

THE INFLUENCE OF BRAND AMBASSADORS, PRODUCT QUALITY AND PRICE ON THE INTEREST IN BUYING SCARLETT WHITENING PRODUCTS IN BEKASI

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Abstract: *The beauty product business has become increasingly attractive lately. This business has the potential to generate profits in the long term, especially if the target market feels the product is suitable. Beauty products are now spread in various types, with different purposes and levels of use, as well as the many ways that business people use to make their products known to the public. This incident certainly encouraged researchers to conduct research aimed at finding out what influences attract consumers to purchase a product. The variables used are brand ambassador, product quality and price on purchasing interest. Data was obtained from the results of an online questionnaire via Google form to 100 respondents using Scarlett Whitening products in Bekasi. Data analysis used IBM SPSS Statistics version 25 software with quantitative research methods. The research results reveal that brand ambassadors influence purchasing interest, then price also influences purchasing interest, while product quality has no influence on purchasing interest.*

Keywords : *Brand Ambassador, Product Quality, Price, Buying Interest*

Abstrak: *Bisnis produk kecantikan semakin menggiurkan akhir-akhir ini. Bisnis ini berpotensi menghasilkan keuntungan dalam jangka panjang, apalagi jika target pasar merasa produknya cocok, produk kecantikan kini tersebar dalam berbagai jenis, dengan tujuan dan tingkat penggunaan yang berbeda serta banyaknya cara yang digunakan pebisnis agar produk mereka dikenal oleh masyarakat. Kejadian ini tentunya mendorong peneliti membuat penelitian yang bertujuan untuk mengetahui pengaruh apa saja yang menarik konsumen melakukan pembelian pada suatu produk. Variabel yang digunakan yaitu brand ambassador (duta merek), kualitas produk dan harga terhadap minat beli. Data diperoleh dari hasil kuesioner secara online melalui google formulir kepada 100 responden pengguna produk Scarlett Whitening di Bekasi. Analisis data menggunakan software IBM SPSS Statistics versi 25 dengan metode penelitian kuantitatif. Hasil penelitian mengungkapkan brand ambassador berpengaruh terhadap minat beli, lalu harga juga berpengaruh terhadap minat beli, sedangkan kualitas produk tidak berpengaruh terhadap minat beli.*

Kata Kunci: *Brand Ambassador, Kualitas Produk, Harga, Minat Beli*

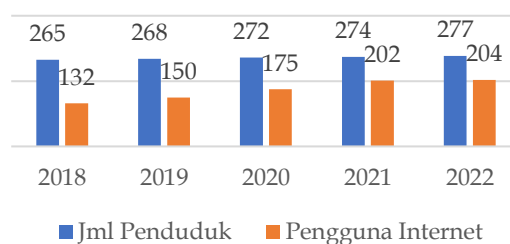
INTRODUCTION

Advances in science and technology today also have an impact on various aspects of human life, including trade. Because science and technology are able to change people's consumption behavior patterns (Prayogo & Nurdian, 2020). The acceleration of technological development is supported by a major event that hit the world in early 2020, namely the emergence of the Covid-19 virus. All countries, including Indonesia, feel the danger of the virus in the human body. The Covid-19 virus carries various effects of respiratory tract diseases and causes symptoms such as fever, fatigue, soreness, difficulty breathing, sore throat, and dry cough. There are also some cases that people who are infected cause symptoms of diarrhea, nasal congestion or do not show any symptoms and still feel healthy.

To break the chain of spread of the Covid-19 virus, all human activities outside the home are restricted, including shopping for daily necessities. This clearly has an impact on economic instability in Indonesia (Prayogo & Nurdian, 2020). But this condition actually has a positive impact, namely creating technological progress, in this case the internet. Now, people are accustomed to doing any activities from home, such as shopping, office meetings, school and establishing communication without limits of space and time. But there is a downside, that face-to-face communication is rare.

The advancement of internet technology seems to be a basic human need, and makes the business world higher for competition (Ghristian, 2016). Therefore, entrepreneurs and business people must be able to look for new opportunities to survive, strengthen and act critically, creatively and innovatively about the changes that occur (Murad & William, 2020).

Table 1. Growth of Internet Usage in Indonesia in the Last Five Years



Source: Hootsuite (We are Social): Indonesian Digital Report 2022

Table 1. It shows that the population continues to increase, and internet users also experience the same thing. The increase in internet users every year is much higher than the population. Internet users in the form of social media (such as Facebook, Instagram, TikTok, etc.) and e-commerce (such as Lazada, Shopee, Tokopedia, and others) continue to increase. Competition in business must be carried out by every entrepreneur in a healthy manner where every company is competing to promote a variety of products and maintain a reputation to retain consumers and obtain advantage. This is due to the emergence of new products so

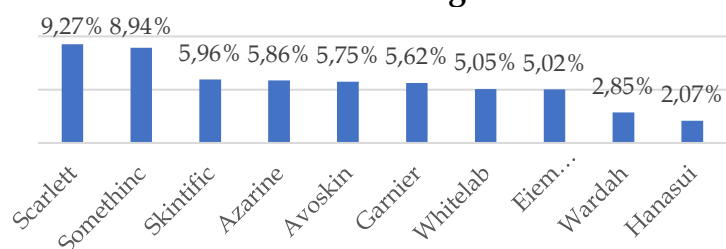
that Market competition is getting stronger. Companies need to choose the right and effective strategy in increasing consumer buying interest such as brand ambassadors, product quality and prices on the products they sell.

The beauty product business has begun to flourish in society recently. Beauty products are spread in various types, with different purposes and levels of use, some are produced domestically and some come from abroad. Public awareness in the use of beauty products is also increasing, namely the need to care for and beautify one's skin and appearance. Beauty products include things like hair products, facial products, lip care products, and so on. The popularity of beauty products in the midst of the Covid-19 pandemic shows that people are still interested in looking their best even in difficult times. This is because lifestyle changes and new trends make people more aware of its appearance. This is supported by the importance of facial care and cosmetology needs, the development of the cosmetic industry also increased in 2017 to reach 6.35% and in the quarter of 2018 to 7.36%. The Ministry of Industry predicts that the growth of the cosmetics industry will increase by 9% in 2019 and will continue to increase by 7% until 2021 (Kadek et al., 2022).

Fierce competition in the world of the beauty industry gives rise to cosmetic industry players who continue to grow from time to time (Ristauli Hutagaol & Safrin, 2022). In recent years, new cosmetic brands have emerged in Indonesia. These local brands are growing because they offer beauty products with good quality and affordable prices. One of the growing local cosmetic brands that is much discussed on social media is Scarlett Whitening (Sidi, 2022). Scarlett Whitening was founded in 2017 owned by an artist named Felicya Angelista. Starting from the many questions netizens on social media asked about the beauty products she was wearing at that time. Seeing a business opportunity, Felicya Angelista took the initiative to launch her own care products.

Scarlett Whitening has three product categories, namely facial care products, body care products, and hair care products (Tonce et al., 2020). The products offered are beauty products for body and facial care such as body scrub, body shower, body lotion, face serum, facial wash, day cream, night cream and face mask. Its mainstay ingredients are glutathione and vitamin E, which are believed to be able to brighten the skin tone of the body and face safely and naturally (Kholifah, 2023). Although still relatively new, Scarlett Whitening managed to achieve total sales reaching more than Rp.7 billion in less than 2 weeks (Sidi, 2022). From April to June 2022, total sales were IDR 210 billion (Sofiana, 2021). In fact, in less than 2 weeks, the total sales reached 7 billion. Scarlett Whitening's official stores are Shopee and Tokopedia.

Table 2. Top Rank Best Selling Face Serum Brands on Shopee and Tokopedia for the Period 16-31 August 2022



Source: <https://compas.co.id/article/serum-wajah-terlaris-2022/>

Table 2 shows ten beauty brands in Indonesia with face serum products. Scarlett Whitening at the very top position in face serum sales. Below it are the brands Somethinc, Skintific, Azarine, Avoskin, Garnier, Whitelab, Eiem Beauty, Wardah and Hanasui.

Table 3. Beauty Product Brand Ruler

Product Brand	Income
Scarlett Whitening	23.8M
Nivea	23.4M
Vaseline	15.0M

Source: (Julia & Kamilah, 2023)

Based on table 3, Scarlett Whitening is firmly in first place with the highest income at 23.8M. Nivea came in second at 23.4M, and Vaseline was third at 15.0M. Scarlett Whitening is a local brand, Nivea is a German brand and Vaseline is a brand from New York. Amazingly, local facial and body care brands are able to compete with two international beauty product brands. These three brands are juxtaposed because they both have body care products and are the category with the largest market share in Shopee and Tokopedia.

The marketing strategy applied by Scarlett Whitening is to collaborate with influencers, usually referred to as endorsements. In addition to working with Indonesian influencers and artists, the excellence of the Scarlett Whitening brand also attracts foreign idols by choosing several South Korean artists who are famous enough to become brand ambassadors. South Korean actor Song Joong Ki became the first brand ambassador of Scarlett Whitening internationally, this actor has popularity known by people from all over the world. After Song Joong Ki, in October 2021, Felicya Angelista took Twice, a girl group from JYP Entertainment, as the latest brand ambassador. These things also underlie this research related to business strategies considered effective enough to reach various groups. Celebrities who are attractive and liked by many people can increase brand awareness as well as high engagement (Michelle et al., 2022).

Research (Munawaroh et al., 2023) Finding a brand ambassador has a direct effect on brand image, but brand ambassadors do not directly affect Whitelab's skincare purchasing decisions. Samples from Whitelab skincare users and locations

are not restricted. Research (Identity, 2022) Looking at brand ambassadors, there is no significant influence on purchasing decisions on Rabbani Muslim Fashion products, but it has a significant effect on brand awareness. The respondents in this study were the people of Pekanbaru city. Research (Ghadani et al., 2022) Brand awareness and purchasing decisions are influenced by brand ambassadors. 105 employees at FEB Universitas Harapan Medan are sampled. These three have similarities, brand ambassador variables are related to buying decisions, while differences in population and sample and study location.

In the business field, product quality is a concern, as it can interest customers by itself. Scarlett Whitening, for example, ensures the integrity of its products throughout the distribution chain by using packaging that protects them. Scarlett Whitening usually uses a variety of materials, including plastic and glass (Maryam et al., 2022) Each Scarlett Whitening product is made from the best ingredients so that customers feel the maximum benefits and products from this local brand have also passed the BPOM test so they are safe to use.

Research (Halim & Iskandar, 2019) finding product quality variables did not have a significant effect on the interest in buying Nadja Brown Sugar products in DKI Jakarta. Research (R. K. Sari & Hariyana, 2019) finding product quality has a significant effect on online shopping repurchase interest in Situbondo. Research (Mahira et al., 2021) found that product quality has an effect and is significant on Indihome's customer satisfaction. These three studies both use product quality variables on buying interest or satisfaction.

One of the factors that influence buying interest is price (Kotler et al., 2018). Indicators characterizing prices according to (Kotler et al., 2014), Namely: affordability, price suitability with product quality, price according to ability or price competitiveness, price suitability with benefits.

Research (Halim & Iskandar, 2019) shows that price variables do not have a significant effect on the buying interest of Nadja Brown Sugar in DKI Jakarta. Research (Taan, 2021) found that price variables have a positive and significant effect on consumers' online buying interest on the Shopee online shopping site for students of the Faculty of Economics, Gorontalo State University. Research (Umar et al., 2020) finding price variables affects buying interest in the Lazada Online Store. Previous research has linked price to buying interest. Buying interest is a sense of interest in buying from consumers that arises after consumers make pre-purchase activities (Muhammad et al., 2022). Pre-purchase activities can take the form of consumers finding out what their needs are and products that can be adequate for these consumer needs. According to (Kotler et al., 1999), Buying interest arises after an alternative evaluation process and in the evaluation process, one will make a series of choices about the product to be purchased on the basis of brand or interest.

From previous studies, the Bekasi area has not become an object, where previous studies focused more on Jakarta and Riau (Prisilia & Rubiyanti, 2022; Safika & Raflah, 2021). Therefore, this study will fill this gap by examining the influence of brand ambassadors, product quality, and price on the buying interest of

Scarlett Whitening products in Bekasi, explaining its novelty and urgency in the context of a rapidly growing market.

THEORETICAL REVIEW

Brand Ambassador

Brand ambassador is a tool used by companies to communicate and connect with the public on how they actually increase sales (Lea-Greenwood & Gaynor, 2012). The use of the name brand ambassador or often called brand ambassador in product marketing is one of the productive and bold marketing strategies. Because the company hires a well-known figure or figure with a strong image from the point of view of society to inform about the product. This is supported by the statement (Alistian, 2022) Brand ambassador or brand ambassador is a person appointed by a company or product to represent explaining about the product so that it has a big impact on product sales to increase consumer interest in the product. It's the same with opinions (Fatila et al., 2022). A Brand ambassador is someone who is able to promote and describe a product to the public so that it has a significant impact on purchases.

Based on the definition above, it is concluded that a brand ambassador is a public figure or someone who has a high level of popularity who is chosen and used by a company as a marketing medium with the aim of increasing sales, growing reputation, and building brand awareness. This is supported by the results of the study (Alifiah & Marsudi, 2022) Stating that brand ambassadors have a significant influence on the purchase decision of Scarlett Whitening products as well as the results of research (Erica et al., 2022) Which states that brand ambassadors have a significant influence on purchasing decisions on Scarlett Whitening products. (Fatila et al., 2022) also supports the results of research that brand ambassadors have an influence on Scarlett Whitening's buying interest. However, this research makes a valuable contribution by focusing on the context in Bekasi as the object of research. This makes this study new, as most previous studies have focused more on other regions, such as Jakarta and Riau. Therefore, this study provides specific and relevant insights into the influence of brand ambassadors in increasing buying interest in Scarlett Whitening products in Bekasi. Thus, this study argues that brand ambassadors have a significant influence on buying interest and make the basis for formulating hypotheses as:

H1: Brand Ambassador has a significant and positive effect on consumer buying interest originating from Bekasi.

Product Quality

(Ajeng & Nova, 2022) Defining product quality is the ability to satisfy the needs of buyers whose product excellence is worth selling according to the expectations of customers. Because product quality is not only from the point of view of company needs but seen from the perspective of consumer needs. (Novianti & Sulivyo, 2021) argues that product quality is the ability of a product to perform its functions, which includes overall product durability, reliability, accuracy, ease of use

and repair, and other product attributes. It is also necessary to provide products and improve sales services (I. Sari, 2023).

Based on the above understanding, product quality is the ability of a product to show its various functions in order to satisfy and meet the needs and desires of consumers. The better the quality of the product, the greater the opportunity to provide satisfaction to customers and can increase the potential for ordinary customers to become loyal customers. This is supported by the results of the study (Alifiah & Marsudi, 2022). Product Quality has a significant effect on Scarlett Whitening Product Purchase Decisions. Same results with research (Julia & Kamilah, 2023) Product Quality has a positive and significant effect on Buying Interest. Consumers tend to be more interested in buying products that offer high quality. They believe that quality products will provide greater benefits and provide higher satisfaction. This concept supports the idea that product quality has a positive influence on consumer buying interest (Albari & Kartikasari, 2023). The research underlies the formulation of the following hypothesis:

H2: Product Quality has a significant and positive effect on buying interest.

Price

(Sandhy & Masharinon, 2020) Explaining in his research the price is the amount paid for a good and service or the amount that consumers exchange for profit for owning the product or service. (Nasution Amri M, 2019) Exposing prices is an important aspect in the business marketing mix, where a certain amount of money is handed over in exchange for a good or service.

Based on the theory, it is concluded that the price is the value of money determined by the seller as a benchmark exchange rate, and the buyer gives a certain amount of money to get the goods or services they want to buy. This is supported by the results of the study (Julia & Kamilah, 2023). Price has a positive and significant effect on buying interest. Price has a positive and significant effect on purchasing decisions (Fenny et al., 2021). The results of the study are fundamental to the formulation of the following hypothesis:

H3: Product Quality has a significant and positive effect on buying interest.

Buying Interest

(Kharisma & Hutasuhut, 2019) Defining buying interest i.e. consumer behavior that reflects the purchase plan of a certain number of products to choose from, buying interest indicates the tendency to choose brands that are preferred by consumers. The flexibility and ease of shopping factors support people's buying interest (I. Sari et al., 2022). According to (Andini & Lestari, 2021) Buying interest is the part of consumer behavior that arises in response to an object that expresses a person's desire to make a purchase.

Based on the above opinion, it can be concluded that buying interest is a feeling arising from consumers who show interest in buying a product to meet consumer needs or desires. This is reinforced by research (Alifiah & Marsudi, 2022) about the influence of price, brand ambassador and product quality on product purchase decisions Scarlett Whitening with the results of research on price variables,

brand ambassadors and product quality have a positive and significant effect on Scarlett Whitening's product purchase decision. The statement underlies the formulation of the following hypothesis:

H4: Brand Ambassador, product quality and price simultaneously and positively affect buying interest.

RESEARCH METHODS

This research uses quantitative methods with a descriptive research approach. Azwar defines descriptive research as a study that conducts analysis only up to the level of description, namely analyzing and presenting systematically so that it can be more easily understood and concluded (Rapih & Sutaryadi, 2018). This study used primary and secondary data. Primary data is obtained by disseminating questionnaire links online through google forms to one hundred respondents. Data from filling out the questionnaire was processed using IBM SPSS Statistics software version 25. Secondary data are obtained from books, journal articles and previous theses relevant to the research.

The population in this study is buyers and users of Scarlett Whitening products domiciled in Bekasi. Sampling uses non-probability sampling techniques where sampling does not provide equal opportunities and opportunities for the population to be selected into samples by the purposive sampling method, because the number of populations is unknown, it is calculated by the lemeshow formula (Akas et al., 2021).

$$n_0 = \frac{z^2 \cdot p(1-p)}{d^2}$$

Description

n = number of samples required

z = 5% confidence level (1.96)

p = focus case (0.5)

d = 1% error rate

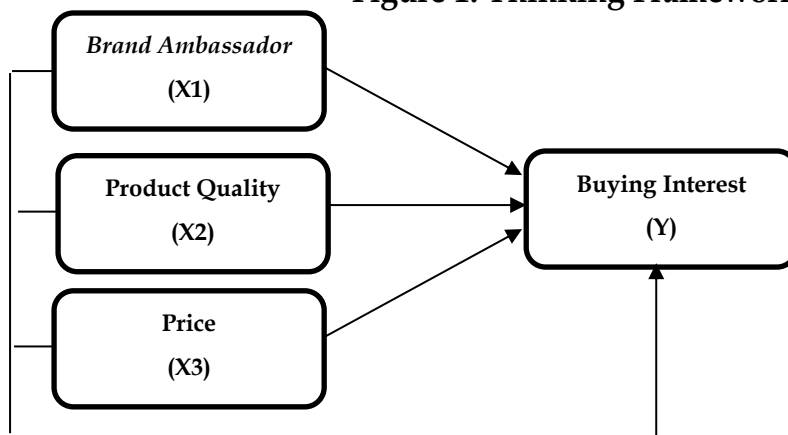
$$n = \frac{1,96^2 \times 0,5(1-0,5)}{0,1^2}$$

$$n = \frac{3,8416 \times 0,25}{0,01}$$

$$n = \frac{0,9604}{0,01}$$

n = 96, 04 rounded up to 100 The sample of this study was taken as many as 100 people. The analysis methods used are research instrument tests, classical assumption tests, hypothesis tests and multiple linear regression analysis.

Figure 1. Thinking Framework



Source: processed by the author (2023)

RESULTS AND DISCUSSION

Respondent Overview

Referring to the most gender are women aged 19-25 years. Students or students are the largest group sampled.

Research Instrument Test

Validity and Reliability Test

The results of the validity test show a range of 0.712 to 0.933. The range of such numbers is greater than the table r 0.196. This means that all data is valid and usable. The results of the reliability test are known to be Cronbach alpha values of 0.884 – 0.929, meaning that the range of values is greater than 0.600. It can be interpreted as reliable data and can be continued to the next research.

Classical Assumption Test

Based on the test managed in the results, the normality test is expressed as normally distributed with the sig value. $0.361 < 0.05$. The absence of multicollinearity obtained a tolerance value of > 0.01 and seen from the value of $VIF < 10$. Then there is no heteroscedasticity where all variables used sig values are greater than 0.05.

Test the hypothesis

Table 4. Simultaneous Test Results (f test)

Model	Sum of square	df	Mean Square	F	Sig.
Regression	782.311	3	260.770	81.192	.000b
Residual	308.329	96	3.212		
Total	1090.640	99			

a. Dependent Variable: Buying Interest

b. Predictors: (Constant), Price, Brand Ambassador, Product Quality

Source: data processing results, 2023

Based on table 4 sig values of $0.00 < 0.05$, it can be interpreted that the variables of brand ambassador, product quality and price have a simultaneous effect on the variables of buying interest and the regression model in this study is feasible to use.

Table 5. Test Results of Coefficient of Determination (r)

R	R square	Adjusted R Square	Std. error of the estimate
.847 ^a	.717	.708	1.792

a. Predictors: (Constant), Price, Brand Ambassador, Product Quality

Source: data processing results, 2023

Based on table 5 of data processing results, the Adj R Square value is 0.708 or 70.8%. This means that the variables brand ambassador, product quality and price are able to contribute 70.8% to the variable of buying interest, while the remaining 29.2% obtained from $(100\% - 70.8\% = 29.2\%)$ is explained by other factors outside the variables of brand ambassador, product quality and price.

Table 6. Persian Test Results (t-test)

Model	B	Std. Error	Stan. Coe Beta	t	Sig.
(Constant)	-1.867	1.248		-1.497	.138
Brand Ambassador	.232	.071	.288	3.256	.002
Product Quality	.133	.067	.229	1.975	.051
Price	.504	.130	.130	3.872	.000

a. Dependent Variable: Buying Interest

Source: data processing results, 2023

Based on table 6, the brand ambassador (X1) obtained a value (t-count) of $3.256 > 1.985$ (t-table) while the sig value was $0.02 < 0.05$. Partially, brand ambassadors have a significant and positive influence on buying interest. Product quality (X2) obtained value (t-count) $1.975 < 1.985$ (t-table) while the sig value is $0.51 > 0.05$. Persial, product quality does not have a significant and positive effect on buying interest. The price (X3) obtained a value (t-count) of $3.872 > 1.985$ (t-table) while the sig value was $0.00 < 0.05$. Persial price has a significant and positive effect on buying interest.

Multiple Linear Regression Analysis

Table 7. Multiple Linear Regression Analysis Results

Model	B	Std. Error	Stan. Coe Beta	t	Sig.
(Constant)	-1.867	1.248		-1.497	.138
Brand Ambassador	.232	.071	.288	3.256	.002
Product Quality	.133	.067	.229	1.975	.051
Price	.504	.130	.130	3.872	.000

a. Dependent Variable: Buying Interest

Source: data processing results, 2023

Based on table 7 obtained Regression equation $Y = -1.867 + 0.232 (X1) + 0.133 (X2) + 0.504 (X3)$. A constant (α) of -1.867 means that if the brand ambassador, product quality and price are equal to (0) or none, then buying interest will decrease by -1.867%. Brand ambassador regression coefficient ($X1$) = 0.232 (positive value), identifying an increase in brand ambassador in one unit number can result in an increase in buying interest (Y) of 0.232%. This shows that the more famous the artist used as a model in the brand ambassador, the more consumers are interested in buying the product. Product quality regression coefficient ($X2$) = 0.133 (positive value), identifying an increase in product quality in units of numbers can result in an increase in buying interest (Y) by 0.133%. This shows that the better the quality of the product provided to consumers, the more consumers will be interested in buying the product. Price regression coefficient ($X3$) = 0.504 (positive), identifying an increase in price in units of numbers can result in an increase in buying interest (Y) of 0.504%. This shows that the more affordable the price offered, the easier it will be for consumers to determine buying interest in the product.

Discussion

The influence of Brand Ambassador on the interest in buying Scarlett Whitening products in Bekasi.

Based on the results of the study, it was found that the brand ambassador variable influences buying interest. This is evidenced by the stronger a brand ambassador in influencing, the easier it is for consumers to determine buying interest in Scarlett Whitening products. Scarlett Whitening took famous artists, South Korean actor Song Joong Ki became the first brand ambassador and Twice, who is a girl group from JYP Entertainment, became the next brand ambassador; internationally, this artist has popularity known by people from all over the world. So it can provide strength because these artists already have a large following, both on social media and in the real world. The strength of the artist is able to create public awareness and interest in the product. The results of this study are in line with previous research conducted by (Alifiah & Marsudi, 2022) and (Erica et al., 2022) which states that brand ambassadors influence the purchase decision of Scarlett Whitening products. In line with the findings that brand ambassadors have a significant positive influence on the purchase interest of Scarlett Whitening products, it should be understood that the power of brand ambassadors is not only limited to their popularity, but also to their ability to build emotional bonds with consumers. This creates a strong connection between brand and consumer that goes beyond mere promotion. Previous research has shown that the emotional connection between consumers and brands can increase buying interest, and this is true in the context of Scarlett Whitening as well. Therefore, the contribution of brand ambassadors is not only in increasing brand awareness, but also in forming emotional bonds that encourage stronger buying interest. This provides a deeper understanding of how marketing strategies with brand ambassadors can have a positive impact.

The influence of Product Quality on the interest in buying Scarlett Whitening products in Bekasi.

Based on the results of research, product quality does not affect buying interest. It is proven that buying interest in Scarlett Whitening products is not determined by product quality, it could be that consumers choose buying interest because they follow trends or there are other factors such as brand ambassadors who are famous and they like. The results of this study are in line with previous research conducted by (Ajeng & Nova, 2022) and (Trisiska & Handy, 2022) which states the quality of the product does not affect the buying interest of Scarlett Whitening products. These findings reflect the complexity of consumer decision-making. Although product quality can be an important factor in influencing buying interest, consumers are often influenced by a variety of other elements. This includes current trends, personal preferences, recommendations from friends or family, as well as the presence of a strong brand ambassador. Scarlett Whitening has successfully leveraged effective brand ambassador strategies to influence consumer buying interest, and this may be a more dominant factor in the context of their products. Therefore, the results of this study underscore the importance of understanding the specific contexts and dynamics that influence consumer behavior in the marketing industry. In this case, companies need to consider strategies that go beyond just product quality to better meet consumer preferences and expectations.

The effect of price on the interest in buying Scarlett Whitening products in Bekasi.

Based on the results of the study, price affects buying interest. It is proven that price is very influential for consumers in determining purchases on a product, where high buying interest can be formed by the existence of low or affordable prices offered by service providers or products. The results of this study are in line (Julia & Kamilah, 2023) and (Mega et al., 2022) which states that price affects buying interest. Price plays a significant role in influencing consumer buying interest. These findings reflect the importance of price factors in consumer purchasing decisions. Prices that are competitive, affordable, or offer good value to consumers have a positive impact on buying interest, as consumers tend to look for products at prices that fit their budget. Therefore, companies like Scarlett Whitening need to consider effective pricing strategies to attract and retain consumer buying interest in an increasingly competitive environment.

The influence of Brand ambassador, product quality and price on the interest in buying Scarlett Whitening products in Bekasi.

Based on the results of the study, it can be seen that brand ambassadors, product quality and overall price affect buying interest. This means that if the brand ambassador used as a model can increase consumer confidence, attract consumers to make purchases, provide the best product quality, provide the benefits needed by consumers, have good durability and offer affordable prices and are able to provide price compatibility with quality, the more confident consumers are to buy Scarlett Whitening products. The results of this research are in line with previous research by

(Alifiah & Marsudi, 2022) who stated the price, brand ambassador and product quality influenced the purchase decision of Scarlett Whitening's products. All variables studied, namely brand ambassadors, product quality, and price, have a significant influence on consumer buying interest in Scarlett Whitening products. This emphasizes the importance of balanced integration of marketing strategies in an effort to influence consumer purchasing decisions. Brand ambassadors who are able to build trust and appeal, high-quality products, and prices that match the value offered all play an important role in forming positive buying interest. In the context of increasingly fierce competition in the marketing industry, a deeper understanding of how these factors interact with each other to influence consumer buying interest can be a strong foundation for companies in developing more effective and sustainable marketing strategies. Therefore, the contribution of this research provides insight in optimizing the marketing efforts of Scarlett Whitening and similar products.

CONCLUSION

Based on the research that has been done, it can be concluded First, Brand Ambassadors influence the buying interest of Scarlett Whitening products in Bekasi, Second, Product quality does not affect the buying interest of Scarlett Whitening products in Bekasi, Third, Price affects the buying interest of Scarlett Whitening products in Bekasi, Fourth, Brand ambassadors, product quality and price affect the buying interest of Scarlett Whitening products in Bekasi.

Researchers suggest that companies remain focused on choosing brand ambassadors as a marketing strategy, namely a figure who has a reputation, its own attractiveness, has popularity and expertise in attracting consumer buying interest. Paying attention to product quality in Scarlett Whitening, based on the results of research product quality variables are variables with low assessment, it is expected to increase indicators contained in product quality such as the shape of a product, completeness of a product's features, product suitability to needs, performance of a product, suitability of product quality, product durability, reliability of a product, ease of use of a product, and product design in order to increase interest buy consumers. Prices are maintained and increased, and companies must be able to set affordable prices so that consumers more easily determine buying interest in the product. This research cannot be separated from limitations; the population in this study is only focused on the Bekasi area, where only one area from various regions exists, and of course many consumers from various other regions use Scarlett Whitening products.

Further researchers are expected to expand the scope of the sample and should add independent objects or variables other than the model in this study, such as brand image, promotion, service quality and so on so that they can be illustrated more fully so that the research results are more perfect.

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