

**THE IMPACT OF CELEBRITY ENDORSER, QUALITY PRODUCT, BRAND
IMAGE AND LABEL HALAL ON SUNSCREEN EMINA PURCHASE
DECISION THE DEPOK AREA**

ABSTRACT

Looking attractive and dressing up is one of the things that women do before they move. The use of cosmetics is a natural thing among young people today. This can be seen by the increasing use of cosmetic products in Indonesia. The purpose of this study was to analyze the influence of celebrity endorses, product quality, brand image and halal label on Emina's sunscreen purchasing decisions.

The population used in this study are consumers who had or still making purchase through Emina sunscreen. The samples taken in this study were 120 respondents. The technique used to take the sample is non-probability sampling with purposive sampling method. The data used is primary data where data collection is obtained by distributing questionnaires to sunscreen Emina consumers. SPSS is reliability test, classical assumption test, multiple linear regression, t test, f test and coefficient of determination (R^2).

The result shows that Celebrity Endorser and Quality Product variables only affect the sunscreen Emina purchase decision partially, whereas the Brand Image and Label Halal variable does not affect the purchase decision. Celebrity Endorser, Quality Product, Brand Image and Label Halal variables affect the sunscreen Emina purchase decision simultaneously, whereas the most dominant variable that affect the purchase decision is the Quality Product variable.

*Key word : Brand image, Celebrity Endorser, Label Halal, Purchase Decision,
Quality Product*

(xii + 66 + Lampiran)

Bibliography (2012-2022)