

**PENGARUH *BRAND IMAGE* DAN *INFLUENCER MARKETING*  
TERHADAP KEPUTUSAN PEMBELIAN PRODUK  
*SCARLETT WHITENING* DI TOKO  
KOSMETIK BEAUTY SHOP  
SERIRIT**

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**ABSTRAK**

Penelitian ini memiliki tujuan mengujikan pengaruh: (1) *brand image* dan *influencer marketing* terhadap keputusan pembelian, (2) *brand image* terhadap keputusan pembelian, (3) *influencer marketing* bagi keputusan pembelian produk *scarlett whitening* di toko kosmetik Beauty Shop Seririt. Desain penelitian yang dipergunakan yakni kuantitatif kausal dengan objek penelitiannya *brand image* dan *influencer marketing* selaku variabel bebas dan keputusan pembelian selaku variabel terikat. Adapun subjek pada studi ini yakni konsumen dari produk *scarlett whitening* sebanyak 100 informan. Data dikumpulkan dengan kuesioner selanjutnya dianalisis melalui analisis regresi linier berganda. Hasil temuan inipun membuktikan: (1) *brand image* dan *influencer marketing* memberikan pengaruhnya dengan signifikan terhadap keputusan pembelian. (2) *Brand image* memberikan pengaruhnya dengan positif dan signifikan terhadap keputusan pembelian. (3) *Influencer marketing* memberikan pengaruhnya dengan positif dan signifikan bagi keputusan pembelian.

Kata Kunci: *brand image*, *influencer marketing*, keputusan pembelian



THE INFLUENCE OF BRAND IMAGE AND INFLUENCER MARKETING  
ON PRODUCT PURCHASING DECISIONS  
SCARLETT WHITENING PRODUCTS AT THE  
BEAUTY SHOP COSMETICS  
SERIES

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**ABSTRACT**

This study aims to test the influence of: (1) brand image and influencer marketing on purchasing decisions, (2) brand image on purchasing decisions, (3) influencer marketing for purchasing decisions for scarlett whitening products at Beauty Shop Seririt cosmetic stores. The research design used is causal quantitative with the object of research brand image and influencer marketing as independent variables and purchasing decisions as the dependent variable. The subjects in this study were consumers of scarlett whitening products as many as 100 informants. The data was collected by questionnaire and then analyzed through multiple linear regression analysis. The findings of this study prove: (1) brand image and influencer marketing have a significant influence on purchasing decisions. (2) Brand image has a positive and significant influence on purchasing decisions. (3) Influencer marketing exerts a positive and significant influence on purchasing decisions.

Kata Kunci: *brand image, influencer marketing, purchase decision*

