

**THE INFLUENCE OF SOCIAL MEDIA ORIENTATION, BRAND
IMAGE, AND ENDORSEMENT ON THE PURCHASE DECISION OF
SCARLET PRODUCT IN WEST SUMATRA**

THESIS

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ABSTRAK

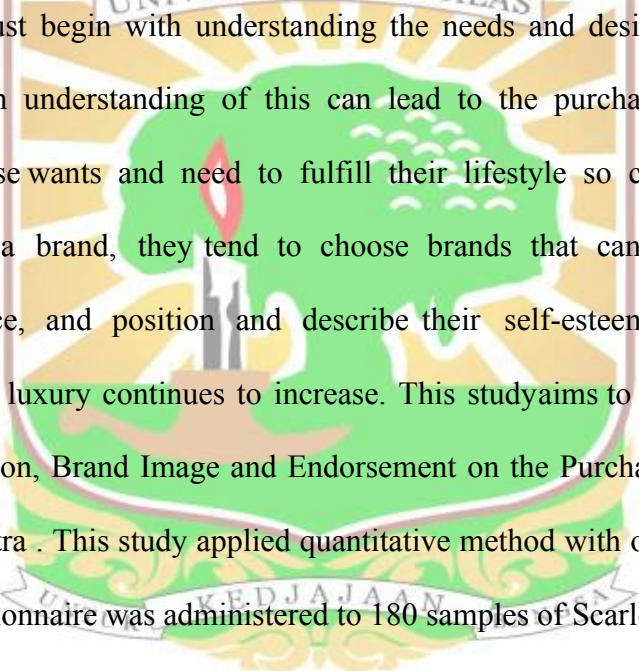
THE INFLUENCE OF SOCIAL MEDIA ORIENTATION, BRAND IMAGE, AND ENDORSEMENT ON THE PURCHASE DECISION OF SCARLETT PRODUCT IN WEST SUMATRA

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Marketing strategy must begin with understanding the needs and desires of consumers for a product or service. An understanding of this can lead to the purchase decision. Currently, consumers have diverse wants and need to fulfill their lifestyle so consumers have a high interest in choosing a brand, they tend to choose brands that can symbolize aspects of personality, appearance, and position and describe their self-esteem so that they make consumption of goods luxury continues to increase. This study aims to explore the influence of Social Media Orientation, Brand Image and Endorsement on the Purchase Decision of Scarlett Product in West Sumatra. This study applied quantitative method with online survey technique. In this study, the questionnaire was administered to 180 samples of Scarlett Product user in West Sumatra. The study using SmartPLS 4.0.8.4 for data analysis. This study found that Social Media Orientation has a positive influence on the Purchase Decision, Brand Image has a positive influence on the Purchase Decision, Endorsement has a positive influence on the Purchase Decision, and Endorsement has a negative influence on the Purchase Decision,

Keywords: *Social Media Orientation, Brand Image, Endorsement, Purchase Decision*