

**THE INFLUENCE OF MARKETING MIX AND
HALAL CERTIFICATION ON BUYING INTEREST
(CASE STUDY AT CV. MUBAROK FOOD CIPTA
DELICIA)**



By:

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2024 M/1446 H

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CV. MUBAROK FOOD CIPTA DELICIA)**

THESIS

Presented to University of Darussalam Gontor in Partial Fulfillment of
Requirements for Completing the Undergraduate Program of Islamic
Economics

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ABSTRAK

Pengaruh Marketing Mix dan Sertifikasi Halal Terhadap Minat Beli Produk di Cv. Mubarak Food Cipta Delicia

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Jenang kudu merupakan makanan tradisional yang sangat populer di Indonesia yang berdiri sejak tahun 1910 hingga saat ini dan sudah melewati beberapa generasi. Penelitian ini bertujuan untuk mengetahui pengaruh Implementasi Marketing Mix dan Sertifikasi Halal terhadap Minat Beli Produk di (CV. Mubarak Food Cipta Delicia, Kudus Jawa Tengah). Penelitian ini dilaksanakan dengan menyebarkan kuesioner kepada 200 responden konsumen Jenang yang ada di CV. Mubarak Food Cipta Delicia dengan menggunakan *metode field research*, dengan meneliti objek secara langsung yaitu konsumen di CV. Mubarak Food Cipta Delicia dan menyebarkan kuesioner secara langsung yaitu menggunakan angket dan menggunakan Kode QR. Alat analisa yang digunakan untuk mengukur pengaruh Marketing Mix dan Sertifikasi Halal Terhadap Minat Beli adalah analisa regresi linear berganda dan data diolah menggunakan program SPSS. Hasil penelitian menemukan bahwa produk tidak berpengaruh signifikan terhadap minat beli produk di CV. Mubarak Food Cipta Delicia, bahwa harga berpengaruh positif dan signifikan terhadap Minat Beli Produk di CV. Mubarak Food Cipta Delicia, bahwa tempat berpengaruh positif dan signifikan terhadap minat Beli Produk di CV. Mubarak Food Cipta Delicia, bahwa promosi berpengaruh positif dan signifikan terhadap Minat Beli Produk di CV. Mubarak Food Cipta Delicia, bahwa sertifikasi halal berpengaruh positif dan signifikan terhadap Minat Beli Produk di CV. Mubarak Food Cipta Delicia

Kata Kunci: *Produk, Harga, Tempat, Promosi, Sertifikasi Halal dan Minat Beli*

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ABSTRACT

The Influence Of Marketing Mix And Halal Certification On Buying Interest (Case Study At Cv. Mubarak Food Cipta Delicia)

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Jenang kudu is a very popular traditional food in Indonesia which was founded in 1910 until now and has passed several generations. This study aims to determine the effect of Marketing Mix Implementation and Halal Certification on Product Purchase Intention at (CV. Mubarak Food Cipta Delicia, Kudus Central Java). This research was conducted by distributing questionnaires to 200 respondents of Jenang consumers at CV. Mubarak Food Cipta Delicia using the field research method, by examining objects directly, namely consumers at CV. Mubarak Food Cipta Delicia and distributing questionnaires directly, namely using questionnaires and using QR codes. The analytical tool used to measure the effect of Marketing Mix and Halal Certification on Purchase Intention is multiple linear regression analysis, and the data is processed using the SPSS programme. The results of the study found that the product has no significant effect on product purchase interest at CV. Mubarak Food Cipta Delicia, that price has a positive and significant effect on product purchase interest at CV. Mubarak Food Cipta Delicia, that place has a positive and significant effect on product purchase interest at CV. Mubarak Food Cipta Delicia, that promotion has a positive and significant effect on product purchase interest at CV. Mubarak Food Cipta Delicia, that halal certification has a positive and significant effect on product purchase interest at CV. Mubarak Food Cipta Delicia

Keywords: Product, Price, Place, Promotion, Halal Certification and Buying Interest

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DECLARATION



Faculty of Economics and Management

كلية الاقتصاد والإدارة

DECLARATION

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Mubarak Food Cipta Delicia)

I hereby declare that this undergraduate thesis is the result of my own investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at University of Darussalam Gontor or other institutions.

Ponorogo, Rabiul Akhir 4th, 1446 H
Oktober 07, 2024

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APPROVAL OF SUPERVISOR



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APPROVAL OF SUPERVISOR

To Honorable,
Dean of Faculty of Economics and Management
University of Darussalam Gontor

Bismillahirrahmanirrahim,
Assalamu 'alaikum Wr. Wb.

I certify that I have supervised and read this thesis, written by:

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In my opinion, it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as an undergraduate thesis for the degree of Bachelor of (Islamic Economics /Management) Department.

Wassalamu 'alaikum Wr. Wb.

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APPROVAL OF THE DEAN

APPROVAL OF DEAN

The Faculty of Economics and Management University
of Darussalam Gontor has accepted the thesis written by :

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It is approved as a fulfill of the requirement for the degree of Bachelor of
Islamic Economics, academic year 1445-1446 H / 2024-2025.

Wassalamu'alaikum Wr, Wb.

Ponorogo, 21 Rabi'u Tsani, 1445 H
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APROVAL OF THE EXAMINER

THESIS EXAMINATION COMMITTEE APPROVAL

The examination committee declared that the thesis written by:

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It has passed to thesis examination and it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as an undergraduate thesis for the degree of Bachelor in Department of Islamic Economics Faculty of Economics and Management, University of Darussalam Gontor.

Chairman,



Achmad Fajaruddin, M.A.

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Sheema Haseena Armina, M.SEI.

The team of thesis Examination:

1st Examiner: Dr. Mufti Afif, Lc., M.A.



2nd Examiner: Sheema Haseena Armina, M.SEI.



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RESEARCH MOTTO

﴿فَبِأَيِّ آلَاءِ رَبِّكُمَا تُكَذِّبَانِ﴾

“So which of the favors of your Lord would you deny”

﴿وَاصْبِرْ وَمَا صَبْرُكَ إِلَّا بِاللَّهِ ۚ وَلَا تَحْزَنْ عَلَيْهِمْ وَلَا تَكُ فِي ضَيْقٍ مِّمَّا يَمْكُرُونَ﴾

“Be patient (O Muhammad) and none of your patience is but with the help of Allah and do not grieve over their (disbelief) and do not be constricted by what they deceive you with.”

﴿فَإِذَا فَرَغْتَ فَانصَبْ﴾

“So when you have finished (a task), work hard (on another task).”

﴿وَتَوَكَّلْ عَلَى اللَّهِ إِنَّ اللَّهَ يُحِبُّ الْمُتَوَكِّلِينَ﴾

“Trust in Allah. Verily, Allah loves those who put their trust in Him”

﴿وَمَنْ يَتَّقِ اللَّهَ يَجْعَلْ لَهُ مَخْرَجًا﴾

“Whoever fears Allah will surely find a way out.”

﴿فَإِنَّ مَعَ الْعُسْرِ يُسْرًا﴾

“For indeed with difficulty there is ease”

ACKNOWLEDGEMENT

Assalamualaikum Warrahmatullahi Wabarakatuh,

All praise belongs only to Allah SWT who has given the favor of health and strength to complete this research. sholawat and salam always poured out for the prophet Muhammad SAW. and his family, friends, and loved ones. It is to Him that I give thanks for the grace given to every servant so that researchers can complete the thesis entitled "**The Influence of Marketing Mix and Halal Certification on Buying Interest at Cv. Mubarak Food Cipta Delicia**". This thesis is one of the requirements to complete the undergraduate strata one (S1) program education at the Faculty of Economics and Management, University of Darussalam Gontor.

Besides that, the researcher realizes that in the preparation of this thesis, he has received a lot of guidance and encouragement from various parties. Therefore, on this occasion, the researcher expressed his deepest gratitude to all those who have assisted to:

1. President of University Of Darussalam Gontor, Al- Ustadz K.H. Hasan Abdullah Sahal, Al-Ustadz K.H. Drs. Muhammad Akrim Mariyat, Dipl.A.Ed., Al-Ustadz Prof. Dr. Amal Fathullah Zarkasyi, M.A.
2. Al-Ustadz Prof. Dr. KH. Hamid Fahmy Zarkasyi, M.A.Ed., M.Phil. As the rector of University of Darussalam Gontor, Al-Ustadz Assoc. Prof. Dr. AbdulHafidz Zaid, Lc, M.A. as vice-chancellor I for Academic & Student Affairs, Al-Ustadz Assoc. Prof. Dr. Setiawan bin Lahuri, Lc, M.A. as vice-chancellor II for General Administration & Finance, Al-Ustadz Assoc. Prof. Dr. Khoirul Umam, M.Ec. as vice chancellor III for Cooperation & Alumni, Al-Ustadz Dr. Royyan Ramdhani Djayusman, M.A.
3. Dr. Hartomi Maulana, S.E., M.Sc., as the Dean of the faculty of economics and management, Atika Rukmanastiti Masrifah, M.E.

Sy as vice dean 1, Kurnia Rahman Abadi, S.E, M.M. as vice dean 2 and Adib Susilo, S.H.I., M.S.I as vicedean 3 who have provided direction during the researcher undergoing the undergraduate program.

4. Dr. Mufti Afif, Lc., M.A. as the head of Islamic Economics department who always provides valuable direction and advice to researchers.
5. Achmad Fajaruddin, S.H.I., M.A., as thesis supervisor as well as academic supervisor, thank you for your time, energy, and thoughts to provide direction and guidance with patience, may God's grace be upon her.
6. All lecturers of the faculty of economics and management at University of Darussalam Gontor, especially the Islamic Economics department, have provided very valuable knowledge for me.
7. Both parents have provided moral and material support thanks to my beloved father, Alm. Ali Muda Nasution, and my beloved mother Latifahannum Nasution may the grace of God always be upon him.
8. Friends of the Faculty of Economics and Management, University of Darussalam Gontor class of 2020 Islamic Economics department who are always there in joy and sorrow and provide motivation during the lecture period.
9. Parties who cannot be named but have helped researchers complete the research I thank you very much.

I'm not sure if this is a good idea or a bad idea, but it's a good idea to be aware of the limitations of the abilities and experiences available to the researcher so that it does not rule out the possibility that this thesis still has many shortcomings.

Finally, the researcher hopes that this thesis can open my way to achieve my goals.

Wassalamu'alaikum warrahmatullahi Wabarakatuh

Ponorogo, 07th Oktober 2024

Muhammad Ja'far

