

THE INFLUENCE OF PRODUCT BRAND, QUALITY, AND PACKAGING ON CUSTOMER RESPONSE AND THE IMPLICATIONS ON THE LOYALTY OF MINIMARKET MINIMARKET MUSLIM CONSUMERS: SYSTEMATIC REVIEWS

Silvia Ekasari

STIE Manajemen Bisnis Indonesia Depok
silvia.ekasari@stiambi.ac.id

ABSTRACT

This economic business study aimed to identify brands' influence, product quality, and packaging on customer responses and implications for Muslim consumer loyalty in Minimarket. For this reason, we first collect data related to the above issues from various online data sources such as data sources based on Google Scholar publications, Google Docs, and other sources of academic literature. After that, we continue with the analysis to get answers to the problems of this study. Data analysis started from a preliminary reading of the literature and connected with questions. Then analysis and in-depth interpretation are continued to get answers as the findings of this study. We selected secondary data according to the systematic review design model. Then we continue writing a report in a qualitative descriptive form with the principles of validity and reliability. Considering existing data, we report a very close influence between brand, quality, and product packaging on the response of Muslim customers, which lately has become a shopping trend among Muslim consumers.

Keywords: *Brand influence, quality, product recognition, Muslim customer response. and Minimarket.*

INTRODUCTION

Being a religious individual is the dream of many religions (Berger, 2014). This happens when a person believes in God and is obliged to follow religious advice complete with teachings and prohibitions such as rewards and sins resulting from what is in the respective religious books. Hamdan (2007), for true Muslims, to believe in all pillars of faith means having to believe in your heart and practice all religious teachings in your daily life, including seeking research and making choices among many choices (Alatas, 2007). For most Muslims who live in other minority Muslim countries (Ghodsee, 2009) such as Eastern Europe, faith is essential in dealing with consumption choices. He added that religious life's ideal individual belief is muthlak; it cannot be offered anymore, unlike other religious groups' lives. This shows the issue of each Muslim's life, and belief and belief in what religion teaches are susceptible (Ambali & Bakar, (2014). In other words, life is based on religion that gives an individual influence in their full economic life. Thus, the business experts have provided evidence that religion's meaning for individuals gets better guidance on how to leave the way of work and how to behave in life to feel life satisfaction—choices when getting needs (Rezai, 2012).

Suppose the spiritual function has become a strong commitment in the life of Muslims.

In that case, religion can also be a controller in all aspects of life, including ideal economic matters in other social and religious contexts (Das (2010) said that in Islam, morally and spiritually must synergize in everyday life wherever Muslims are. Being a Muslim is said to be not only contemporary but comprehensive or *khaffa*. So when dealing with economic problems such as talking about business customers and belief models, individuals have been influenced by religious teachings in their lives, businesses, they try to provide a relationship between humans and humans and between humans and religion or belief in God and humans with the natural system of the environment (Wilson, 2006) Because religion has an individual profile for its followers. How about Islam Protect the people by paying attention to each activity's benefits between people and customers. In other words, what can be produced by business people but still profitable for consumers. In running a business that targets Muslim consumers (Damirchi & Shafai, 2011), business people must understand a marketing system in line with Muslims' views and ways of life. For example, a product they like. Perhaps the packaging or brand of this item is very sensitive. Several marketing experts show the relationship between brands and other economic activities by responding to the basic understanding of religion in buying or getting its needs in everyday life and what decisions are best made (Nurdin & Yusuf, 2020). Therefore, in this study, the author will analyze how the Muslim customer community's needs related to products with the Islamic symbol. Besides, researchers suggested that customers choose their needs by buying the best way, namely, there is a symbol of product excellence (*halal*), besides symbolic things, quality and individual product packaging are also available urgent.

Besides, business people also continue to understand the economic motive that if the influence of religious symbols on customer needs must be an opportunity and a strategy must be followed, distinguishing between products targeted by general consumers and symbolically religious target consumers. So that the customer and religious symbols become identities that any businessman should learn is essential. So, to reduce the gap between what the customer wants and what the business can produce, it must be appropriate. Osterwalder et al. (2014) suggest that producers should design valuable products by presenting consumer-oriented goods and services based on bringing in many new customers. So that by analyzing to determine these influences and their impacts, the research results must be able to address the gap. The solution could then contribute to increasing the religious base of any upgradeable consumer endeavors. This research can also explain how the business world can use religious values to encourage production and business competitiveness among consumers based on religion or certain economic and marketing beliefs. If not, then business people will easily struggle to compete in an era of increasingly fierce competition (Dell'Era, 2010).

In line with the above statement, Mehrjardi, 2017) identifies the reasons for the growth of business change in the Yazd Qajar Era based on symbols of construction and quality of resilience. This occurs after business people find out customers' decisions from various ethnic cultures and religions, such as the majority of Hindus and other religious groups. Businesses should find their decisions to be heavily influenced by choice when most customers say that they always choose the best-based product based on religious advice and other traditional values when they buy a product. What is there and what the religion demands are that business people's services influence these religious groups' decisions. However, some basics of customer religiosity are more innovative and flexible than others are growing in the image. So this religious behavior has become the object of business and continues with the advice of each.

Entering into the habits of Islamic customers what makes the best religious customers in their choice. Because choices are critical and influential in their lives, said Baharuddin et al. (2015). They added that Islamic understanding of the concept of halal products is fundamental in every product purchased. So this becomes important for business people in providing information about the food's status attached to each packaging label. However, in doing business, Muslimah groups are also influenced by marketing and business promotion. From this perspective, producing the right products and brands is very important for a business person because of religious prospects' decisions. Attention to halal products is a boon for every customer and business product because each one wants to be in a business that prioritizes satisfaction (Putra et al., 2016, September).

When this happens, marketing and advertising activities will significantly affect how certain products are produced and promoted. It is also a solution for image elements through models in sports in films or other characters. Because the brand is essential in making the right product in creating a good brand is very important. Rice & Al-Mossawi, 2002) said that image in Islam is essential in business. At a minimum, the advertisement must bring out exemplary figures and figures to attract other Muslim consumers in the future. When a particular product is made with a good brand, it will make consumers feel very informative, so that the brand image matches the size with attractive color and something in line. Now we can see how religious symbols can influence the behavior of Muslim customers. Many studies have shown that religion and customer behavior are very close to each other in research. McAlexander et al. (2014) noted that marketing in an Islamic context is a significant field of study because the symbol is also a consumer identity. The relationship between religion and customers is like this, especially for religious customers both in Muslims and in other religious groups. So this must be a concern when business people approach business or economic problems such as how the store is managed, how products are produced, what ingredients are healthier and have a good impact on Muslim consumers. This trick is very potent when the customer is the majority, and they have their preferences based on religious symbols and legal decisions (Ozdemir & Met, 2012).

Wilson et al. (2013) note that promotion with the crescent symbol is appropriate in Muslim areas, and Islamic product brands are their way of dealing with business contexts and marketing strategies. They added that this method is essential for certain religious groups to identify unique products when they want to market them. This is very important because it relates to their attention and appreciation of which consumers are good or bad for potential customers. In the context of Islamic economics, something that is prohibited must be avoided if certain economic actors or businesses want their business to progress and be sustainable, especially when they are in a Muslim community. Also, Sandikci & Ger (2011) say that Islam is closely related to consumption, so the right marketing is to pay attention to Muslims' consumption problem. This is a more critical issue than anyone outside of Islam. So to buy something they believe to be a halal product by studying its origins and other identities.

Likewise, customers do. Temporal (2011) notes that product branding, packaging, and marketing in an Islamic business context create a widely useful business. This is based on the world's most established religious message about halal food in Islamic products. This trend occurs in all Muslims when they pay attention to aspects of the relationship between followers to process it into something already right in the book and like the words of religious teachings (Wilson & Liu, 2010). This happens because Islam seeks to halal in all business practices, halal

in all aspects, production, packaging, sources, and brands. However, buying habits also influence business marketing. The more business owners learn how religious communities are, the easier it is for them to try to buy what they believe to be good so that it is a holistic benefit for business organizers to consider the needs of both religious individuals and other groups to satisfy their choices (Haigh & Hoffman, 2011).

Likewise, business owners have to think about what customers want when promoting services and products. If in business, they carry out promotions based on specific religious advice, such as models, anything related to accepting religious practices. Furthermore, for most staunch Muslims, buying goods is a materialistic choice for the necessities of life, and wants is a way of life that can reflect their behavior. Certain products they should refuse for reasons of prohibition or accept because they are allowed. So the religion-based customer behavior said by Boğan & Sarıışık (2019). Halal tourism is a concept and a challenge in managing a business if it is for the Islamic ummah. In this place, most Muslim religious communities in Indonesia choose products that say halal or good. This is the number one choice for the Islamic ummah. They are behavior that reflects the value of something to be obedient or something to do in Islam. Endah (2014) said in her study of how to purchase Islamic cosmetics labeled halal in Indonesia so that the business concept on brands, price packaging, and other religious symbols will be influenced by how the product is sold and how religious groups will consume the product.

There are many other important messages that business owners must understand in order for them to know how to package their business products and services. Understanding and implementing business product packaging is fundamental in a superior business strategy, especially a good marketing strategy. This was stated by Akbari et al. (2018) in their study of the symbolism of the food production business among Muslims and winning loyal consumers. This is super advice that not many people know. They say again that the product packaging should be the best in the excellent packaging to attract customers because the packaging indicates the product warranty. Ali et al. (2018) state that consumers need to recognize each production's origin because it will determine buyers' attitudes toward the Islamic ummah using religious mediation. In other words, specific product packaging methods that contain something that will protect the shape, model size, or other value required by consumers must be included in every package.

Many studies show that about 75% of consumer buying products, both factory, and household products, are strongly influenced by the packaging's appearance. According to Ab Thalib & Mohd Johan (2012), the decision to buy among Muslim customers is an important issue starting from packaging to the composition of the halal production elements. So that business people and business management procedures take note of it. About 50% of the store's products or market care about the package, said Yunus et al. (2014). Interviews with customers who regularly shop at the supermarket, the first thing they consider buying is the brand (Hassan, 2012). They added that prices are also included in the next category. Then they see the package how this package wraps the product. Are they because the packaging is OK on the packaging or not. This is why many studies believe that a good packaging safety display will be a strong reason to buy a particular product. So that packaged products are an essential issue in modern supermarkets. Because the more buyers who think the package is perfect, the more selling an item will be, especially in modern markets where customers there are those from the middle to upper class who prioritize super service (Wright, 2004).

Finally, because this paper wants to know the effect of several variables such as brand, packaging, product quality on purchasing power, and the implications of Muslim consumers in minimarkets, there is a lot of evidence from previous research that also proves the validity of this relationship. among these variables. The product and the packaging are acceptable according to the demand of Muslim consumers; this is important to understand because it is closely related to the trade-offs that businesses must make in attracting religious-based consumers to buy. What makes a customer decide to subscribe to a particular product. There are brands specified by Islam et al. (2019), which states the importance of symbolic and functional suitability in selecting a product. Consider whether the expert advice profile is correct; this issue is deemed necessary to be discussed further, hoping that there will be significant implications for business actors to produce their products that include the above variables. Goods must be adequately packed, as this is the number one concern about the difference for customers to buy or not to buy, according to Moisescu (2009), the importance of company awareness in designing it and certain symbolic qualities to attract product enthusiasts. A significant factor that will significantly determine consumers' choice in buying these goods, in addition to yes, in general, is the package, level, or color of the information on the logo packaging, and certain symbols can be religious or other non-religious symbols. A symbol of sports products' strength, a sacred symbol for worship, and a symbol of delicacy for connoisseurs of certain goods is a right solution. That is what is said (Sharma & Trivedi, 2016) ineffective business. Entrepreneurs must always pay attention to the right elements in designing certain products and services by considering these factors. Otherwise, the business cannot run well, said Baron (2006) in his study of identifying consumer demand as an opportunity, not a problem. It identifies ways in which entrepreneurs should relate what customers are looking for with fulfilling expectations that can be met in an increasingly competitive business era.

METHOD

This study aims to analyze experts' views on the influence of brand, quality, and consumer response packaging and its implications for Muslim consumer loyalty in the minimarket business. We chose the method of reviewing the marketing economics literature, especially the reading of international journal publications. Before analyzing, we first understand this study's questions so that the conclusions after data analysis can meet validity and reliability principles. Because we depend on secondary data, we have made Google Scholars and the publication data sources of ERIC and Google Doc as the primary data sources from the 2000 to 2020 range so that the data is more up to date. The analysis process involves coding, in-depth analysis, critical interpretation, and concluding findings data. All of our steps and designs follow qualitative review analysis experts (Moser & Korstjens, 2018).

DISCUSSION

Item Brand

In this section, we present the results of a systematic review of the data from ten samples to find the truth of our opinion that there is a significant influence on the brand, packaging, and

product quality on consumer responses and its implications for the loyalty of the Muslim consumer community in minimarkets.

Evidence from Gayatri and Chew (2013) on how Muslim buyers see administration quality. Future analysts can apply Islamic aid quality measures to Muslim buyers in different countries. Effective specialist organizations must be aware of Islamic quality and practice play's inherent work among Muslim buyers. Significant limitations include the ability to review buyers during verbal convention strategies for encounters and the possibility of mixing Islamic qualities with Javanese culture. The degree of division of state and religion must also be seen when applying this measure in Indonesia. The results show how strong Muslim buyers care for the quality of service and production. Quality, according to Islam, is pervasive. This includes matters of lawful and haram. This is also an Islamic concern and respecting Islamic education, which is very strict, authentic, unobtrusive, and empathetic, and responsible for the community.

It turns out that Muslim behavior towards halal quality products has also caught consumers' attention across religions. The study of Ismail and Nasiruddin (2014) succeeded in understanding the views and perceptions of non-Muslim buyers towards halal goods in Malaysia. This investigation aims to determine the purchase objectives and behavior of non-Muslims towards halal goods. The findings will help advertisers better prepare to build their items and develop a more severe system to attract more non-Muslim buyers. The connection investigation results show a reliable and positive relationship between religion, security, and accommodation and show buying behavior even though they differ across identities and spiritual beliefs.

Wilson and Liu (2010) examined many documents on the benefits of halal from a business perspective. They observe the recent trend of more and more business people forming halal into a product brand. This paper aims to survey contemporary writings and works on halal use in advertising and tagging. This paper uses inductive reasoning and argument to apply the analogy hypothesis and a basic speaking test. Rather than the latest issues centered around price-cutting efforts in practical advertising to draw nearer, Halal excellence is more critical when conveyed through the engineering component and the summed board, said the creators. The authors argue that the current use of the brand hypothesis is aimlessly limiting the term Halal and suspects that there is one understanding of its significance.

Item Quality

Evidence over critical of quality in the product was studied by (Alshurideh et al., 2017). The effect of Islamic bank's administration quality discernment on Jordanian client's dedication. Many administration quality measurements have been researched: unmistakable, dependability, sympathy, confirmation, and responsiveness. A self-announced review was intended to gather the essential information from 293 Islamic bank's administration's clients in the Jordanian market. Both Factor Analysis and Multiple Analysis testicles were utilized to test the impacts of client dedication on client support quality in the Islamic banks.

Alnaser et al. (2018) observed the administration quality in Islamic banks: The part of the PAKSERV model, consumer loyalty, and client dedication. The nature of assistance in the financial industry assumes a fundamental part in estimating the presentation of banks. The study looks at the PAKSERV model to gauge consumer loyalty and client devotion of Islamic Banks in Palestine. Factual findings uncovered that the PAKSERV model fundamentally affected consumer loyalty and client dependability in Islamic banks of Palestine. Results likewise uncovered that in the social setting PAKSERV model was the most suitable scale and had the prescient force of administration quality in the financial business of Palestine. The discoveries of this examination will be useful for administrators and strategy producers to improve the help quality in Islamic banks of Palestine.

Kashif et al. (2016) wrote how the client saw administration quality and reliability in Islamic banks. Scientists have introduced administration quality from a social point of view, particularly inside an Asian social setting. The reason for this paper is to quantify the administrative nature of Pakistani Islamic banks through approving a socially delicate scale: PAKSERV. A self-managed review was directed to move toward 300 Islamic bank clients in significant urban areas of Pakistan. The discoveries uncover that Pakistani Islamic financial clients are happy with the assistance quality advertised. Be that as it may, the client's significant focal point is on the measurements, for example, responsiveness and truthfulness, which are justifiable in high-hazard dodging and decently power-arranged Pakistani society.

Item Halal Packaging

Concern the packaging issue, Fahmi (2017, July) studied the halal naming impact on Muslim customer's disposition and conduct. There is 88% of the population in Indonesia Muslim. Muslims in Indonesia are anxious about halal issues because in Islamic strict are denied to devour haram items. The Indonesian Ulema Council (MUI) affirmed halal items recorded in food items and non-food items. The examination utilizes quantitative methodology through study strategy and numerous relapse investigations to quantify the impact of the free factor on the reliant variable. The investigation's consequence expressed that demeanor toward halal naming an abstract standard has a positive and massive effect on the variable of expectation with an importance level of under 0.001.

Bukhari et al. (2020) investigated the thought processes behind the acquisition of western imported food items. The utilization and inclination of western imported food in a Muslim-larger part state connotes its significance and pertinence in a particular culture. The examination's discoveries would increase the value of the field of shopper conduct, in which little exploration has been directed. Brand trust, dependability, fulfillment, abstract standards are persuasive variables for Muslim customers' buy conduct. By far most detail, food items coming from the West should have been halal, a significant primary consideration for procurement. Additionally, the degree of strictness identified with western imports food purchasing conduct differs from one city to another, which itself a fascinating finding from a Muslim larger part populace. This examination is instrumental for western food makers and exporters, giving significant data about the thought processes behind the acquisition of

westerns imported food items in Pakistan, and likewise, conceivably in Muslim nations as a rule. The paper is subjective, and accordingly, the generalizability of the examination results is restricted.

While Mueller and Szolnoki (2010) studied the general impact of bundling, marking, marking, and tactile ascribes on loving and buy aim: Consumers contrast in their responsiveness. The study isolated the general impact of additional credits and considered contrasts between customers regarding different item signals. Out of 500 and 21 regular wine buyers interested in a focal area test in three German urban communities in 2005. More youthful unpracticed shoppers used a blend of different signals; wine-experienced buyers put together their assessment principally concerning grape assortment and visually impaired epicurean preferring. More established regular wine purchasers were affected most emphatically by brand and bundling. These discoveries give experiences into the general effect of item bundling, marking, and naming on by and the extensive item is enjoying and demonstrate definite contrasts in how customers react to various item qualities.

Afendi et al. (2014) examined the purpose of purchasing halal products in a Muslim majority market in Perlis. This test determines the variables that affect halal goods' purchase expectation among buyers at selected general stores around Perlis. About 100 people were randomly selected to become respondents in this investigation through a poll. Future exploration should be possible in a fast-developing urban society, and the results we get will be more practically identical and provide practical courses on halal goods. This information is dissected using an adaptation of the Statistical Package for Social Sciences (SPSS) 19.0.

Discussion

This study aims to understand through an exploratory study of the brand relationship, quality, and packaging of a product to the response and impact on Muslim consumers' attractiveness in the minimarket market. Recently, symbols and religious-based products have become interesting because there is a high religious symbolic value. Furthermore, this paper understands how the symbolic use of groups and religions in business brands, product packaging, especially food and clothing, and their impact on Muslim consumers' locality in Indonesia. Our study also tries to understand how the impact of religious symbols ranging from trademark names, packaging systems, and the quality of halalness even though Indonesia has varied across products with different symbolic values and consumers of various religiosity levels.

Based on the results of a review of several of the above publications, we can say that our study has addressed this study's issues with the most critical findings in sharpening businesspeople's understanding of how to design religiosity and consumer behavior from ordinary to loyalty. Following the preliminary study results, we identified that the increasing number of businesspeople in many business models with religious symbols on product packaging positively affects consumer purchase intentions, but only for products with low symbolic value. This study's significant contribution is to emphasize religious symbols with

advertisements, brands, and quality to halal labeled packaging. Likewise, consumer response regarding quality, brand, and the product packaging is an essential issue for business people when they think about how to sell and usually in public markets to retail stores Silayoi & Speece (2004) in the packaging matter and buying decisions that bring impact on the involvement degree and trend. On the other hand, Muslim consumers have recently been more inclined to scrutinize every time they buy. So many researchers find the importance of the issue of Islamic symbols in many goods and services with a variety of choices that must be prepared because these religious-based consumers are now increasingly serious about the issue of halal and legal basis sharia. It turns out that the symbolic issue of religion in this business is not only faced in Muslim-majority countries like Indonesia. However, this also applies in non-Muslim countries. Goodenough (2014) studied the Jewish symbolic spirit in the Greco-Roman Period.

They observe the study results by Gayatri and Chew (2013), for example, how Muslim consumers interpret service quality cases in the office. With a comparative analysis of Islam's future, if they can apply the quality standards of each product following the demands of Islam for every consumer in various Islamic countries, more companies and businesses will be more effective in running their business. It realizes how each product's quality is essential in the Islamic community. Every business practice will stick among Muslim consumers. This study's findings are very significant with the findings of a new understanding for minimarket business people to serve buyers according to consumers' wishes, meet what consumers want and what business people have to do. The issue of consumer desire was also studied by Kumar (2017), namely the effect of feeling happy on the color of the packaging and the effect on consumers and willingness to buy behavior.

Limitation of this study

Even though it gives significant ramifications to exporters and worldwide consumers, there are a few limits with this investigation that future examination should address. Initially, the example is how best to understand more in-depth, which has informed youthful buyers. Additionally, the example was from one Muslim dominant part geological territory in Indonesia where most individuals share the same social qualities. Different social respondents' pools may give more experiences into the strict image's impacts by isolating traditional and ethnocentric impacts on modern businesses.

CONCLUSION

We can conclude that after discussing the findings with the various scope of problems and related variables, we conclude that there are a very significant bond and influence between the brand, packaging, and quality of a product, both goods, and services, on the response of the Muslim community in many minimarkets at the end. This. The relationship between all variables and data can be seen from the various literature and data sources from publications, especially in the ten publications that we have systematically reviewed. This trend is not only in the Muslim consumer country but in non-Muslim countries. This will significantly convince

business people to understand how to set up a typical business sought after by most customers with religious symbols.

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