

CHAPTER I

INTRODUCTION

A. Research Background

In today's era of globalization, the business world is growing rapidly, including in Indonesia. Businesses are expanding in almost every sector to meet the needs of society. As these needs become more diverse, people's habits also change. This presents opportunities for entrepreneurs to establish new ventures.

According to statistics from Indonesia's Central Bureau of Statistics (BPS), the domestic food and beverage industry recorded a Gross Domestic Product (GDP) of Rp 206.19 trillion in the first quarter of 2023 (showing growth from previous periods). This figure increased by 5.33% from the previous period's total of Rp 195.75 trillion. The Ministry of Business reported that the food and beverage industry grew rapidly after the onset of COVID-19 in Indonesia.¹

With an increasing number of entrepreneurs, competition becomes more intense. Each business will offer its products by highlighting their unique advantages, aiming to attract consumers. Therefore, business owners must maintain quality and branding to survive and thrive in this competitive market. The culinary sector, including food and beverages, is one of the fastest-growing commercial sectors.²

The success of a business in achieving its objectives can often be determined by its marketing system. One crucial strategy is the implementation of the Marketing Mix approach. The Marketing Mix refers to a company's efforts to achieve its goals through successful marketing operations. Businesses can use the Marketing Mix to gain a competitive edge. The Marketing Mix

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¹ BPS (Badan Pusat Statistik), "Laporan Perekonomian Indonesia 2023," *Badan Pusat Statistik*, last modified 2023, on 21 Mei 2024, <https://www.bps.go.id/id/publication/2023/09/21/a62efbad86d18bc35581c33a/indonesian-economic-report--2023.html>.

² Tetty Yuliaty, "Strategi UMKM Dalam Menghadapi Persaingan Bisnis Global Studi Kasus Pada PT. Muniru Burni Telong," *Journal Management, Business, and Accounting* Vol. 19 No. 1 (2020) p. 13.

consists of four key components: product, pricing, distribution, and promotion, which together form the foundation for achieving business objectives through competent marketing strategies.

There are many studies related to the theme of buying interest including research conducted by Ibrahim and Mufti Afif, Imam Haryadi and Fajar Shodiq, M. R. Mulyandi and Estika P. Sani. The research uses the 7p concept, namely product, price, place, promotion, people, process and physical evidence. Marketing mix theory is a marketing analysis tool that is carried out by a company to achieve its marketing target goals, the marketing mix theory was first proposed by Philip Kotler in 1948.

Products can be defined linguistically as a collection of physical characteristics that are interconnected in a recognizable way. Products can affect the buying interest of a customer starting from the good and bad aspects of a product. Product is “the first element in the marketing mix.” Because products are a combination of commodities and services provided by individuals or organizations to meet market requirements and preferences. The results of research conducted by Robi Gunawan that his research states that the results of the research show that the effect of product quality affects product purchase interest significantly. Products can be interpreted linguistically as a collection of physical characteristics that are interconnected in a recognizable way. Products can affect the buying interest of a customer starting from the good and bad aspects of a product. Products are “the first element in the marketing mix.” Because products are a combination of commodities and services provided by individuals or organizations to meet market requirements and preferences. The results of research conducted by Robi Gunawan that his research states that the results of the research show that the effect of product quality affects product purchase interest significantly.³

³ Robby Gunawan, “Minat Beli Konsumen Pada Masa Pandemi Covid-19 Pada Konsumen Umkm Ikan Lele Di Desa Purwodadi Kecamatan Pagar Merbau” (*Skripsi: Universitas Muhammadiyah Sumatera Utara*, 2020) p.20 .

The price factor, in the marketing mix this factor has a role that greatly influences buying interest, price is a determinant of the value of an item. The lower the price given, accompanied by good product quality, the happier consumers will be, thus encouraging customers to return to that location. The results of research conducted by Widiarti Lestariningsih, Helmi Azahari, Toto Parwono that the influence of the price factor significantly influences product purchase interest.⁴

The place factor, in the marketing mix this factor has a role that greatly influences buying interest, place is a determinant of the value of an item. Place/Place refers to all strategic considerations about how the product will get to the end consumer. The results of research conducted by Garry Rondonuwu Dantje Kelles Lucky F. Tamengke that the influence of place factors significantly affects buying interest.⁵

Promotion factor, in the marketing mix this factor affects buying interest, promotion is a determinant of the value of an item. Promotion is a type of advertising that aims to persuade other parties or buyers. Research conducted by Revalda Milenia Tololiu, Ferdy Roring that the influence of promotional factors significantly affects buying interest.⁶

The halal certification factor affects buying interest, halal certification is a procedure that includes obtaining a Halal certificate to certify that the manufacturing materials, methods, and halal assurance system (SJH) are in accordance with the requirements of LPPOM MUI. Research conducted by

⁴ Widiarti Lestariningsih, Helmi Azahari, and Toto Parwono, "Pengaruh Harga Dan Kualitas Produk Terhadap Minat Beli Konsumen," *Economics and Social Humanities* vol: 1, no 3. November (2022) p:96–104.

⁵ Garry Rondonuwu, Dantje Kelles, and Lucky F. Tamengkel, "Pengaruh Lokasi Usaha Terhadap Minat Beli Konsumen (Studi Kasus Pasar Swalayan Borobudur Manado)," *Jurnal Administrasi Bisnis* 2, no. 3 (2022) p:449–460.

⁶ Revalda Milenia Tololiu and Ferdy Roring, "Pengaruh Promosi Dan Testimoni Pelanggan Terhadap Minat Beli Konsumen Hp Samsung Di Marketplace Facebook (Studi Kasus Pada Toko Mozamart Manado) Influence of Promotions and Customer Testimonials on Consumer Purchase Interests of Samsung Hp in the Facebo," *Jurnal EMBA: Ekonomi Manajemen Bisnis dan Akuntansi* 10, no. 4 (2022) p:1110–1120.

Adinda Choirul Ummah, Moh. Bahrudin, Syamsul Hilal that the effect of halal certification significantly affects buying interest.⁷

In this study using the 4p concept, namely product, price, place, promotion because this theory examines direct / physical products, while in research that has the 7p concept, namely product, price, place, promotion, people, process and physical evidence, it is more about services for consumers / buying interest.

Implementing the Marketing Mix approach is essential to the marketing efforts of a company. It helps a business gain a competitive advantage by targeting the right mix of Products, Price, Place, and Promotions. Achieving the correct combination of these elements can significantly boost consumer interest in purchasing products.

Many companies are experiencing rapid growth in today's world, accompanied by increasingly complex technological advancements. As a result, consumers are becoming more discerning and competitive in their purchasing decisions as product diversification grows. As customers become more informed, businesses face fierce competition to capture their interest and sell their products in the market. Consumer purchasing decisions are influenced not only by individual preferences but also by the Marketing Mix, which includes product, price, distribution, and promotion.

Islam teaches us to consume halal products in accordance with the verse Al-Baqarah surah 14 in this surah explaining the command of Allah Swt to consume halal food and be grateful for it, a muslim will always strive to consume products by their religious teachings. This is reflected in the growing demand for halal-certified products. The use of halal certification helps Muslim consumers avoid haram (forbidden) foods and allows them to make informed choices when selecting products. Halal certification is not only a safeguard against consuming forbidden items but also a measure to prevent product fraud.

⁷ Adinda Choirul Ummah. and Syamsul Hilal , Moh. Bahrudin, "Sertifikasi Halal Dan Kesadaran Halal Pada Minat Beli Produk Makanan," *Ekonomi, Keuangan, Investasi dan Syariah (EKUITAS)* vol: 4, no. 4 (2024) p:1113–1119.

Therefore, halal certification is crucial for countries to protect Muslim consumers from haram products.

In Indonesia, "Jenang Kudus," produced by CV. Mubarak Food, has been a popular traditional food since 1910 and has been passed down through generations. It remains a preferred choice, especially for festive events, holidays, or daily consumption.⁸ Over time, various types of "Jenang" have been produced with different brands, flavors, and varieties. "Jenang Kudus" is well-known among the people of Indonesia, particularly in Java.

CV. Mubarak Food pays close attention to the characteristics and elements of the Marketing Mix that influence consumer purchasing decisions and buying habits, helping the business gain a competitive advantage. This is related to how the Marketing Mix affects customer decision-making. What determines whether a buyer is highly satisfied, moderately satisfied, or dissatisfied with their purchase? Buyer satisfaction depends on how closely the product's perceived performance meets their expectations. If the product's performance falls short of expectations, the customer will feel disappointed; if it meets their expectations, they will feel satisfied; and if it exceeds expectations, they will feel highly pleased.⁹

Customer satisfaction significantly impacts whether they will make repeat purchases or recommend the product to others, either positively or negatively. This foundation can stimulate consumer interest in continuously purchasing products from CV. Mubarak Food Cipta Delicia.

The majority Indonesia's population is Muslim, which significantly influences the culture, including the consumption patterns of halal food products. The issue of whether a product is halal or haram is of great importance to the public. Furthermore, halal certification has extended beyond food products to include cosmetics, bags, shoes, and even eyeglasses, all available with halal labels. This study aims to investigate the effect of the

⁸ Mubarak Food Cipta Delicia "Sejarah Perusahaan Dan Riwayat Pimpinan (Cv. Mubarak Food Cipta Delicia," <https://mubarakfood.co.id/area-pemasaran> viewed on 1 Maret 2023.

⁹ Meithiana Indrasari, *Pemasaran Dan Kepuasan Pelanggan* (Surabaya: Unitomo Press, 2019) p 30.

Marketing Mix implementation and halal certification on consumer buying interest (Case Study on CV. Mubarak Food Cipta Delicia).

Islam teaches us to consume halal food and avoid haram food, with basic knowledge of halal awareness and halal certification frequently communicated by MUI (the Indonesian Ulema Council) and regulated under Law No. 33 of 2014 regarding halal product guarantees.¹⁰ This serves as a benchmark to assess whether CV. Mubarak Food Cipta Delicia maintains a high awareness of halal products when choosing halal food and whether they check for halal certification before purchasing food products.

Jenang Kudus is known for its sweet, sticky flavor and soft, chewy texture. It is one of the fastest-growing food products. Jenang is produced by CV. Mubarak Food Cipta Delicia, which is currently recognized as a producer of traditional Jenang Kudus. The author believes in the potential to complete this thesis, given the availability of resources in libraries and other sources such as books, journals, articles, and data necessary for the research, as well as the accessibility of the research site. CV. Mubarak Food Cipta Delicia is one of several Jenang Kudus producers still operating in Kudus. Based on the background outlined above, the author is interested in conducting an in-depth study on the impact of Marketing Mix implementation and halal certification on consumer buying interest.

In this research using the 4p concept because in previous studies to examine motivation and the Islamic marketing mix affects purchasing decisions while in this study examining the direct market and providing services to customers, in study using quantitative methods the data collection techniques in this study used questionnaires and the data used in this study used primary data because quantitative research in this study is more accurate, in this study uses 1 type of data, namely primary data because the data obtained is more accurate.

¹⁰ RepublikIndonesia,“UUNo.33Tahun2014”
<https://peraturan.bpk.go.id/Home/Details/38709/uu-no-33-tahun-2014>.

B. Problem Statement

1. How does the implementation of the Marketing Mix affect customer buying interest at CV Mubarok Food Cipta Delicia?
2. How does halal certification influence customer buying interest at CV Mubarok Food Cipta Delicia?

C. Research Objectives

1. To determine the effect of the Marketing Mix implementation on consumer buying interest.
2. To analyze the impact of halal certification on customer purchase preferences.

D. Research Benefits

1. Theoretical Benefits

This research can provide further insights and investigations into the influence of Marketing Mix implementation and halal certification on buying interest (Case Study on CV Mubarok Food Cipta Delicia).

2. Practical Benefits

a. For the Researcher

By conducting this research and obtaining results, the researcher can expand their knowledge and understanding of the impact of Marketing Mix implementation and halal certification on buying interest (Case Study on CV Mubarok Food Cipta Delicia).

b. For Academics

The results of this research are expected to contribute to the understanding of the effect of Marketing Mix implementation and halal certification on buying interest (Case Study on CV Mubarok Food Cipta Delicia) for academics, and it will also be useful as a reference for students conducting studies.