

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *celebrity endorser*, *brand trust*, dan labelisasi halal terhadap keputusan pembelian kosmetik pada masyarakat Muslim Generasi Z Kota Jambi, baik secara parsial maupun simultan. Latar belakang penelitian ini didasarkan pada meningkatnya penggunaan kosmetik di kalangan generasi Z, serta peran penting *celebrity endorser*, *brand trust*, dan labelisasi halal dalam memengaruhi keputusan pembelian kosmetik. Metode yang digunakan dalam penelitian ini adalah kuantitatif dengan pendekatan survei melalui kuesioner. Sampel terdiri dari 120 responden yang dipilih menggunakan teknik purposive sampling. Data dianalisis menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa secara parsial, *celebrity endorser*, *brand trust*, dan labelisasi halal berpengaruh positif dan signifikan terhadap keputusan pembelian. Secara simultan, ketiga variabel tersebut juga berpengaruh positif dan signifikan terhadap keputusan pembelian kosmetik.

Kata Kunci: *Celebrity Endorser*, *Brand Trust*, Labelisasi Halal, Keputusan Pembelian, Generasi Z, Kosmetik.

ABSTRACT

This study aims to analyze the influence of celebrity endorsers, brand trust, and halal labeling on the purchase decisions of cosmetics among Muslim Generation Z in Jambi City, both partially and simultaneously. The background of this research is based on the increasing use of cosmetics among Generation Z, as well as the important roles played by celebrity endorsers, brand trust, and halal labeling in influencing purchasing decisions. This research uses a quantitative method with a survey approach through questionnaires. The sample consists of 120 respondents selected using purposive sampling. The data were analyzed using multiple linear regression. The results of the study show that partially, celebrity endorsers, brand trust, and halal labeling have a positive and significant effect on purchase decisions. Simultaneously, all three variables also have a positive and significant effect on cosmetic purchase decisions.

Keywords: *Celebrity Endorser, Brand Trust, Halal Labeling, Purchase Decision, Generation Z, Cosmetics.*