

ABSTRAK

Alifah Jihan Fitria Cahyanti. 2026. Pengaruh *Celebrity Endorser*, *Halal Awareness*, *Product Quality*, dan *Brand Image* Terhadap Keputusan Pembelian Produk Kosmetik Wardah di Kota Madiun. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Hari Purwanto, S.E., M.M Pembimbing (II) Dr. Rizal Ula Ananta Fauzi, S.E., M.M.

Tujuan penelitian untuk mengetahui pengaruh pengaruh *celebrity endorser*, *halal awareness*, *product quality*, dan *brand image* terhadap keputusan pembelian produk kosmetik Wardah di Kota Madiun. Penelitian ini dilakukan pada seluruh konsumen yang oernah membeli produk kosmetik Wardah di Kota Wardah. Tehnik pengambilan sampel dalam penelitian ini menggunakan *non-probability sampling*, sampel penelitian sebanyak 384 responden. Metode penelitian yang digunakan yaitu pendekatan kuantitatif dengan menggunakan analisis regresi linier berganda dan menggunakan bantuan program SPSS. Hasil peneltian ini menunjukkan bahwa: 1) Secara parsial variabel *celebrity endorser* (X_1) memiliki pengaruh yang positif dan signifikan terhadap keputusan pembelian produk kosmetik Wardah di Kota Madiun. 2) Secara parsial variabel *halal awareness* (X_2) memiliki pengaruh yang positif dan signifikan terhadap keputusan pembelian produk kosmetik Wardah di Kota Madiun. 3) Secara parsial variabel *product quality* (X_3) memiliki pengaruh yang positif dan signifikan terhadap keputusan pembelian produk kosmetik Wardah di Kota Madiun. 4) Secara parsial variabel *brand image* (X_4) memiliki pengaruh yang positif dan signifikan terhadap keputusan pembelian produk kosmetik Wardah di Kota Madiun. 5) Ada pengaruh positif dan signifikan *celebrity endorser*, *halal awareness*, *product quality*, dan *brand image* secara simultan terhadap keputusan pembelian produk kosmetik Wardah di Kota Madiun.

Kata Kunci: *Celebrity Endorser*, *Halal Awareness*, *Product Quality*, *Brand Image*, Keputusan Pembelian

ABSTRACT

Alifah Jihan Fitria Cahyanti. 2026. *The Influence of Celebrity Endorsers, Halal Awareness, Product Quality, and Brand Image on Purchasing Decisions for Wardah Cosmetic Products in Madiun City*. Thesis. Management Study Program, Faculty of Economics and Business University PGRI Madiun. Supervisor (I): Dr. Hari Purwanto, S.E., M.M Supervisor (II): Dr. Rizal Ula Ananta Fauzi, S.E., M.M.

The purpose of this study was to determine the influence of celebrity endorsers, halal awareness, product quality, and brand image on purchasing decisions for wardah cosmetic products in Madiun City. This study was conducted on all consumers who had purchased Wardah cosmetic products in Madiun City. The sampling technique used was non-probability sampling, with a sample of 384 respondents. The research method used was a quantitative approach using multiple linear regression analysis and SPSS software. The results of this study indicate that:

- 1) Partially, the celebrity endorser variable (X1) has a positive and significant influence on the purchasing decision for Wardah cosmetic products in Madiun City.*
- 2) Partially, the halal awareness variable (X2) has a positive and significant influence on the purchasing decision for Wardah cosmetic products in Madiun City.*
- 3) Partially, the product quality variable (X3) has a positive and significant influence on the purchasing decision for Wardah cosmetic products in Madiun City.*
- 4) Partially, the brand image variable (X4) has a positive and significant influence on the purchasing decision for Wardah cosmetic products in Madiun City.*
- 5) There is a positive and significant influence of celebrity endorser, halal awareness, product quality, and brand image simultaneously on the purchasing decision for Wardah cosmetic products in Madiun City.*

Keywords: *Celebrity Endorser, Halal Awareness, Product Quality, Brand Image, Purchasing Decision*