

**THE EFFECT OF E-WORDS OF MOUTH AND
INGREDIENTS QUALITY OF SKINCARE ON PURCHASING
DECISION WITH BRAND IMAGE AS INTERVENING
VARIABLES**

(Case Study on Scarlett Whitening Consumers in Pontianak City)

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(Case Study on Consumer Scarlett Whitening in Pontianak
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Purchasing Decision with Brand Image As Intervening Variables
(Case Study on Scarlett Whitening Consumers in Pontianak City)

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UCAPAN TERIMA KASIH

Shalom. Segala puji syukur atas kemurahan dan kebaikan kepada Tuhan Yesus Kristus sehingga penulis menjalankan berbagai proses dalam studi dengan lancar dan mampu menyelesaikan skripsi yang berjudul “The Effect e-Word of Mouth and Ingredients Quality of Skincare on Purchasing Decision with Brand Image as Intervening Variables”. Skripsi ini diajukan sebagai salah satu syarat untuk menyelesaikan jenjang pendidikan program strata satu (S1) Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Tanjungpura Pontianak.

Dalam penyusunan skripsi ini tentunya tidak terlepas dari doa, bantuan, bimbingan, motivasi, kritik serta saran yang membangun. Oleh karena itu, dengan ungkapan rasa syukur yang ikhlas, penulis ingin mengucapkan rasa hormat dan terima kasih kepada:

1. Prof. Dr. H. Garuda Wiko, S.H., M.Si., FCBArb. Selaku Rektor Universitas Tanjungpura
2. Dr. Barkah, S.E., M.Si. Selaku Dekan Fakultas Ekonomi dan Bisnis Universitas Tanjungpura.
3. Dr. Titik Rosnaini, S.E., M.Si. Selaku Ketua Jurusan Manajemen Fakultas Ekonomi dan Bisnis Universitas Tanjungpura.
4. Heriyadi, S.E., M.E., Ph.D. Selaku Sekretaris Jurusan Manajemen Fakultas Ekonomi dan Bisnis Universitas Tanjungpura dan selaku dosen pembimbing ke-2 yang telah memberikan bimbingan dan arahan kepada penulis dalam menyelesaikan skripsi ini.
5. Dr. Erna Listiana, S.E., M.Si. Selaku Ketua Program Studi S1 Jurusan Manajemen Fakultas Ekonomi dan Bisnis Universitas Tanjungpura.
6. Anwar Azazi, S.E., D.E.A. Selaku Dosen Pembimbing Akademik yang telah memberikan bimbingan dan arahan kepada penulis dalam menyelesaikan skripsi ini.
7. Dr. Ramadania, S.E., M.Si. dan Harry Setyawan, S.E., M.Si. selaku Dosen Penguji yang telah memberikan kritik, saran, dan nasehat selama penulisan skripsi

8. Dr. Meiran Panggabean, S.E., M.Si. Selaku Dosen Pembina Uni Kegiatan Mahasiswa (UKM) Keluarga Mahasiswa Kristen Fakultas Ekonomi Dan Bisnis Universitas Tanjungpura yang telah memberikan arahan, bimbingan, dan dukungan kepada penulis selama menjadi Ketua Umum KeMah Kristen Priode 2019/2020.
9. Juanda Astarani, S.E., M.Sc., CSRS, ACPA, CFrA. Selaku Wakil Dekan III Fakultas Ekonomi dan Bisnis Universitas Tanjungpura yang telah memberikan arahan, bimbingan, dan dukungan kepada penulis selama menjadi Ketua Umum Keluarga Mahasiswa Kristen Fakultas Ekonomi dan Bisnis Universitas Tanjungpura Periode 2019/2020.
10. Seluruh Bapak dan Ibu Dosen khususnya jurusan Manajemen yang telah memberikan ilmu pengetahuan dan wawasan kepada penulis sejak awal perkuliahan hingga saat ini.
11. Seluruh Staff dan Karyawan Fakultas Ekonomi dan Bisnis Universitas Tanjungpura yang telah membantu penulis dalam berbagai kesempatan selama penulis berkuliah.
12. Community Development and Outreaching Untan (Comdev & Outreaching Untan) yang telah menjadi penyalur beasiswa Bidikmisi kepada penulis selama penulis kuliah hingga saat ini.
13. Keluarga yang penulis kasihi, Ibu, Alm. Bapak, Abang, Adik-Adik, dan seluruh kerabat yang telah mendukung penulis selama berkuliah hingga menyelesaikan penulisan skripsi ini.
14. Sudarwis, S.E. selaku orang yang banyak membantu dana dan fasilitas untuk penulis dari awal kuliah hingga menyelesaikan skripsi ini.
15. Jordan Topan Pampera. Selaku sahabat yang banyak membantu penulis dari awal kuliah hingga menyelesaikan skripsi ini.
16. KeMah Kristen. Sebagai wadah bagi penulis bertumbuh dan berkembang secara Rohani dari awal kuliah hingga menyelesaikan skripsi ini.
17. Rekan-rekan dan teman-teman perkuliahan konsentrasi Manajemen Pemasaran 2018 kelas manajemen internasional.

18. Semua pihak yang tidak bisa saya sebut satu per satu yang telah hadir dalam masa perkuliahan penulis. Penulis mengucapkan banyak terimakasih atas kesempatan, inspirasi, dan pengalaman bersama kalian hingga masa akhir studi ini. Doa terbaik untuk kalian semua. Sukses di masa depan. Amin.

Dengan segala kerendahan hati, penulis sadar bahwa skripsi ini masih jauh dari kata sempurna. Oleh karena itu penulis mengharapkan kritik dan saran yang membangun dari para pembaca demi peningkatan mutu penulisan skripsi pada masa mendatang. Semoga skripsi ini dapat bermanfaat dan sebagai tambahan informasi bagi semua pihak yang membutuhkan.

Pontianak, Mei 2023

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**PENGARUH *E-WORDS OF MOUTH* DAN KUALITAS BAHAN
SKINCARE TERHADAP KEPUTUSAN PEMBELIAN DENGAN CITRA
MEREK SEBAGAI VARIABEL MEDIASI
(Studi Kasus Pada Konsumen di Kota Pontianak)**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis dan menguji pengaruh *e-word of mouth* dan kualitas bahan *skincare* terhadap keputusan pembelian dengan citra merek sebagai variabel mediasi. Penelitian ini merupakan jenis penelitian kuantitatif dan berfokus pada populasi dan sample yang terkumpul dalam bentuk data primer. Berdasarkan teknik pengambilan sample dengan purposive sampling method diperoleh sampel sebanyak 100 responden. Adapun data tersebut didapatkan dengan cara membagikan kuesioner yang berisi pertanyaan kepada calon responden. Teknik analisis data dalam penelitian ini adalah analisis deskriptif, uji validitas dan reliabilitas, uji asumsi klasik, analisis regresi linear, analisis jalur, uji parsial (Uji t) dan uji koefisien determinasi menggunakan SPSS versi 25. Hasil penelitian menunjukkan bahwa variabel *e-word of mouth* berpengaruh positif dan signifikan terhadap citra merek, variabel kualitas bahan *skincare* berpengaruh positif dan signifikan terhadap citra merek, *e-word of mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian, kualitas bahan *skincare* berpengaruh positif dan signifikan terhadap keputusan pembelian, citra merek berpengaruh positif signifikan terhadap keputusan pembelian. Hasil penelitian ini juga menunjukkan bahwa citra merek tidak mampu memediasi antara *e-word of mouth* terhadap keputusan pembelian. Sedangkan citra merek dapat memediasi antara kualitas bahan *skincare* terhadap keputusan pembelian.

Kata Kunci : E-Word of Mouth, Ingredients Quality, Brand Image, Purchasing Decision.

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QUALITY OF SKINCARE ON PURCHASING DECISION ON
SCARLETT WHITENING WITH BRAND IMAGE AS INTERVENING
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(Case Study on Consumer Scarlett Whitening in Pontianak City)

**By :
Lazioris**

Major in Management (International Class)
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ABSTRACT

This study aims to analyze and examine the effect of e-word of mouth and quality of skincare ingredients on purchasing decisions with brand image as an intervening variable. This research is a type of quantitative research and focuses on populations and samples collected in the form of primary data. Based on the sampling technique using the purposive sampling method, a sample of 100 respondents was obtained. The data was obtained by distributing questionnaires containing questions to prospective respondents. Data analysis techniques in this study were descriptive analysis, validity and reliability tests, classical assumption tests, linear regression analysis, path analysis, partial tests (t test) and coefficient of determination tests using SPSS version 25. The results showed that the variable e-word of Mouth has a positive and significant effect on brand image, Ingredients Quality variable has a positive and significant effect on brand image, e-word of mouth has a positive and significant effect on purchasing decisions, ingredients quality has a positive and significant effect on purchasing decisions, brand image has a positive and significant effect on purchasing decisions. The results of this study also show that brand image is unable to mediate between e-word of mouth on purchasing decisions. Meanwhile, brand image is able to mediate between ingredient quality on purchasing decisions.

Keywords : E-Word of Mouth, Ingredients Quality, Brand Image, Purchasing Decision.

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THESIS SUMMARY**

1. Background

Purchasing decision is a decision-making process in buying a particular product. The decision to buy a product starts from problem recognition, information search, alternatives, purchasing decision making, and a dissatisfied attitude or behavior will arise towards the product. A purchasing decision is a decision as the possession of an action from two or more alternative choices, before buying the consumer will first make several alternative choices, if the consumer has decided to buy a product then the consumer is said to have made a decision (Widyaningrum, 2016).

E-word of mouth is a factor that can influence a person's decision to make a purchasing decision. The factors that must be considered in purchasing decisions are those who get information about cosmetic products from their friends or family or acquaintances who have used cosmetic products which then this can affect their perception of the cosmetic product itself.

Ingredients quality can also be a factor influence purchasing decisions for a product. The quality of a product is one of the factors that can make a company successful in competing and creating consumer interest in making purchasing. If the product has guaranteed quality and consumers give a good value to the quality of the product, then consumers will be interested in making purchasing when their needs reappear in the future. Ingredients quality is an important factor to consider in purchasing decisions because ingredients quality is an overall characteristic that can affect the product's ability to satisfy consumers (Kotler, 2005).

Brand image can also be a factor for someone in making purchasing decisions. Brand image is the consumer's perception of a product. Brand image is the consumer's perception of a product. The brand image of a product can be taken into consideration and can influence someone in making purchasing decisions. Therefore, in addition to aspects of e-word of mouth and ingredients quality in marketing, companies must also have a good brand image, because brand image is one of the reflections embedded in consumers' memories regarding product evaluation. self. Brand image is an association that appears in the minds of consumers when remembering a particular brand (Indrasari, 2019).

2. Research Purpose

The purpose of this research, namely:

1. To examine and analyze the effect of e-word of mouth on Scarlett Whitening's brand image.
2. To examine and analyze the effect of ingredients quality on Scarlett Whitening's brand image.
3. To examine and analyze the effect of e-word of mouth on purchasing decisions for Scarlett Whitening products.

4. To examine and analyze the effect of ingredients quality on purchasing decisions for Scarlett Whitening products.
5. To examine and analyze the effect of brand image on purchasing decisions of Scarlett Whitening products.
6. To examine and analyze brand image mediate the effect of e-word of mouth on purchasing decisions for Scarlett Whitening products.
7. To examine and analyze brand image mediate the effect of ingredients quality of skincare on purchasing decisions of Scarlett Whitening products.

3. Research Method

This research is a quantitative research which contains research data in the form of numbers which are analyzed using statistical procedures. This study uses secondary and primary data which is supported in this study. Secondary data in the form of books, journals, and the results of short interviews. While primary data is data obtained from questionnaires that contain questions. In this study, the population is the total number of consumers of Scarlett Whitening who live in the city of Pontianak (the number is not known clearly). While the sample in this study used a purposive sampling method with 100 samples as respondents in this study.

The dependent variable is purchasing decision and brand image as intervening variables. This research uses data collection techniques with literature studies, questionnaires, and observations that are relevant to the research topic. Data analysis methods in this study are descriptive analysis, classical assumption test, linear regression analysis, partial test (t test), Sobel test, and coefficient of determination test (R^2).

4. Result and Discussion

1. E-WOM has a positive and significant effect on brand image. This is indicated by the t value of $3.726 > t$ table of 1.98298 with a significance value of 0.000 and a regression coefficient (b) of 0.358. The significance value is <0.05 and the regression coefficient is positive, so it can be concluded that there is a positive and significant influence between E-WOM on brand image.
2. The quality of the material has a positive and significant effect on brand image. This is indicated by the t value of $5.617 > t$ table of 1.98298 with a significance value of 0.000 and a regression coefficient (b) of 0.540. The significance value is <0.05 and the regression coefficient is positive, so it can be concluded that there is a positive and significant effect of the quality of the material on brand image.
3. E-WOM has a positive and significant effect on purchasing decisions. This is indicated by the t value of $6.005 > t$ table of 1.98525 with a significance value of 0.000 and a regression coefficient (b) of 0.517. The significance value is <0.05 and the regression coefficient is positive, so it can be concluded that there is a positive and significant influence between E-WOM on purchasing decisions.

4. The quality of materials has a positive and significant effect on purchasing decisions. This is indicated by the t value of 2.664 > t table of 1.98525 with a significance value of 0.009 and a regression coefficient (b1) of 0.247. The significance value is <0.05 and the regression coefficient is positive, so it can be concluded that there is a positive and significant influence between the quality of the ingredients on the purchasing decision.
5. Brand image has a positive and significant effect on purchasing decisions. This is indicated by the t value of 2.267 > t table of 1.98525 with a significance value of 0.026 and a regression coefficient (b) of 0.193. The significance value <0.05 and the regression coefficient is positive, so it can be concluded that there is a positive and significant influence between brand image and purchasing decisions.
6. Brand image cannot mediate between E-WOM and purchasing decisions. This is indicated by the value of t count 1.881402 < t table 1.98498.
7. Brand image can mediate between the quality of skincare ingredients and purchasing decisions. This is indicated by the value of t count 1.94578 < t table 2.0676838.

5. **Conclusions and Recommendations**

The results in this study indicate that of the 7 hypotheses that have been proposed, there are 6 hypotheses that are accepted and 1 hypothesis is rejected. The results of this study indicate that in the Linear Regression Model I, the variables E-WOM and ingredients quality have a positive and significant effect on brand image. Meanwhile, the Linear II Regression Model shows that the variables E-WOM, Ingredients Quality, and Brand Image have a positive and significant effect on purchasing decisions. In the Sobel test, brand image variables cannot mediate E-WOM and purchase decisions. Meanwhile, the product image variable can mediate between the quality of skincare ingredients and purchasing decisions.

The results of this research are certainly expected to be able to become empirical evidence for parties who have an interest in it and it is also hoped that this research can be of benefit to Scarlett Whitening. In future research, it is expected to combine or add other variables to obtain useful research findings

**PENGARUH KUALITAS *E-WORDS OF MOUTH* DAN KUALITAS
BAHAN *SKINCARE* TERHADAP KEPUTUSAN PEMBELIAN
SCARLETT WHITENING DENGAN CITRA MEREK SEBAGAI
VARIABEL MEDIASI
(Studi Kasus Pada Konsumen Scarlett Whitening Di Kota Pontianak)
RINGKASAN SKRIPSI**

1. Latar Belakang

Keputusan pembelian merupakan suatu proses pengambilan keputusan dalam membeli suatu produk tertentu. Keputusan untuk membeli suatu produk dimulai dari pengenalan masalah, pencarian informasi, alternatif, pengambilan keputusan pembelian, dan akan timbul sikap atau perilaku tidak puas terhadap produk tersebut. Keputusan pembelian adalah suatu keputusan sebagai dikuasanya suatu tindakan dari dua atau lebih alternatif pilihan, sebelum membeli konsumen terlebih dahulu akan membuat beberapa alternatif pilihan, jika konsumen telah memutuskan untuk membeli suatu produk maka konsumen dikatakan telah mengambil keputusan (Widyaningrum, 2016).

E-word of mouth merupakan faktor yang dapat mempengaruhi keputusan seseorang untuk melakukan keputusan pembelian. Faktor yang harus diperhatikan dalam keputusan pembelian adalah mereka yang mendapatkan informasi tentang produk kosmetik dari teman atau keluarga atau kenalannya yang pernah menggunakan produk kosmetik yang kemudian hal ini dapat mempengaruhi persepsi mereka terhadap produk kosmetik itu sendiri..

Kualitas bahan juga dapat menjadi faktor yang mempengaruhi keputusan pembelian suatu produk. Kualitas suatu produk merupakan salah satu faktor yang dapat membuat suatu perusahaan berhasil bersaing dan menciptakan minat konsumen untuk melakukan pembelian. Jika produk memiliki kualitas yang terjamin dan konsumen memberikan nilai yang baik terhadap kualitas produk, maka konsumen akan tertarik untuk melakukan pembelian ketika kebutuhannya muncul kembali di masa yang akan datang. Kualitas bahan merupakan faktor penting untuk dipertimbangkan dalam keputusan pembelian karena kualitas bahan merupakan keseluruhan karakteristik yang dapat mempengaruhi kemampuan produk untuk memuaskan konsumen (Kotler, 2005).

Brand image juga dapat menjadi faktor seseorang dalam mengambil keputusan pembelian. Citra merek adalah persepsi konsumen terhadap suatu produk. Citra merek adalah persepsi konsumen terhadap suatu produk. Citra merek suatu produk dapat menjadi pertimbangan dan dapat mempengaruhi seseorang dalam mengambil keputusan pembelian. Oleh karena itu, selain aspek e-word of mouth dan kualitas bahan baku dalam pemasaran, perusahaan juga harus memiliki brand image yang baik, karena brand image merupakan salah satu cerminan yang tertanam dalam ingatan konsumen mengenai evaluasi produk. diri sendiri. Citra merek merupakan asosiasi yang muncul di benak konsumen ketika mengingat merek tertentu (Indrasari, 2019).

2. Tujuan Penelitian

Tujuan penelitian, yaitu sebagai berikut:

1. Untuk menguji pengaruh *e-word of mouth* terhadap citra merek Scarlett Whitening.
2. Untuk menguji pengaruh kualitas bahan baku terhadap citra merek Scarlett Whitening.
3. Untuk menguji pengaruh *e-word of mouth* terhadap keputusan pembelian produk Scarlett Whitening.
4. Untuk menguji pengaruh kualitas bahan baku terhadap keputusan pembelian produk Scarlett Whitening.
5. Untuk menguji pengaruh citra merek terhadap keputusan pembelian produk Scarlett Whitening.
6. Untuk menguji kemampuan citra merek memediasi pengaruh *e-word of mouth* terhadap keputusan pembelian produk Scarlett Whitening.
7. Untuk menguji kemampuan citra merek memediasi pengaruh kualitas bahan terhadap keputusan pembelian produk Scarlett Whitening.

3. Metode Penelitian

Penelitian ini merupakan penelitian kuantitatif yang berisi dengan data penelitian berupa angka-angka yang dianalisis menggunakan prosedur statistik. Penelitian ini menggunakan data sekunder dan primer yang didukung dalam penelitian ini. Data sekunder berupa buku, jurnal, dan hasil wawancara singkat. Sedangkan data primer adalah data yang didapatkan dari kuesioner yang berisi pertanyaan-pertanyaan. Dalam penelitian ini, populasi merupakan keseluruhan konsumen Scarlett Whitening yang berdomisili di Kota Pontianak yang tak terhingga (Jumlahnya tidak terhingga). Sedangkan sampel dalam penelitian ini menggunakan teknik purposive sampling method dengan 100 sampel sebagai responden dalam penelitian ini.

Adapun variabel terikat adalah purchasing decision dan brand image sebagai variabel intervening. Adapun penelitian ini menggunakan teknik pengumpulan data dengan studi literatur, kuesioner, dan observation yang relevan dengan topik penelitian. Metode analisis data dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik, analisis regresi linear, uji parsial (Uji t), uji Sobel, dan uji koefisien determinasi (R^2).

4. Result and Discussion

1. E-WOM berpengaruh positif dan signifikan terhadap citra merek. Hal ini ditunjukkan dengan nilai t hitung $3,726 > t$ tabel sebesar $1,98298$ dengan nilai signifikansi $0,000$ dan koefisien regresi (b) sebesar $0,358$. Nilai signifikansi $< 0,05$ dan koefisien regresi bertanda positif, sehingga dapat disimpulkan bahwa terdapat pengaruh positif dan signifikan antara E-WOM terhadap citra merek.
2. Kualitas bahan berpengaruh positif dan signifikan terhadap citra merek. Hal ini ditunjukkan dengan nilai t hitung $5,617 > t$ tabel $1,98298$ dengan nilai signifikansi $0,000$ dan koefisien regresi (b) sebesar $0,540$. Nilai signifikansi $< 0,05$ dan koefisien regresi bertanda positif, sehingga dapat disimpulkan

bahwa terdapat pengaruh positif dan signifikan dari kualitas bahan terhadap citra merek.

3. E-WOM berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Hal ini ditunjukkan dengan nilai t hitung $6.005 > t$ tabel $1,98525$ dengan nilai signifikansi $0,000$ dan koefisien regresi (b) sebesar $0,517$. Nilai signifikansi $< 0,05$ dan koefisien regresi bertanda positif, sehingga dapat disimpulkan bahwa terdapat pengaruh positif dan signifikan antara E-WOM terhadap keputusan pembelian.
4. Kualitas bahan berpengaruh positif dan signifikan terhadap keputusan pembelian. Hal ini ditunjukkan dengan nilai t hitung $2,664 > t$ tabel $1,98525$ dengan nilai signifikansi $0,009$ dan koefisien regresi (b_1) sebesar $0,247$. Nilai signifikansi $< 0,05$ dan koefisien regresi bertanda positif, sehingga dapat disimpulkan bahwa terdapat pengaruh positif dan signifikan antara kualitas bahan terhadap keputusan pembelian.
5. Brand image berpengaruh positif dan signifikan terhadap keputusan pembelian. Hal ini ditunjukkan dengan nilai t hitung $2,267 > t$ tabel sebesar $1,98525$ dengan nilai signifikansi $0,026$ dan koefisien regresi (b) sebesar $0,193$. Nilai signifikansi $< 0,05$ dan koefisien regresi bertanda positif, sehingga dapat disimpulkan bahwa terdapat pengaruh positif dan signifikan antara citra merek terhadap keputusan pembelian.
6. Citra merek tidak dapat memediasi antara E-WOM dan keputusan pembelian. Hal ini ditunjukkan dengan nilai t hitung $1,881402 < t$ tabel $1,98498$.
7. Citra merek dapat memediasi antara kualitas bahan skincare dan keputusan pembelian. Hal ini ditunjukkan dengan nilai t hitung $1,94578 < t$ tabel $2,0676838$.

5. Kesimpulan dan Saran

Hasil didalam penelitian ini menunjukkan bahwa dari 7 hipotesis yang telah diajukan, terdapat 6 hipotesis yang diterima dan 1 hipotesis di tolak. Hasil penelitian ini menunjukkan bahwa pada Model Regresi Linear I variabel E-WOM dan ingredients quality berpengaruh positif dan signifikan terhadap Brand Image. Sedangkan pada Model Regresi Linear II munjukkan bahwa variabel E-WOM, Ingredients Quality, dan Brand Image berpengaruh positif dan signifikan terhadap keputusan pembelian. Pada Uji sobel variabel brand image tidak dapat memediasi E-WOM dan terhadap keputusan pembelian. Sedangkan variabel brand image dapat memdiasai antara kualitas bahan skincare terhadap keputusan pembelian.

Hasil penelitian ini tentu diharapkan mampu menjadi bukti empiris kepada pihak-pihak yang memiliki kepentingan didalamnya dan juga diharapkan penelitian ini dapat menjadi manfaat untuk Scarlett Whitening. Dalam penelitian berikutnya diharapkan mengkombinasikan atau menambah varabel lainnya untuk mendapatkan temuan-temuan penelitian yang berguna.

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CHAPTER I

INTRODUCTION

1.1. Background

Purchasing decision is a decision-making process in buying a particular product. The decision to buy a product starts from problem recognition, information search, alternatives, purchasing decision making, and a dissatisfied attitude or behavior will arise towards the product. A purchasing decision is a decision as the possession of an action from two or more alternative choices, before buying the consumer will first make several alternative choices, if the consumer has decided to buy a product then the consumer is said to have made a decision (Widyaningrum, 2016).

Situmorang (2017) defines that decisions made by consumers go through several stages, namely, need recognition, information search stage, alternative evaluation stage, purchasing decision, and post-purchasing behavior. The need recognition stage arises when consumers feel there is a need that they feel is important to fulfill. Then the information search process where consumers look for information about the products they need. The next process is that consumers look for suitable alternatives to make purchasing decisions on a product, meaning that the product they need will be their alternative to meet their needs. Then after that consumers will take action purchasing decisions after they know their needs and their alternative choices. After they carry out the series, post-purchasing actions will appear which can be in the form of satisfaction or dissatisfaction.

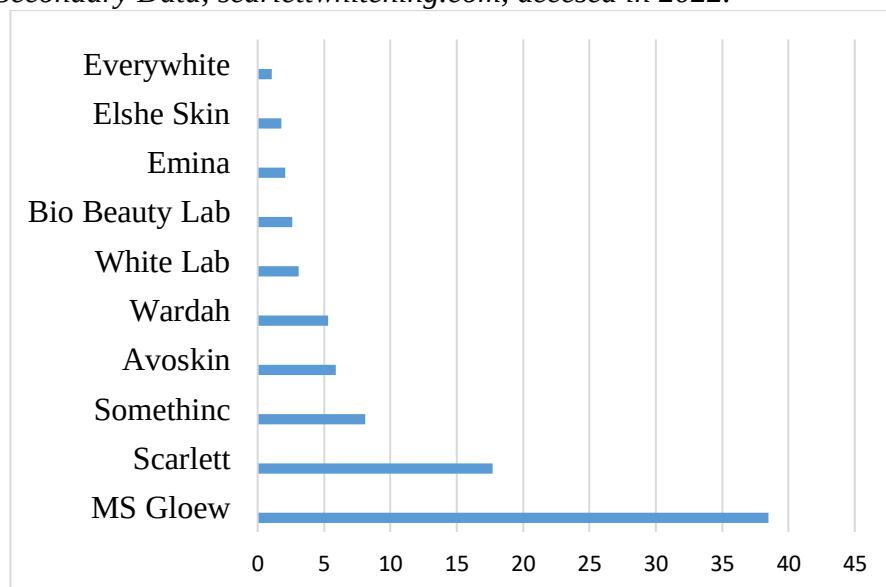
Buchari (2016) "defines that purchasing decisions are consumer decisions that are influenced by the financial economy, technology, politics, culture, products, prices, locations, promotions, physical evidence, people, and processes". Purchasing decisions made by consumers can occur if consumers have received services from the provision of services and after that consumers feel satisfaction and discovery, therefore the concept of purchasing cannot be separated from the concept of consumer satisfaction (Indrasari, 2019). Consumer purchasing decisions can be viewed as a problem solving activity. This means that consumers who face

the problem of their needs will be able to encourage these consumers to make purchasing decisions (Indrasari, 2019).



Picture 1.1 Body Scrub and Body Lotion Scarlett Whitening Products

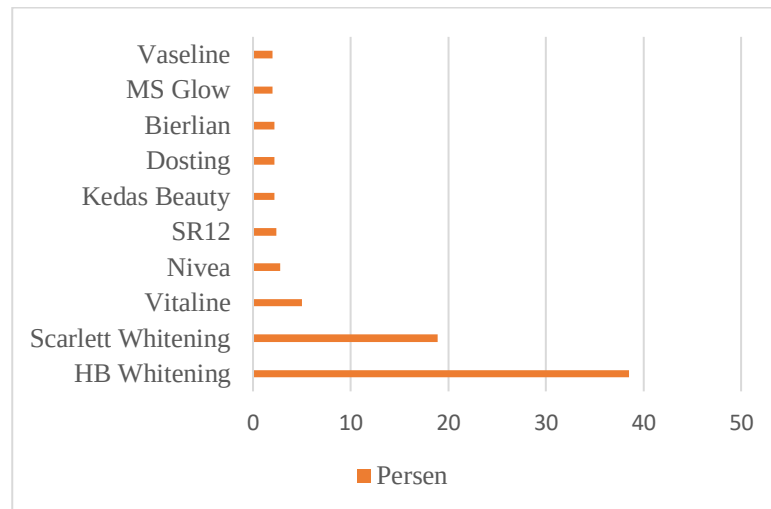
Source: Secondary Data, scarlettwhitening.com, accessed in 2022.



Picture 1.2 Top Selling Local Skincare Brands in E-Commerce Period 1-18 February 2021 (In Billion Rupiah)

Source: Secondary Data, Compass.co.id data processing results accessed in 2022

From the processing of the best-selling skin care data in the latest E-Commerce on the compass platform above, it can be understood that Scarlett Whitening occupies the 2nd position as the best-selling brand in the period 1-18 February 2021. It can be seen that sales in a period of approximately 18 days Scarlet Whitening can earn up to 17.7 billion. This proves that the scarlet whitening product is able to compete with other similar products and proves the high level of consumer purchasing decisions.



Picture 1.3 The Body Care Product Brand with the Most Consumers in Indonesia for the period of August 2021

Source: Secondary Data, goodstats.id accessed in 2022

The Ministry of Industry (2021), stated that amid the pressures of the COVID-19 pandemic, the beauty industry group was able to contribute significantly to GDP of 1.92% with an export value of USD 1.4 billion. This significant growth occurred amid the impact of the COVID-19 pandemic that hit the entire world. Therefore, competition in the beauty and body care industry is currently getting tougher and requires every company to improve the excellence and quality of its products. Companies must also understand the behavior of each consumer in making purchasing decisions for their products. The increase in sales that occurred in cosmetic products in Indonesia, especially Scarlett Whitening beauty products, shows that consumers are big in making purchasing decisions for beauty products. An increase in purchasing decisions does not just happen, but there are many factors that can encourage consumers to make a purchasing of a product which is basically based on the problems of consumer needs that arise in them.



Picture 1.4 Product Reviewer in YouTube

Source: Secondary Data, YouTube.Com, Accessed in 2022

From the above data obtained by researchers from YouTube.Com explaining about one of the products owned by scarlett whitening. In the first picture, the explanation given regarding sensitive skin is also recommended to use this product from Scarlett Whitening. but in his explanation he explained that there was 1 product that he used on her face and caused pimples to appear on her face. Whereas in the second picture she explains that the shower scrub owned by Scarlett Whitening does not feel the scrub when it is applied to the body. She also explained that the shower scrub owned by Scarlett Whitening cannot whiten the skin. But the important fact that he conveyed was that this shower scrub made his skin feel soft and fresh.

E-word of mouth is a factor that can influence a person's decision to make a purchasing decision. The factors that must be considered in purchasing decisions are those who get information about cosmetic products from their friends or family or acquaintances who have used cosmetic products which then this can affect their perception of the cosmetic product itself. E-Word of Mouth is a form of promotion conveyed by consumers to other consumers in the form of recommendations for positive or negative things to other consumers through internet media. E-Word of mouth can be delivered in person or electronically (Kotler and Keller, 2016). Competitors who are delivered directly can be in the form of face-to-face chats or group discussions. Meanwhile, e-word of mouth can be delivered through various existing electronic media such as WA, YouTube, Instagram, Facebook, Twitter, TikTok and other social media.

The impact of e-word of mouth is divided into positive impacts and negative impacts. The positive impact is that consumers provide good information about the advantages of the product so that it can provide a stimulus to buy the product. While the negative impact is where consumers convey bad information about a brand or company so that it can be detrimental in the short and long term, so that it can have a bad impact on the brand image of the product itself.

Ingredients quality can also be a factor influence purchasing decisions for a product. The quality of a product is one of the factors that can make a company successful in competing and creating consumer interest in making purchasing. If the product has guaranteed quality and consumers give a good value to the quality of the product, then consumers will be interested in making purchasing when their needs reappear in the future. Ingredients quality is an important factor to consider in purchasing decisions because ingredients quality is an overall characteristic that can affect the product's ability to satisfy consumers (Kotler, 2005). In general, consumers will always be faced with various considerations before making a decision to buy a product, especially consumers will pay attention to ingredients quality, the better the quality of a beauty product, the consumer's tendency to buy the product will also increase (Anam, Nadila, Anindita, & Rosia, 2021).

In addition to e-word of mouth and ingredients quality, brand image can also be a factor for someone in making purchasing decisions. Brand image is the consumer's perception of a product. Brand image is the consumer's perception of a product. The brand image of a product can be taken into consideration and can influence someone in making purchasing decisions. Therefore, in addition to aspects of e-word of mouth and ingredients quality in marketing, companies must also have a good brand image, because brand image is one of the reflections embedded in consumers' memories regarding product evaluation. self. Brand image is an association that appears in the minds of consumers when remembering a particular brand (Indrasari, 2019). Having a good brand image will have an impact on consumer perceptions of a product. This is one way that can provide benefits for a product in order to survive in the market for a long time. Therefore, good or bad

brand image that is embedded in the minds of consumers will have an impact directly or indirectly on purchasing decisions.

In a study conducted by Rumawung, Tumber, and Punuindoong (2021) showed that e-word of mouth had a positive and significant effect on purchasing decisions for Maybeline cosmetic products. This shows that consumers who have used Maybeline products will easily refer/recommend Maybelline products to others. Meanwhile, research conducted by Wisankosol (2021) shows that e-word of mouth has a significant effect on Thai people's decisions to buy life insurance. However, research conducted by Gunawan & Pertiwi (2022) showed different results, namely that e-word of mouth did not have a significant effect on purchasing decisions.

In a study conducted by Tajuddin, Hasan, Othman, & Razak (2020) showed that the quality of e-WOM, the quantity of e-WOM and the expertise of the sender have a significant relationship with consumer purchasing intentions. However, brand image does not have a moderating effect in the relationship between e-WOM quality, e-WOM quantity and sender expertise and consumer purchasing intention. This study provides new insights into the field of e-WOM study, which in turn affects consumers' purchasing intentions. Meanwhile, research conducted by Salsabila & Harti (2021) shows that electronic word of mouth has a significant effect on purchasing decisions.

In a study conducted by Gunawan & Pertiwi (2022), showed that halal labels, electronic word of mouth, and product quality have a significant effect on brand image. Halal labels, electronics word of mouth and ingredients quality have a significant effect on brand trust. Halal labels, electronic word of mouth have no effect on purchasing decisions. Brand image and brand trust affect purchasing decisions. Halal label, e-word of mouth, and ingredients quality have a significant effect on purchasing decisions with mediating variables of brand image and brand trust. Ingredients quality has no effect on purchasing decisions with brand image and brand trust as mediating variables.

In a study conducted by Sa'diyah & Rafikasari (2022) showed that the brand image variable influenced the purchasing decisions of Scarlett Whitening products

by students of FEBI IAIN Tulungagung. This means that impressions about physical appearance and product performance, user impressions, emotions all affect consumer respondents to brand image in determining purchasing decisions.

In a study conducted by Setiadi & Ekawati (2019), it shows that ingredients quality and brand image have a significant and positive effect on purchasing decisions, besides that brand image also significantly mediates the relationship between ingredients quality and purchasing decisions. Meanwhile, research conducted by Anam, Nadila, Anindita, & Rosia (2021), shows that ingredients quality influences purchasing decisions.

Based on several previous studies conducted by other researchers, the results were not the same. Some of the results of previous studies with the same variables showed positive results and some showed negative results. This shows that the consumer's decision to buy a product can be influenced by other factors that are not included in the research variables. As we know, the factors that influence purchasing decisions do not only focus on e-word of mouth and ingredients quality, but there are so many variables that can be factors that influence it. These factors include price factors, emotional factors, and social class factors. Therefore, the researcher concludes that the factors can influence purchasing decisions are very broad. Due to cultural changes and the development of communication science and knowledge, the factors that influence purchasing decisions will always change along with changes that occur at any time. The limited time and available costs sometimes become an obstacle for researchers to carry out research perfectly and precisely. Therefore, not all available variables that can be an influence on purchasing decisions can be examined and analyzed by researchers.

Based on the results of a pre-survey study conducted by researchers on 20 customers who have used Scarlett Whitening products and who have purchased more than 2 times, by asking "I often get recommendations from my friends regarding the benefits of using Scarlett Whitening through social media. media messages (Yt, IG, Twitter, and Wa)" the results of the study showed that 13 respondents agreed because they often got recommendations from both YouTubers and from their own friends. Meanwhile, 7 other people stated that they did not

agree, because they said that to get recommendations they usually only had direct dialogue and not through social media messages.

The results of a pre-survey on the variable quality of skincare ingredients (X2) were conducted on 20 respondents by asking questions about "the ingredients contained in scarlett whitening products can brighten and moisturize my skin." 20 respondents stated that they strongly agreed because this was proven when they used it. Other respondents also believed that the quality of skincare ingredients that had been guaranteed with evidence that Scarlett Whitening products had been verified by the Food and Drug Supervisory Agency (BPOM).

The results of the pre-survey variable brand image (Z) were conducted to 20 respondents by asking the question "Many people know the Scarlett Whitening brand", and 20 people agreed with this question. because according to them to recognize scarlett whitening is very easy because the advertisements made by the company are very massive and are carried out very often. Like advertisements on YouTube and Instagram, this will make it very easy for consumers to recognize this product.

The results of the pre-survey on the purchase decision variable (Y) were conducted to 20 respondents by asking the question "I feel confident about buying scarlett whitening products" as many as 20 respondents agreed with this question. Their reasons for agreeing varied, as many as 12 people agreed with the reason they were sure about this product because they had used it frequently. Meanwhile, 8 other respondents said that their trust in buying Scarlett Whitening products was because there was a BPOM verification mark and a Halal logo on each product packaging.

From the results of the pre-survey above, the researcher draws the conclusion that the respondents' responses to these brief statements have a positive value for each variable. Meanwhile, in the observations made by researchers in several observations made by researchers found that there are many counterfeit efforts for Scarlett Whitening products that can be found in various existing e-commerce media. Counterfeiting a product that is not standard with original product ingredients will be detrimental to consumers and distinguishing genuine and fake

products is not easy because they are almost similar. Therefore, this research gap is a special concern for researchers to conduct further research. Because as we know, when product counterfeiting is allowed to continue, it will have an impact on companies such as bad corporate image, decreased consumer buying interest, and companies that will definitely lose the trust of consumers.

Based on the background of the problem and some of the research results that have been described above, the authors are interested in conducting research on the variables of e-words of mouth, ingredients quality, brand image and purchasing decisions so that researchers are interested in conducting research with the title, "THE EFFECT OF E- WORDS OF MOUTH AND INGREDIENTS QUALITY OF SKINCARE ON PURCHASING DECISIONS WITH BRAND IMAGE AS INTERVENING VARIABLES" (Case Study on Scarlett Whitening Consumers in Pontianak City).

1.2. Formulation of The Problem

1.2.1. Problem Statement

The researcher explains that the products in the original store from Scarlett Whitening and the fake ones have a difference in price. The rampant imitation of a product that is currently happening can have a negative impact on the product itself because if consumers buy counterfeit products and cause damage to the consumer's skin, it can have an impact on the brand image itself.

If there is an imitation of a product, especially if the product is a skincare product, it will greatly affect the ingredients used by the copycat. Untested raw materials due to the imitation of a product will have a negative impact on consumers. so that when there is inflammation on the consumer's skin, the consumer will indirectly think that this scarlet product is not good to use. If this happens to consumers, it will damage the brand image itself.

Based on the background of the problem described above by the researcher, in this study, the statement of the problem is how e-word of mouth and ingredients quality of skincare affect purchasing decisions for Scarlett Whitening consumers in Pontianak City with brand image as an intervening variable.

1.2.2. Problem Question

1. Does e-word of mouth affect Scarlett Whitening's brand image?
2. Does ingredients quality of skincare affect Scarlett Whitening's brand image?
3. Does e-word of mouth affect purchasing decisions for Scarlett Whitening products?
4. Does ingredients quality of skincare affect purchasing decisions for Scarlett Whitening products?
5. Does the brand image affect the purchasing decision of Scarlett Whitening products?
6. Does brand image mediate the affect of e-word of mouth on purchasing decisions for Scarlett Whitening products?
7. Does brand image mediate the affect of ingredients quality of skincare on purchasing decisions for Scarlett Whitening products?

1.3. Research Purposes

The purpose of this research, namely:

8. To examine and analyze the effect of e-word of mouth on Scarlett Whitening's brand image.
9. To examine and analyze the effect of ingredients quality on Scarlett Whitening's brand image.
10. To examine and analyze the effect of e-word of mouth on purchasing decisions for Scarlett Whitening products.
11. To examine and analyze the effect of ingredients quality of skincare on purchasing decisions for Scarlett Whitening products.
12. To examine and analyze the effect of brand image on purchasing decisions of Scarlett Whitening products.
13. To examine and analyze brand image to mediate the effect of e-word of mouth on purchasing decisions for Scarlett Whitening products.

14. To examine and analyze the brand image to mediate the effect of ingredients quality of skincare on purchasing decisions of Scarlett Whitening products.

1.4. Research Contribution

1.4.1. Theoretical Contribution

The results of this study are expected to contribute as an additional literature review for the development of researchers, especially regarding the variables of e-word of mouth, ingredients quality, brand image, and purchasing decisions in the field of marketing studies.

1.4.2. Practical Contribution

This research is expected to be an input, source of information, or as an evaluation for businesses to understand how consumers determine their decision to purchasing Scarlett Whitening products. The author also hopes that this research can be useful as a reference or material for further relevant research in the field of marketing science.

1.5. Research Contextual Overview

1.5.1. A Brief History of Scarlett Whitening

Scarlett whitening is a local product company consisting of cosmetic and beauty products such as body lotion, shower scrub, body scrub, day cream, night cream, face serum, facial wash, shampoo and hair conditioner. Scarlett whitening is a local product belonging to Felicya Angelista which was introduced in 2017. At this time scarlett whitening products are very attractive to consumers, based on the results of consumer testimonies that the scarlett body lotion product can whiten and smooth the skin, not only the body lotion but consumers are also very I like other products, namely acne serum, which can get rid of acne and acne scars, making facial skin brighter and glowing. Scarlett whitening is produced by PT Motto Beringin Abadi Bogor and distributed by PT Opto Limbung Sejahtera, Jakarta, Indonesia. All scarlett whitening products have been tested by the Food and Drug Supervisory Agency (BPOM).

According to Felicya Angelista, the owner of Scarlett Whitening, Scarlett Whitening was founded because of the many questions about what products she uses to treat her skin. Through scarlett whitening, Felicya Angelista wants to provide a solution for those who want to take care of their skin and give bright and healthy skin results. In marketing, Felicya Angelista uses social media such as Instagram, Facebook, and creates an official website specifically for scarlett whitening products and also uses the services of celebrity endorsements such as Rachel Venya. As time goes on, Scarlett Whitening products are now widely known in Indonesia and many people use this brand's beauty and skin care products.

1.5.2 Vision and Mision of PT. Motto Beringin Abadi

PT. Motto Beringin Abadi has a vision and mission of the company which are as follows:

Vision

1. Become the most preferred and sought-after brand nationally and in the Southeast Asia region
2. Become the most recommended and implemented service provider for white-label products.

Mision

1. Help consumers get cheap household and personal care products with excellent quality
2. To provide an opportunity to start a business
3. To increase our nation's entrepreneurship and improve our national economy.