

ABTRAK

Perkembangan teknologi digital dan meningkatnya penggunaan media sosial telah mengubah perilaku konsumen dalam melakukan pembelian produk secara online, khususnya melalui *platform* TikTok Shop. Generasi Z sebagai kelompok pengguna aktif media sosial memiliki kecenderungan tinggi dalam membeli produk fesyen Muslim melalui *e-commerce*. Tingginya permintaan produk fesyen Muslim di TikTok Shop belum diimbangi dengan optimalisasi *digital marketing*, *brand image*, dan label halal dalam memengaruhi keputusan pembelian konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh *digital marketing*, *brand image*, dan label halal terhadap keputusan pembelian produk fesyen Muslim di TikTok Shop oleh Generasi Z, baik secara parsial maupun simultan. Penelitian menggunakan pendekatan kuantitatif dengan jenis *explanatory research*.

Pengambilan sampel menggunakan teknik *purposive sampling* dengan jumlah responden sebanyak 100 Generasi Z di Jawa Timur yang pernah membeli produk fesyen Muslim melalui TikTok Shop. Pengumpulan data dilakukan melalui penyebaran kuesioner online pada responden yang telah ditentukan. Analisis data menggunakan regresi linier berganda dengan bantuan *software* SPSS 2022 melalui uji validitas, uji reliabilitas, uji asumsi klasik, uji parsial (uji t), uji simultan (uji F), dan uji koefisien determinasi.

Hasil penelitian menunjukkan bahwa *digital marketing* secara parsial tidak berpengaruh signifikan terhadap keputusan pembelian produk fesyen Muslim di TikTok Shop. *Brand image* secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen. Label halal secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian. Namun, hasil pengujian simultan menunjukkan bahwa *digital marketing*, *brand image*, dan label halal secara bersama-sama berpengaruh signifikan terhadap keputusan pembelian produk fesyen Muslim oleh Generasi Z di TikTok Shop.

Kata Kunci: *Brand Image*, *Digital Marketing*, Generasi Z, Keputusan Pembelian, Label Halal.

ABSTRAC

Advances in digital technology and the growing use of social media have transformed consumer behavior when purchasing products online, particularly through the TikTok Shop platform. Generation Z, as an active group of social media users, shows a strong tendency to purchase Muslim fashion products via e-commerce. The high demand for Muslim fashion products on TikTok Shop has not yet been matched by the optimization of digital marketing, brand image, and halal certification in influencing consumer purchasing decisions. This study aims to analyze the influence of digital marketing, brand image, and halal labeling on Generation Z's purchasing decisions for Muslim fashion products on TikTok Shop, both partially and simultaneously. The study employs a quantitative approach using explanatory research methodology.

Sampling was conducted using purposive sampling, with a sample size of 100 Generation Z respondents in East Java who have previously purchased Muslim fashion products via TikTok Shop. Data collection was carried out through the distribution of an online questionnaire to the selected respondents. Data analysis employed multiple linear regression using SPSS 2022 software, including validity tests, reliability tests, classical assumption tests, partial tests (t-tests), simultaneous tests (F-tests), and coefficient of determination tests.

The results indicate that digital marketing does not have a significant partial effect on the decision to purchase Muslim fashion products on TikTok Shop. Brand image has a partial, positive, and significant effect on consumer purchasing decisions. The halal label has a partial, positive, and significant effect on purchasing decisions. However, the results of the simultaneous test indicate that digital marketing, brand image, and the halal label collectively have a significant effect on Generation Z's purchasing decisions regarding Muslim fashion products on TikTok Shop.

Keywords: Brand Image, Digital Marketing, Generation Z, Purchase Decision, Halal Certification.