

# WELL OF MUSLIM CUSTOMERS IN THE NOW AGE ON THE PURCHASE OF HALAL PRODUCTS (CASE STUDY ON TIP TOP SUPERMARKETS IN JABODETABEK)

## WELL OF MUSLIM CUSTOMERS IN THE NOW AGE ON THE PURCHASE OF HALAL PRODUCTS (CASE STUDY ON TIP TOP SUPERMARKETS IN JABODETABEK)

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### *Abstract*

*Today's Muslims are Muslims who are very digital literate, have global insight and broad language skills, as well as have a deeply rooted Islamic identity with a sense of pride in Islamic traditions with local characteristics. In consuming halal products, the Muslim lifestyle nowadays pays close attention to the halal logo that is in every intake of food and drink that enters the body so that they have no doubt in consuming it. Tip Top Supermarket is a retail with an Islamic concept that offers all food and beverages with a halal logo. Indicators of lifestyle, namely activity, are the biggest factor for Muslims today in shopping for halal products. The research method used is descriptive quantitative by conducting surveys and distributing questionnaires to Tip Top Supermarket customers.*

**Keywords:** *Muslim Zaman Now, Lifestyle, Halal*

### **1. INTRODUCTION**

Indonesia is experiencing a tremendous demographic shift. According to information from the Central Statistics Agency, the so-called millennial generation currently constitutes 50% of the productive population (Subhan, 2018). Based on World Population Review data ([www.industry.co.id](http://www.industry.co.id)), the current Muslim population (in 2020) reaches 229 million people or 87.2% of the total population of 273.5 million. Being a country where the majority of the population is Muslim, requires the Indonesian government to pay more attention to products circulating in the market, the goal is to provide a sense of security to the community so that the products they consume do not conflict with Islamic teachings. The large population makes Indonesia a large market share for entrepreneurs, both domestic and foreign, to sell their products widely and freely. Foreign products that enter the country can easily be found in many supermarkets. Whether we realize it or not, not all of the products circulating in the market have halal labeling. The halal label is a symbol or logo given by an institution whose task is to ensure the halalness of the composition of a product so that the product does not contain ingredients prohibited by a religion, so that people who consume it feel safe physically and mentally.

In Indonesia, there is an institution that is responsible for issuing a halal certificate for every product circulating on the market, namely the Food and Drug Monitoring and Circulation Agency - the Indonesian Ulema Council (LPPOM-MUI). LPPOM-MUI, which was established on January 6, 1989, is an institution formed based on the mandate of the Government in collaboration with MUI, the Ministry of Religion and the Ministry of Health. In granting the halal certificate, LPPOM-MUI will carry out post-audit audits and monitoring of companies that register their products to obtain halal certificates. The purpose of the halal certification is to provide certainty for the status of halalness, so as to reassure consumers in consuming it. The continuity of the halal production process is guaranteed by the producer by implementing the Halal Assurance System.

The halal food and beverage industry has the fattest market share in the world with a contribution of 16.6% of the total global industry. The world halal food industry grows quite rapidly every year, namely 4.6% (Hendr et al, 2018). He added that if a product has a halal label or logo, then the product is safe for consumption by the public, especially Muslims,

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because the composition of the product does not contain ingredients prohibited by Islam. The existence of a halal label or logo can make people feel less worried about buying and consuming a product.

Usually, a restaurant will display or display the halal certificate it has obtained from LPPOM-MUI in its shop, which is useful for informing the public that the food, drinks and ingredients used by the restaurant do not contain haram ingredients such as pork. Viewed from an Islamic perspective, the concept of halal is vital for a Muslim. Halal means permissible or permissible in Islam (Alquran Surah Albaqarah 168-169).

Being careful in choosing the products he will consume has made a shift in the lifestyle of today's society which is getting better towards a more Islamic direction. According to Kotler & Keller (2018) lifestyle is a person's lifestyle in the world as expressed in activities, interests and opinions. Lifestyle is formed through social interaction and becomes a driving force that can influence a person's decision-making process in buying products.

A pre-survey conducted on 30 Muslim customer respondents, the results stated that 26 respondents stated that they did not buy a product based on the existence of a halal label on the product packaging. Based on these data, halal certification is not a consideration for Muslim consumers to buy a product. So, it can be concluded that not all Muslims pay attention to the halalness of a product they buy.

Based on this background, the researcher has a desire to examine more deeply the lifestyle of Muslim customers today in shopping for halal products at Islamic retail. In this study, the research object was respondents who made purchases at Tip Top supermarkets on a regular basis. The selection of Tip Top Supermarkets is because the business system is run based on the advice of Islam and only sells halal products.

## **2. LITERATURE STUDY**

### **Muslims Today**

Today's Muslims are modern consumers with a global mindset. Today's Muslim artists are 2F, namely:

- a. Faith, they are loyal to religious guidelines
- b. Fun, they follow the latest trends (fashion, music, art and tech). behavior and lifestyle of Muslims today. As a digital savvy segment, Muslims today cannot easily be separated from the digital lifestyle, especially social media. They seek information, get news, share knowledge, and show off what they have through social media. Activities of daily life have also begun to switch to digital. Starting from looking for information through digital media, shopping through e-commerce, financial activities with fintech, traveling to ta'aruf online.

Today's Muslims have grown up with pop culture as their identity, even though Islam and pop culture, which are synonymous with the West, are often depicted as contradicting each other. Islam and pop culture can go hand in hand. To win this segment, your brand must be a part of pop culture. Your brand must be a cool brand for them. Convey the core message of your brand in a way that is considered contemporary by them (Yuswohady).

Brands need to be more aware to be able to communicate their halalness by going beyond the logo itself in a more innovative way. For example, brands can carry out marketing communications through showing their business processes in a transparent manner or applying Islamic business values. As is done by TipTop Swalayan, without highlighting the halal logo or Islamic symbols, they can communicate the values of a very Islamic company in a more comprehensive manner.

### **Lifestyle**

According to Kotler and Keller (2018) defines lifestyle as: "A person's lifestyle is reflected through their activities, interests, and opinions. Lifestyle is a person's way of living his / her

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daily life which is influenced by the standards, values and principles of each. The standards, values, and principles of each person are of course different from one another. According to Sumarwan (2002), lifestyle measurements can be done by using psychographics. Psychographics are an instrument for measuring lifestyle that provides quantitative measurements and can be used to analyze very large data. Psychography is often defined as a measure of AIO (activity, interest and opinion). Lifestyle is a person's lifestyle expressed in activities, interests and opinions in spending money and allocating the time they have. When adopted into a lifestyle, these standards, values, and principles become the foundation for a person to live his daily life. Lifestyle can also be interpreted as the art of living one's life, starting from the principles of behavior, habits, activities, to their interests and interests.

**Tabel 1 Lifestyle Dimension**

<i>Activities</i>	<i>Interest</i>	<i>Opinions</i>
Work	Family	Self
Hobby	Home	Social issues
Social Activity	Work	Political
Holiday	Public	Business
Entertainment	Recreation	Economy
Club Member	Fashion	Education
Public	Food	Product
Shopping	Media	Future
Sport	Success	Culture

Source: Kotler and Keller (2018)

**Halal**

As a view of life, Islam regulates all aspects of human life through Islamic law or sharia within. Al-Qur`an and hadith. The term halal according to Hendri Saparini et al (2018) is everything that is not forbidden by Allah SWT so that it includes all acts whose law is obligatory, sunnah (mandub), mubah and makruh. A halal label certificate is a written fatwa that states the halal of a product in accordance with Islamic law. The halal label is a guarantee given by an authorized institution such as the Indonesian Ulema Council (LP POM MUI) food, medicine and cosmetics assessment agency to ensure that the product has passed the halal test in accordance with Islamic law. The inclusion of halal labels aims for consumers to obtain halal protection and convenience for the use of the product (Yuswohady, 2015).

The definition of halal food and drink includes:

- a. Halal in substance, Food that is halal in substance is food that is basically halal to consume. And its halal has been established in the Qur'an and hadith.
- b. Halal is the way to process it, Food that was originally halal and will become haram when the way of processing it is not in accordance with religious law. There are many foods that are originally halal, but due to improper processing, the food becomes haram.
- c. Halal way to obtain it, Food obtained in a good and legal way. Food will be haram if the way to obtain it in a false way because it can harm others and is prohibited by the sharia.

**3. RESEARCH METHODOLOGY**

This research is a quantitative descriptive study by conducting surveys and distributing questionnaires to respondents, namely customers from Tip Top Supermarkets in the Jabodetabek area. Respondents who were the object of the study were randomly selected. The function of this research is to understand existing phenomena (Sugiyono, 2019). The variables used in this study are lifestyle variables which are measured using three AIO indicators (activity, interest and opinion). The research instrument used a Likert scale which is only a

measurement scale with five response categories ranging from strongly agree to strongly disagree. The data obtained were then analyzed descriptively.

#### **4. RESULTS AND DISCUSSIONS**

Based on the results of distributing questionnaires to 124 randomly selected respondents, it can be seen that the lifestyle of customers, especially in shopping for halal products at Tip Top Supermarkets, feels confident and safe according to Islamic law that all products sold are labeled halal. All products that go into the mouth are all halal certified by the MUI according to what is taught in the Al-Qur`an and hadith. Halal of everything. Whatever the products and services, all must wear a halal label. This has become a kind of "magic word" that can "hypnotize" Muslim consumers today. Today's Muslims have also created an alternative community economic movement. Tip Top Supermarkets are a new phenomenon in the retail world with an Islamic concept. to fulfill the demands of the Muslims. Today's Muslims also like this movement because it adheres to the principles of sharia, modernity and professionalism. It can be seen in table 2 that recapitulation of respondents' answers regarding the lifestyle in shopping for halal products at Tip Top Supermarkets.

**Table 2 Recapitulation of Respondents' Answers**

No	Indicator	Statement	Answers					Score	Rangking
			STS	TS	KS	S	SS		
1	Activity	I tend to shop for products with a halal label	2	6	15	41	60	523	2.972
2		I feel safe shopping at Tip Top Supermarket	2	3	11	56	52	525	
3		I shop at Tip Top because the products they sell have the halal logo	9	19	35	39	22	457	
4		I shop every month at Tip Top	12	23	47	23	19	386	
5		Buying halal products is a good idea	1	2	15	39	67	541	
6	Interest	I consume halal products because they are in accordance with Islamic law	10	5	9	39	61	518	2.438
7		I believe halal products are healthier for consumption	3	8	15	28	70	526	
8		I have a desire to shop regularly at Tip Top	1	11	44	48	20	447	
9		I get information about Tip Top from friends, family and social media	4	8	22	56	34	480	
10		I will recommend Tip Top to friends and family	2	8	32	57	25	467	
11	Opinion	I do not consume products that do not have the halal logo	12	10	21	31	50	469	2.363
12		There are no harmful ingredients in products with the halal logo	1	8	24	50	41	494	
13		I feel confident when shopping at Tip Top	6	15	58	27	18	408	
14		I believe the product with the halal logo has passed the LPPOM MUI test	1	7	20	46	50	509	
15		I don't buy food and drinks that don't have a halal logo	6	11	21	38	48	483	

Source: Author's Result 2019

Based on the results of the recapitulation of answers from respondents, it can be seen that those who shop at Tip Top supermarkets are not only Muslims but also non-Muslim consumers. Non-Muslim consumers like to shop at Tip Top because of the location close to their homes, the prices offered are relatively cheaper than conventional retail stores and Tip Top offers products sold with halal and hygienic logos. Consumers are increasingly aware that food and drink that is not halal or unhygienic processing has great potential to cause diseases like what is happening now.

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They believe that products, especially food and beverages that already have a halal logo, are sure to contain products that are especially good for the body. Non-Muslim customers who do not find meat products such as pork and alcoholic beverages, they will shop at other retailers that provide these products. They understand very well that Tip Top Supermarket retail is a retail based on Islamic sharia that does not sell haram items such as pork and alcoholic drinks. Where these two items are forbidden in Islam according to the Al-Qur`an and Hadish.

They really respect and appreciate Muslim consumers who do not allow non-halal products to circulate in the shop. As for Muslim consumers, shopping at Tip Top Supermarkets is an inner satisfaction in itself to be able to shop in Islamic retail concepts that can fulfill all daily needs according to what Yuswohady explains about the more religious lifestyle of Muslims today. Where Tip Top Supermarket is the first and biggest pioneer in providing around 200 products with the halal logo. Consuming quality halal products is not only because of belief, but halal products also guarantee good product quality, both from the aspects of ethics, health, safety and environmental friendliness. The same thing is also in accordance with the results of research from Eka (2016) that the lifestyle and halal label are one of the determinants for consumers in shopping.

The reason is in accordance with Q.S. Al-Baqarah 2: 58, "And (remember), when We said: "Enter you into this land (Baitul Maqdis), and eat from the produce of the earth, which is much more delicious where you like, and enter the gate while prostrating, and say: "Deliver us from sin", surely We will forgive your mistakes, and someday We will add (Our gifts) to those who do good".

Today's Muslims with an age range of nineteen to twenty-four years are a generation of millennial Muslims who are technology literate and increasingly religious according to the research results of Bintang and Sri. Based on modern Muslim lifestyle indicators in shopping at Islamic retail Tip Top Supermarket produces activity indicators of 2,972, interest of 2,438 and opinions of 2,363. Seeing this, today's Muslims in shopping at Tip Top Supermarkets are convinced that all food and beverage products sold must have a halal logo so that consumers no longer need to pay attention to the halalness of a product they buy one by one.

### **5. CONCLUSION**

The conclusion from the results of this study shows that the current Muslim lifestyle in shopping for food and beverage products at Tip Top Supermarkets does not experience doubts because the products sold at Tip Top are all products that have a halal logo. In addition, today's Muslim lifestyle in shopping is seen from three indicators, namely Activity, Interest and Opinion. The activity indicator is the biggest indicator for Muslims today in shopping, followed by interest and opinion.

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