

ABSTRACT

Muslim consumers, especially in fashion, are starting to keep up with the times. TikTok has emerged as the most widely used social media platform in Semarang. Muslim fashion brands in Indonesia are capitalizing on this momentum to promote their products, offering popular Muslim clothing that can be worn both formally and informally. Islamic Branding & Influencer Marketing is a vital aspect used by Muslim fashion brands in Indonesia to reach Muslim fashion consumers. This study aims to determine the influence of Islamic branding, influencer marketing, product quality, and price impression as independent variables on the purchasing decision of Zaafer Indonesia products which is the dependent variable.

This research uses the technique of accidental sampling, a sampling technique that uses specific characteristics to select respondents. Questionnaires were distributed to 118 Muslim consumers who had previously purchased Zaafer Indonesia products. The analysis technique used was quantitative, using a multiple linear regression model with SPSS version 27 software.

The results of this study show that Islamic branding, influencer marketing, product quality and price impression have a positive and significant influence on purchasing decisions for Zaafer Indonesia products on the TikTok application in Semarang City.

Keywords : *Islamic branding, influencer marketing, product quality, price impression, and purchasing decisions.*

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