

## **ABSTRACT**

This study aims to examine and analyze the role of brand image in improving halal labels, celebrity endorsers, attitude towards advertising and buying interest. The population used in this study were active students of the Faculty of Economics Unissula, who had made a purchase of wardah products. Samples taken were 96 respondents. The sampling method used is convenience sampling, because in this study the population is not known with certainty. Based on data analysis, it can be concluded that there is a positive and significant influence on the halal label variable, celebrity endorser, attitude towards advertising towards brand image, and there is a positive and significant influence on the halal label variable, celebrity endorser, attitude towards advertising and brand image on buying interest.

**Keywords :** *halal label, celebrity endorser, attitude towards advertising, brand image, buying interest*

## ABSTRACT

Penelitian ini bertujuan untuk menguji dan menganalisis peran *brand image* dalam meningkatkan label halal, *celebrity endorser*, sikap terhadap iklan dan minat beli. Populasi yang digunakan dalam penelitian ini adalah mahasiswa aktif Fakultas Ekonomi Unissula yang pernah melakukan pembelian produk wardah. Sampel yang diambil sebanyak 96 responden. Metode pengambilan sampel yang digunakan adalah *convenience sampling*, karena pada penelitian ini jumlah populasi tidak diketahui dengan pasti. Berdasarkan analisis data dapat disimpulkan bahwa terdapat pengaruh positif dan signifikan variabel label halal, *celebrity endorser*, sikap terhadap iklan terhadap *brand image*, dan terdapat pengaruh positif dan signifikan variabel label halal, *celebrity endorser*, sikap terhadap iklan dan *brand image* terhadap minat beli.

**Kata kunci :** label halal, *celebrity endorser*, sikap terhadap iklan, *brand image*, minat beli.