ABSTRACT

This research aimed to analyse the effect of halal label, celebrity endorser, and electronic word of mouth on purchase intention with brand image as the intervening variable (a study on Wardah cosmetic products in Semarang city). The variables is used in this study consisted of 3 independent variables such as halal label (X_1), celebrity endorser (X_2), and electronic word of mouth (X_3), intervening variable is brand image (Y_1), and dependent variable is purchase intention (Y_2).

The samples in this research are 160 respondents of women within age of 15-54 years old who recognize Wardah brand, whether interested or not to buy Wardah cosmetic products in Semarang city. The sampling method used in this research is non-probability sampling method with purposive sampling technique. The method of data collection is conducted through questionnaires. This research uses analytical technique of Structural Equation Model (SEM) with AMOS 22.0 as the analysis instrument.

The results of this research show that halal label has a positive and significant effect on brand image, celebrity endorser has a positive and significant effect on brand image, electronic word of mouth has a positive and significant effect on brand image, electronic word of mouth has a positive and significant effect on purchase intention, and brand image has a positive and significant effect on purchase intention.

Keywords: Halal Label, Celebrity Endorser, Electronic Word of Mouth, Brand Image, Purchase Intention