ABSTRAK

Tujuan penelitian ini adalah bertujuan untuk mengetahui pengaruh Pengaruh *Brand Ambassador,* Label Halal, *Word Of Mouth* Dan Citra Merek Terhadap Minat Beli Konsumen Wardah Cosmetics secara parsial dan simultan. Jenis penelitian deskriptif kuanitatif dengan desain penelitian penjelasan (*explanatory research*). Populasi dalam penelitian ini adalah konsumen Wardah Cosmetics di Matahari Departement Store Johar Plaza. Sampel yang digunakan sebanyak 50 responden, menggunakan teknik *non probability sampling* dengan menggunakan *purposive sampling.* Alat analisis menggunakan regresi linier berganda. Hasil uji T menunjukkan signifikan *brand ambassador* (0,041), label halal (0,000), *word of mouth* (0,022), dan citra merek (0,009) lebih kecil dari 0,05, sehingga secara parsial berpengaruh seara signifikan terhadap minat beli konsumen. Hasil uji F menunjukkan nilai signifikansi sebesar 0,000 lebih kecil dari 0,05, sehingga secara simultan *brand ambassador*, label halal, *word of mouth* dan citra merek terhadap minat beli konsumen. Analisis regresi menunjukkan *brand ambassador* (0,136), label halal (0,474), *word of mouth* (0,135), dan citra merek (0,172) berpengaruh positif terhadap minat beli konsumen. Uji koefisien determinasi menunjukkan bahwa 0,940 minat beli konsumen dipengaruhi *brand ambassador*, label halal, *word of mouth,* dan citra merek, sedangkan sisanya 0,060 dipengaruhi oleh variabel lain diluar model atau persamaan.

Kata Kunci : *Brand Ambassador,* Label Halal, *Word Of Mouth,* Citra Merek, Minat Beli Konsumen

ABSTRACT

The purpose of this research is to know the influence of Brand Ambassador of Halal Label, Word Of Mouth And Brand Image To The Interest Of Buy Consumer Wardah Cosmetics partially and simultaneously, This type of descriptive research is kuanitatif with explanatory research design. The population in this research is Wardah CoSmetics consumer in Matahari Department Store Johar Plaza, Sample used A total of 50 respondents, using non probability sampling technique by using purposive sampling, Analyzer using multiple linear regression, Result uji T show significant brand ambassador (0,041), the label of halal (0,000), word of mouth (0,022), and brand image (0,009) smaller than 0,05, So that partially significant effect on consumer buying interest, 0,000 smaller than 0,05, so simultaneously brand ambassador label halala word of mouth and brand image to consumer buying interest. Regression analysis showed brand ambassador (0,136) halal label (474), word of mouth (0,135), and brand image (0,172) had a positive effect on consumer buying interest. UJi coefficient of determination indicates that 0,940 consumer buying interest influenced brand ambassador, halal label, word of mouth, and brand image While the rest 0,060 influenced by other variables outside model or equation.

Keyword : Brand Ambassador, Halal Label, Word Of Mouth, Brand Image, Buy Interest Consument