**ABSTRAK**

Berkembangnya cara pandang akan penampilan membuat seseorang akan melakukan perawatan terhadap wajah dan tubuhnya dengan menggunakan produk- produk perawatan yang sesuai dengan kulitnya. Untuk memenuhi kebutuhan tersebut, seseorang perlu melakukan pembelian terhadap produk-produk perawatan tersebut. Penelitian ini bertujuan untuk mengetahui dan menguji pengaruh *brand awareness, brand association, brand loyalty, perceived quality, pricing policy, celebrity endorsement, lifestyle,* dan label halal terhadap keputusan pembelian produk Scarlett Whitening. Metode penelitian yang digunakan dalam penelitian ini adalah metode kuantitatif. Teknik pengumpulan sampel dalam penelitian ini menggunakan Teknik *non probability sampling* dengan menggunakan metode *purposive sampling.* Sampel yang digunakan yaitu sebanyak 179 sampel dengan Teknik analisis data menggunakan analisis regresi linier berganda dengan bantuan SPSS. Hasil penelitian menunjukkan bahwa *brand awareness, brand association, brand loyalty, perceived quality,* dan *lifestyle* berpengaruh positif dan signifikan, variabel *celebrity endorsement* berpengaruh negative dan signifikan. Sedangkan variabel *pricing policy* dan label halal tidak berpengaruh terhadap Keputusan pembelian produk Scarlett Whitening.

**Kata Kunci:** *brand awarness, brand association, brand loyalty, perceived quality, pricing policy, celebrity endorsement, lifestyle,* label halal dan Keputusan pembelian.

***ABSTRACT***

*The development of a perspective on the appearance will make a person have treatment for them face and body using treatment products that suit them skin. To fulfill these necessary, someone will make a purchase on these treatment producs. This research aims to determine and test the influence of brand awareness, brand association, brand loyalty, perceived quality, pricing policy, celebrity endorsement, lifestyle, halal label on purchase decisions of Scarlett Whitening’s products. the research method used in this research is a quantitative method. The sample collection technique in this research uses a non-probability sampling technique using purposive sampling method. The number of samples this research were 179 respondents with analytical method uses multiple linear regression analysis with the help of SPSS. The research result show that variables brand awareness, brand association, brand loyalty, perceived quality, and lifestyle have a positive effect and significant, variable celebrity endorsement have a negative effect and significant. Meanwhile variables pricing policy and halal label have no effect of purchase decisions Scarlett Whitening’s products.*

***Keywords:*** *brand awareness, brand association, brand loyalty, perceived quality, pricing policy, celebrity endorsement, lifestyle, halal label and purchase decisions.*