

## **ABSTRACT**

This study aims to obtain empirical evidence of the influence of brand awareness , subjective norms , beliefs about the halal label on brand attitude and to obtain empirical evidence on the effect of brand attitude and purchase interest reset .

This type of research is a case study with correlative approach . The sample was consumer Wardah cosmetics brand in Semarang numbered 150 people . Data collection techniques are performed using a questionnaire . The questionnaire is enclosed questionnaire using a grading scale of 1-10 is an answer from strongly disagree to strongly agree . The research data were analyzed using path analysis with multiple linear regression .

The results showed subjective norms , and beliefs about the halal labeling positive effect on brand attitude and brand attitude affect buying interest again . While brand awareness is no effect on brand attitude .

Keywords : brand awareness , subjective norms , beliefs about the halal label , brand attitude and purchase interest reset