

ABSTRACT

The current lifestyle seems to create a standard for women to look attractive, even many job vacancies consider the appearance of prospective employees in the recruitment process. This makes women always want to look attractive, one of which is with cosmetic make-up which then causes the emergence of various new cosmetic brands, both made locally and made abroad. The existence of various skin care trends and make-up trends which are very varied is directly proportional to the increase in product sales. Many factors are taken into consideration by consumers in choosing to use and loyal to certain a cosmetic brand. The research was conducted with the aim of analyzing the influence of the halal label, brand image and perceived quality on customer loyalty with electronic word of mouth (E-WOM) as an intervening variable. Respondents were Wardah consumers in the Semarang city, totaling 110 people who had used at least 2 different types of products from Wardah in the past year.

This research was conducted using a non-probability sampling technique in collecting data. Data analysis was carried out using the Structural Equation Model (SEM) and AMOS software version 24.0.

The results showed that four of the five hypotheses proposed were acceptable. With the following details: hypothesis 2 (brand image has a positive effect on E-WOM), hypothesis 3 (perceived quality has a positive effect on E-WOM), and hypothesis 4 (E-WOM has a positive effect on customer loyalty), and hypothesis 5 (label halal has a positive effect on E-WOM). In addition, hypothesis 1 is rejected so that it can be stated that the halal label has no positive effect on customer loyalty.

Keywords : *Halal Label, Brand Image, Perceived Quality, Electronic Word of Mouth (E-WOM), Customer Loyalty.*