

## **ABSTRACT**

This research aims to see the influence of brand ambassadors, product quality, halal brand image, and price on consumer purchasing decisions (study on consumers of wardah products).

The population in this study are consumers who use wardah products. The number of samples used were 108 respondents who were selected using the purposive sampling method through questionnaires distributed online using google form. The data from this study were processed using SPSS version 21.

The results of this study indicate that brand ambassadors, product quality, and price significantly influence purchasing decisions. While halal brand image does not significantly affect product purchasing decisions.

**Keywords:** Brand Ambassador, Product Quality, Halal Brand Image, Price, and Product Purchase Decision.