**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui dan menguji pengaruh *digital marketing, word of moth,* kualitas layanan, label halal, *celebrity endorser,* dan pengetahuan produk terhadap keputusan pembelian pada mie instan supermi. Metode penelitian yang digunakan adalah metode kuantitatif. Teknik pengambilan sampel menggunakan teknik *non probability sampling* dengan menggunakan metode *accidental sampling*. Data penelitian diperoleh dengan menyebar kuesioner kepada 97 responden melalui *google form*. Teknik analisis data menggunakan analisis regresi linier berganda dengan bantuan SPSS. Hasil penelitian menunjukkan bahwa variabel *digital marketing, word of mouth*, kualitas layanan, label halal, *celebrity endorser* dan pengetahuan produk berpengaruh positif dan signifikan terhadap keputusan pembelian mie instan supermi.

**Kata kunci:** *digital marketing, word of mouth*, kualitas layanan, label halal, *celebrity endorser*, pengetahuan produk, keputusan pembelian.

***ABSTRACT***

*This research aims to determine and test the influence of digital marketing, word of mouth, service quality, halal labels, celebrity endorsers, and product knowledge on purchasing decisions for Supermi instant noodles. The research method used is a quantitative method. The sampling technique uses a non-probability sampling technique using the accidental sampling method. Research data was obtained by distributing questionnaires to 97 respondents via Google Form. The data analysis technique uses multiple linear regression analysis with the help of SPSS. The research results show that the variables digital marketing, word of mouth, service quality, halal label, celebrity endorser and product knowledge have a positive and significant effect on purchasing decisions for Supermi instant noodles.*

***Keywords:*** *digital marketing, word of mouth, service quality, halal label, celebrity endorser, product knowledge, purchasing decisions.*