can be stated to have a significant positive effect on purchasing decisions, for the H2 hypothesis to be accepted. The Halal Label variable (X3) on purchasing decisions (Y) has a value with a coefficient of 0.250, a T-statistic value  $>$  T-table (1.96), which is 2.141, and for P-values of 0.032 or  $<$ 0.5. So that the Halal Label can be stated to have a positive and significant effect on purchasing decisions, for the H3 hypothesis to be accepted.

### **Brand Ambassadors Influence Purchasing Decisions**

The results of the analysis prove that Brand Ambassador has a positive and significant influence on purchasing decisions. This proves that the attractiveness of Soong Joong Ki as a Brand Ambassador plays a role in influencing consumers in deciding purchases because of their chemistry so that it is easier to attract consumers to choose Scarlett Whitening products as care products to be consumed, then the popularity of Soong Joong Ki as a Brand Ambassador increases consumer confidence in a brand which ultimately encourages consumers to make purchasing decisions. In addition, Soong Joong Ki has the power to influence consumers to buy Scarlett whitening products so that he can convince them to choose products that are beneficial for skin health. The information conveyed by Soong Joong Ki about Scarlet Whitening products also provides many benefits about the product and is easy to understand, with the aim that consumers can obtain information that is relevant to the needs of the skin.

The results of this study are in accordance with the theory, which reveals that a brand Ambassador is a public figure who plays a role in promoting the company's products to increase brand recognition among the general public (Ajnya Dian et al., 2023). This is in line with previous studies, which prove that Brand Ambassadors have a positive and significant effect on purchasing decisions (Liya et al., 2021). In addition, Brand Ambassadors have a

positive and significant influence on purchasing decisions (Oktavia et al., 2022). Brand Ambassadors have a significant positive effect on purchasing decisions (Ghadani et al., 2022). Brand Ambassador has a significant positive effect on purchasing decisions (Chintya, 2023). Brand Ambassadors have a positive and significant influence on purchasing decisions (Herawati & Putra, 2023). Brand Ambassadors have a positive and significant influence on purchasing decisions (Akfinniha & Sari, 2022). Brand Ambassador has a positive influence on purchasing decisions (Rahma et al., 2024).

### **Brand Image Influence Purchasing Decisions**

According to the results of data analysis, it proves that Brand Image has a significant positive effect on purchasing decisions. This proves that the Scarlett Whitening brand has a uniqueness in its products, namely in body lotion and bodyscrub products that are useful for brightening and have a distinctive fragrance compared to other products. In addition, Scarlett Whitening has an appeal that is remembered by consumers, so that this brand continues to survive in their memories and encourages the decision to buy Scarlett Whitening products. Brand memories are formed due to effective promotions such as the collaboration of Scarlett Whitening products with Korean artists who are currently very popular, especially among teenagers and adults who have an interest in Korean artists. This allows Scarlett Whitening to maintain its position in consumers' minds because it brings a sense of security when using the product. Then Scarlett Whitening products have benefits that are suitable for skin problems because the formula contains effective and safe ingredients, so that consumers feel satisfied in meeting their needs and desires when using skin care products.

The research is consistent with the theory that consumer trust in a brand is influenced by information obtained or experiences felt after using the product so as to form a positive brand image (Syarifudin, 2019). These findings are consistent with previous research, which proves that Brand Image has a positive and significant effect on purchasing decisions (Syafriandra & Adji Kusuma, 2024). This research is in line with Brand Image has a positive and significant influence on purchase decisions (Helm et al., 2022). Brand Image has a positive and significant influence on purchase decisions (Srihadi & Pradana, 2021). Brand Image has a significant positive influence on purchase decisions (Rahma et al., 2024). Brand Image has a significant positive influence on purchase decisions (Supangkat &

Pudjoprastyono, 2022). Brand Image has a positive and significant influence on purchase decisions (Rosita & Novitaningtyas, 2021). In addition, Brand Image has a positive and significant influence on purchase decisions (Anam et al., 2020).

### **Halal Labels Influence Purchasing Decisions**

Based on the test results, it shows that the influence of the halal label has a significant positive effect on purchasing decisions. This proves that images on halal labels, such as the widely recognized halal logo, have the power to persuade consumers to make purchases. A clear visual that the product meets halal standards makes consumers feel more confident in choosing Scarlett Whitening. Furthermore, the existence of a halal label that is clearly attached and easily found on the packaging increases consumer confidence, which ultimately encourages them to decide to purchase Scarlett Whitening products. The combination of images and text on the halal label makes it easier for consumers to understand the halal status of the product, so that consumers can quickly access the information needed and convince consumers to choose skin care products. In addition, the writing on the halal label reads the halal certification, which also strengthens the Scarlett Whitening purchase decision because it provides clarity regarding the halal status of the product.

Several supporting theories state that the presence of a Halal Label on packaging can influence consumers, especially the Muslim community, in choosing halal products. The presence of this label provides a sense of protection and comfort when consuming products, which can increase trust and make it easier for consumers to make purchasing decisions (Fahmul Iltiham & Nizar, 2019). This is supported by previous research, which proves that the halal label has a positive and significant effect on purchasing decisions (El-Farobie et al., 2021). Halal labels have a significant positive effect on purchase decisions (Aeni & Lestari, 2021). Halal labels have a positive and significant influence on purchasing decisions (Anisya et al., 2020). This research is in line with the halal label has a positive and significant effect on purchasing decisions (Rahmaniah et al., 2024). Halal labels have a significant positive effect on purchase decisions (Susanti et al., 2021). Halal Label has a positive and significant influence on purchase decisions. In addition, Halal Labels have a positive and significant influence on purchase decisions (Kusuma Wardhani et al., 2022).

## CONCLUSION

According to the analysis of research data and descriptions of Brand Ambassadors, Brand Image, and Halal Label, there is a positive and significant influence on Purchasing Decisions for Scarlett Whitening products in Sidoarjo. Soong Jong Ki, as a Brand Ambassador, succeeded in attracting consumers to use Scarlett Whitening products. Brand Image is carried out by the strength of the brand or the information conveyed successfully meeting the needs and desires of consumers. In addition, the existence of a halal label on Scarlett Whitening products encourages consumers to be more confident in choosing Scarlett Whitening as a skin care product that is suitable for skin needs.

This research has several important implications. First, the existence of a Brand Ambassador has a big influence on the decision to purchase Scarlett Whitening products. Second, it is important for a brand to create a good image and provide a clear explanation of the brand to consumers, so that consumers can have a good view of the brand and its products. Third, the existence of a halal label plays an important role in ensuring consumer confidence in choosing suitable skin care products. This study presents limitations that can be considered where this research only focuses on the influence of Brand Ambassadors, Brand Image, and Halal Label on Purchasing Decisions on Scarlett Whitening products in Sidoarjo. Second, this study only focuses on a specific population, namely the Sidoarjo area, where these results will be slightly irrelevant to other cities. So, there are several suggestions proposed for further research using a diverse population and not only focusing on one area in order to get good results.

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