

RINGKASAN

Penelitian ini dilakukan di tempat yang dikunjungi oleh Gen Z untuk makan dan kumpul-kumpul. Tujuan penelitian ini untuk mengetahui Pengaruh *Islamic branding* dan *Viral marketing* Terhadap Daya Minat Beli Konsumen Pada Gen Z di Kota Padang. Populasi yang digunakan pada penelitian ini adalah konsumen Gen Z yang ada di Kota Padang dengan kriteria muslim dan pernah mengunjungi tempat makan kekinian dengan sampel sebanyak 138 responden. Data diperoleh dengan melakukan penyebaran kuesioner online, kemudian data diolah dan diuji menggunakan aplikasi SPSS 23. Dari penelitian yang dilakukan diketahui bahwa *Islamic branding* dan *Viral marketing* berpengaruh positif dan signifikan terhadap Daya Minat Beli Konsumen Pada Gen Z di Kota Padang. Hasil koefisien determinasi (R^2) menunjukkan bahwa besar pengaruh *Islamic Branding* dan *Viral Mrketing* sebesar 72% sedangkan sisanya yaitu 28% dijelaskan oleh variabel lain.

Kata Kunci : *Islamic branding*, *Viral marketing*, Gen Z, dan Daya Minat Beli Konsumen

SUMMARY

The research was conducted at places visited by Gen Z for eating and gathering. The aim of this research is to determine the influence of Islamic branding and viral marketing on consumer purchasing interest in Gen Z in Padang City. The population used in this research is Gen Z consumers in the city of Padang with Muslim criteria and who have visited contemporary eating places with a sample of 138 respondents. Data was obtained by distributing online questionnaires, then the data was processed and tested using the SPSS 23 application. From the research conducted it was found that Islamic branding and Viral marketing had a positive and significant influence on Consumer Purchasing Interest in Gen Z in Padang City. The results of the coefficient of determination (R^2) show that the influence of Islamic Branding and Viral Marketing is 72%, while the remaining 28% is explained by other variables.

Keywords: *Islamic branding, Viral marketing, Gen Z, and consumer purchasing interest*