

INTENSI PEMBELI MUSLIM TERHADAP PRODUK KOREA:

Framework Development

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Mencapai Derajat Sarjana S1

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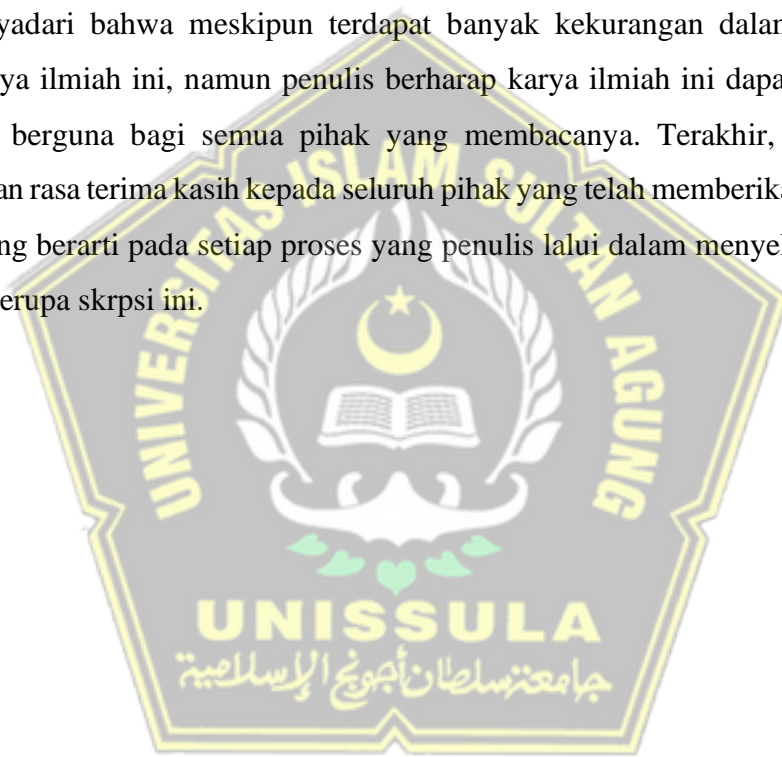
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ABSTRAK

Peningkatan popularitas Korean Wave yang mencakup budaya pop Korea, makeup Korea, dan produk konsumen telah mengarahkan penelitian tentang apa yang membuat umat Muslim membeli produk Korea. Dalam hal pada topik ini, penelitian ini akan mengeksplorasi variabel- variabel yang memengaruhi pembelian produk Korea oleh pembeli Muslim berdasarkan studi- studi sebelumnya yang tersedia saat ini. Penelitian ini menganalisis dampak yang ditimbulkan oleh kesadaran halal, bahan produk, negara asal, citra merek, dan sensitivitas harga terhadap perilaku pembelian Muslim. Penelitian ini juga akan menganalisis pendekatan pemasaran yang efektif yang menargetkan umat Muslim, seperti sertifikasi halal, iklan yang ditargetkan, dan situs jejaring sosial.

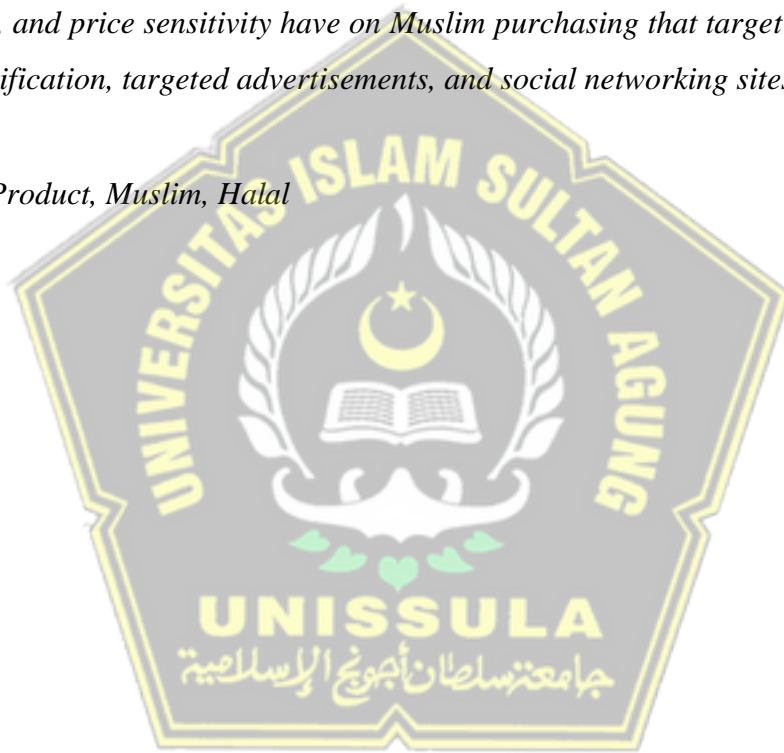
Kata kunci: Produk, Muslim, Halal



ABSTRACT

Increased popularity of the Korean wave that incorporates Korean pop culture, Korean makeup, and consumer products has led to studying what makes Muslims buy Korean products. In terms of this topic, this will explore the variables affecting Muslim buyers' purchases for Korean commodities based on previous studies available nowadays. It analyses behaviours." This will also investigate effective marketing approaches the impact that halal awareness, product ingredients, country of origin, brand image, and price sensitivity have on Muslim purchasing that target Muslims such as Halal certification, targeted advertisements, and social networking sites.

Keywords : *Product, Muslim, Halal*



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BAB I

INTRODUCTION

1.1 Background

The spread of Korean pop culture, known as the Korean Wave (Hallyu), has become a global phenomenon that influences many aspects of consumers' lives, including among Muslims. Korean products, such as cosmetics, food, and fashion, are becoming increasingly popular in international markets. This popularity is due to the high quality of the products, innovation, and the cultural appeal brought by Korea. However, Korean products also face unique challenges when dealing with Muslim markets, which have specific standards related to Shariah law, particularly in terms of halal awareness, product composition, and brand image aligned with Islamic values.

In the context of Muslim consumers, the halal factor plays a crucial role in the decision-making process when purchasing products. Halal awareness is the main factor influencing Muslim consumers' purchase intentions. Many Muslim consumers are highly conscious of the importance of choosing products that comply with Islamic religious guidelines, such as avoiding prohibited ingredients like alcohol and pork derivatives. Halal certification serves as a guarantee that the product has undergone processes in accordance with Shariah. Muslim consumers specifically seek out products that have been certified by reputable authorities, as this provides assurance that the product adheres to Islamic dietary and ethical principles. In many cases, the absence of clear halal certification can hinder purchase intentions, even if the product is generally considered safe or of high quality.

Besides halal awareness, several other factors also influence Muslim consumers' purchase intentions toward Korean products, including:

1. Halal Awareness: As mentioned earlier, Muslim consumers are highly attentive to whether the products they consume are halal certified. This certification

ensures that the product complies with Islamic dietary and ethical standards, giving consumers peace of mind when following their religious principles.

2. Product Composition: Muslim consumers pay close attention to the ingredients used in products. They will carefully examine them to ensure that the product does not contain alcohol, pork derivatives, or other prohibited substances contrary to Shariah. Products that are transparent about their composition and production process are more favored by Muslim consumers.

3. Brand Image: Brands that have a positive perception and reputation among Muslim consumers are more likely to be preferred. Muslim consumers tend to choose brands that align with Islamic values, such as promoting ethical practices, social responsibility, and demonstrating cultural and religious respect. A positive brand image can also help build consumer trust in the products offered.

4. Price Sensitivity: Price remains one of the main factors considered by Muslim consumers. Although product quality is important, Muslim consumers still seek products that offer the best value at an affordable price. Therefore, competitive pricing strategies, as well as promotions or discounts, can encourage purchase intentions without compromising product quality.

The Muslim market is one of the fastest-growing markets globally, with the global halal market value estimated to exceed US\$1 trillion. Therefore, businesses and Korean product manufacturers need to understand the dynamics and preferences of Muslim consumers to compete in this market. This research focuses on analyzing the factors that influence Muslim consumers' purchase intentions towards Korean products, such as halal awareness, product composition, brand image, price, and marketing strategies.

This research has the goal to provide deeper insights into the preferences of Muslim consumers and serve as a guide for Korean companies in developing effective strategies to target the Muslim market. By understanding the factors that play a role

in Muslim consumers' purchasing decisions, companies can improve their competitiveness in the global market, particularly among the increasingly halal-conscious Muslim population.



BAB II

MODEL PENELITIAN

2.1 Research Methodology

This research adopts a comprehensive literature review approach to analyze the factors influencing Muslim consumers' purchase intentions towards Korean products. This approach involves reviewing and systematically analyzing relevant academic literature, including journal articles, books, and industry reports.

2.1.1 Research Design

This research adopts a descriptive research design aimed at explaining the relationship between independent variables (halal awareness, product composition, brand image, and price) and the dependent variable (purchase intention). The data used in this research is obtained from various secondary sources that have already been peer-reviewed.

2.1.2 Data Sources and Data Collection Techniques

Data collection was conducted through a literature study that included relevant academic literature sources. Several databases used in the literature search were Scopus, Web of Science, and Google Scholar. The search strategy employed keywords such as "Muslim purchase intention," "Korean products," "halal awareness," "halal certification," and "marketing strategy."

2.1.3 Inclusion and Exclusion Criteria

The inclusion criteria for selecting literature are:

- A focus on Muslim consumer behavior related to Korean products.
- Empirical research or conceptual frameworks relevant to the research objectives.

Literature that does not meet these criteria or is less relevant to the research objectives is excluded from the review.

2.1.4 Research Table

The following is a table that describes the research variables and data sources used:

Writer (Year)	Title	Results	Limitations
Iis Nurhayati – 2023	Consideration Analysis of Muslim Purchase Intention on Korean Beauty Products	Product composition and country of origin positively influence purchase intentions, while halal awareness does not.	The research focuses on millennial consumers in West Java, Indonesia, and may not represent the entire Muslim population.
Nuryanti Deniar & Effendi – 2023	Muslim Consumers' Perceptions of Marketing Korea as a Muslim-Friendly and Halal Tourism Destination: Future Implications	Muslim consumers express concerns about the availability of halal food and prayer spaces in Korea.	The study relies on a small sample and primarily targets Indonesian Muslim tourists.
Muhammad Iqbal – 2022	An Empirical Study on Korean Packaged Halal Food Manufactures: Muslim Millennial Consumers' Purchase Intention	Halal certification, brand image, product quality, and price influence the purchase intentions of millennial Muslim consumers towards packaged halal food from Korea.	The research only examines halal packaged food from Korea and may not be applicable to other products.

Korea.net – 2022	Korean makeup firms mark Muslim markets	Demand for Korean cosmetics is increasing in the Muslim market due to the growing popularity of Korean culture.	The article primarily focuses on a business perspective and lacks information about Muslim consumer preferences.
Atika Rizky Amalia & Fadhilla Hanifah – 2021	The influence of halal awareness, brand origin, and product quality on Muslim consumers' purchase intention towards Korean halal cosmetics in Indonesia	Halal awareness and product quality positively influence purchase intentions, while brand origin does not.	The study uses convenience sampling and may not represent the entire Muslim population in Indonesia.
Muhammad Shahril bin Ismail – 2021	The Effect of Brand Image and Product Quality on Purchase Intention of Muslim Consumers towards Korean Fashion Products in Malaysia	Brand image and product quality significantly influence purchase intentions for Korean fashion products.	The research only examines the perceptions of millennial Muslim consumers in Malaysia.
Noor Azilah binti Abdul Halim – 2020	The Impact of Halal Certification on Muslim Consumers' Purchase Intention Towards Korean Fashion Products	Halal certification has a positive impact on purchase intentions, especially among younger and more educated Muslim consumers.	The study focuses on a specific region in Malaysia and may not be generalizable to other Muslim populations.

Nurul Hidayah binti Mohd Noor – 2020	The influence of halal awareness, social media, and celebrity endorsement on Muslim purchase intention towards Korean beauty products	Halal awareness and social media influence purchase intentions, while celebrity endorsements have a weaker impact.	The research is limited to students in Malaysia and may not represent working professionals or older generations.
Nurul Fitri Aini binti Abdullah - 2019	The Impact of Korean Wave and Halal Certification on Muslim Consumer Purchase Intention towards Korean Cosmetic Products	Both the Korean Wave and halal certification positively influence purchase intentions for Korean cosmetics.	The study only examines Muslim female consumers in Malaysia and does not include male consumers.
Atikah Nurwahyani & Imas Tiara – 2019	The Influence of Halal Awareness and Product Quality on Muslim Consumers' Purchase Intention Towards Korean Cosmetic Products in Indonesia	Both halal awareness and product quality positively influence purchase intentions for Korean cosmetics.	The research utilizes convenience sampling and may not represent the entire Muslim population in Indonesia.
Nur Farhana binti Abdul Rahman – 2019	An Empirical Study on the Impact of Halal Certification and Brand Image on Muslim Consumers' Purchase Intention Towards Korean Food Products	Halal certification and brand image significantly influence purchase intentions for Korean food products.	The study focuses only on students in Malaysia and may not be generalizable to other groups.

Muhammad Iqbal & Atikah Nurwahyuni – 2018	Understanding Muslim Consumers' Perception towards Korean Halal Cosmetic Products in Indonesia	Muslim consumers in Indonesia consider halal certification and product quality as the most important factors when purchasing halal Korean cosmetics.	The research only examines from the perspective of Muslim female consumers in Indonesia and may not apply to male consumers.
Muhammad Iqbal & Atikah Nurwahyuni – 2018	Understanding Muslim Consumers' Perception towards Korean Halal Cosmetic Products in Indonesia	Muslim consumers in Indonesia consider halal certification and product quality as the most important factors when purchasing halal Korean cosmetics.	The research only examines from the perspective of Muslim female consumers in Indonesia and may not apply to male consumers.
Nurul Atikah Abdul Razak – 2018	Exploring Korean Halal Cosmetic Preferences and Purchase Intention among Muslim Consumers in Malaysia	Muslim consumers in Malaysia prefer halal Korean cosmetics for their innovation, quality, and effectiveness.	The study is limited to Muslim female consumers and may not be representative of the entire Muslim population in Malaysia.
Dwi Lestari & Evi Rofiah – 2017	The Role of Halal Certification and Brand Image on Muslim Consumers' Purchase Intention	Halal certification and brand image positively influence purchase	The research uses convenience sampling and may not be generalizable to the

	towards Korean Cosmetics in Indonesia	intentions for Korean cosmetics.	entire Muslim population in Indonesia.
Nurazlina Mohd Yusof & Mohd Nazmi Mohd Hanafiah – 2017	Analysing Muslim Consumers' Perception of Korean Cosmetic Products in Malaysia	Muslim consumers in Malaysia view Korean cosmetics as innovative, high-quality, and effective products.	The study only examines Muslim female consumers in the Klang Valley region and may not represent the entire Muslim population in Malaysia.

Table 1

2.2 Identification and Research Variables

This research identifies two types of variables: independent variables and the dependent variable.

1. Independent Variables:

- Halal Awareness (measured by the importance of halal certification and its influence on purchase decisions).
- Product Composition (measured by consumer perceptions of the ingredients used in the product).
- Brand Image (measured by the brand's reputation among Muslim consumers).
- Price Sensitivity (measured by consumer responses to the product's price).

2. Dependent Variable:

- Muslim Purchase Intention (measured by Muslim consumers' desire to purchase Korean products based on the independent variables above).

2.3 Data Analysis Techniques

This research employs both quantitative and qualitative data analysis techniques.

The following techniques are used:

1. Correlation Analysis: Used to analyze the relationship between the independent variables and the dependent variable.
2. Regression Analysis: Used to identify which independent variable has the most significant influence on Muslim consumers' purchase intentions.
3. Segmentation Analysis: Data is grouped based on demographics or other relevant factors to examine variations in purchase intentions among Muslim consumers.

2.4 Research Model

This research adopts a conceptual model that links several key variables to Muslim consumers' purchase intentions towards Korean products. The model aims to illustrate how factors such as halal awareness, product composition, brand image, and price sensitivity influence Muslim consumers' purchase intentions. Each independent variable plays an important role in the decision-making process of Muslim consumers when purchasing products, especially those from non-Muslim majority countries like Korea.

The variables analyzed in this research model are as follows:

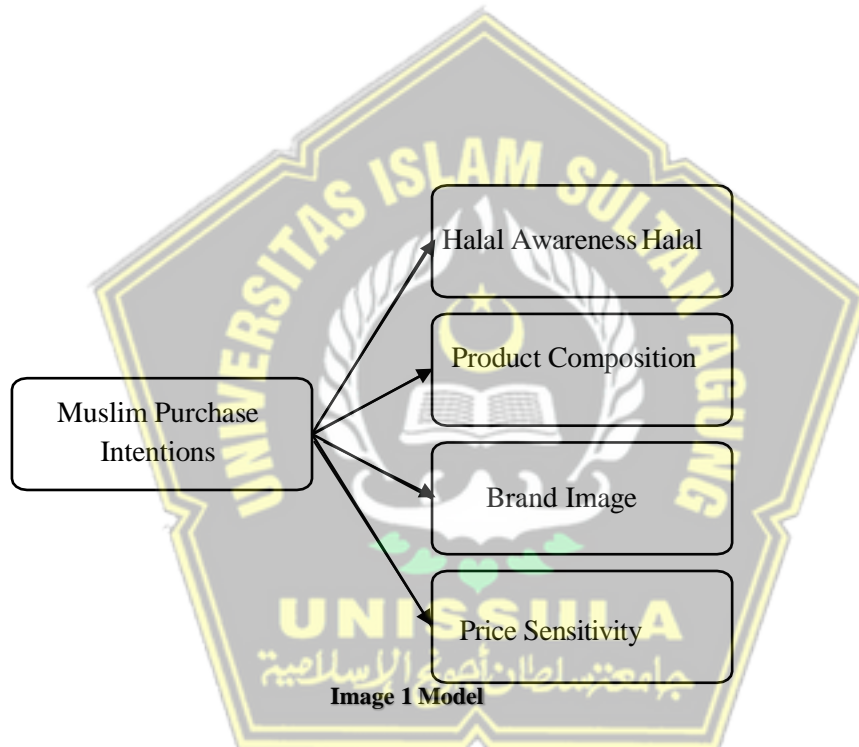
1. Halal Awareness: Muslim consumers' purchase decisions are strongly influenced by their awareness of halal. Products with halal certification provide Muslim consumers with a sense of security that the product complies with Islamic regulations.
2. Product Composition: Muslim consumers tend to be highly attentive to the ingredients used in products. Ingredients considered haram, such as alcohol or pork derivatives, are strongly avoided by these consumers.

3. Brand Image: Perception of a brand, including whether it adheres to Islamic norms or demonstrates social responsibility, significantly influences purchase intentions.

4. Price Sensitivity: While the quality and value of a product are primary considerations, price remains an important factor for Muslim consumers. They seek competitive prices while still considering the value that the product offers.

Model Overview

This research model is visualized as follows:



P I: Halal awareness positively influences the purchase intentions of Muslims towards Korean products.

Reason: Muslim consumers who are more aware of the importance of halal certification tend to be more interested in purchasing products with clear halal certification.

P II: Product composition positively influences the purchase intentions of Muslims towards Korean products.

Reason: Muslim consumers are more likely to buy products that are transparent about their ingredients and ensure there are no components that contradict Islamic law.

P III: Brand image positively influences the purchase intentions of Muslims towards Korean products.

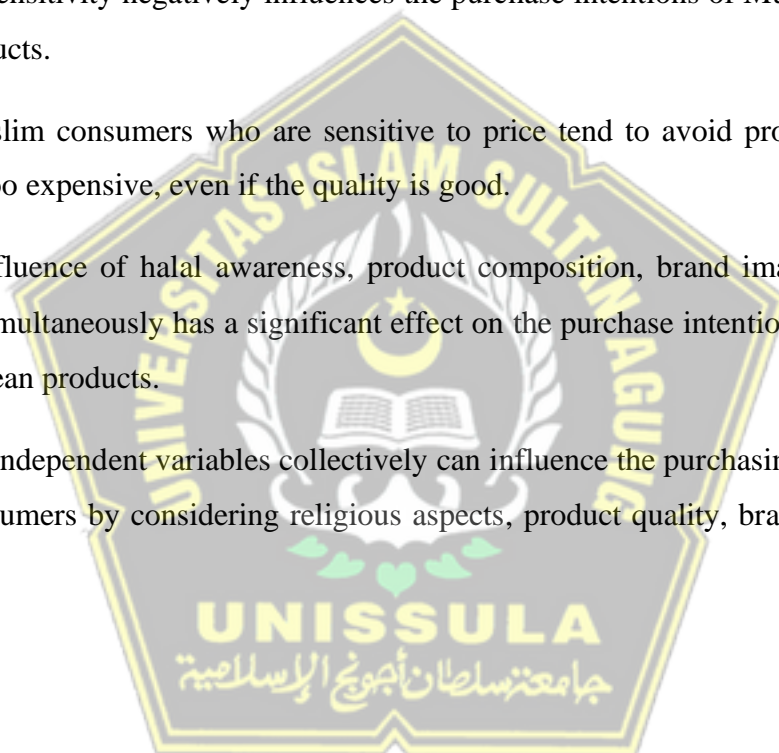
Reason: Brands with a good image and ethics that align with Islamic values will be preferred by Muslim consumers.

P IV: Price sensitivity negatively influences the purchase intentions of Muslims towards Korean products.

Reason: Muslim consumers who are sensitive to price tend to avoid products that are considered too expensive, even if the quality is good.

P V: The influence of halal awareness, product composition, brand image, and price sensitivity simultaneously has a significant effect on the purchase intentions of Muslims towards Korean products.

Reason: All independent variables collectively can influence the purchasing decisions of Muslim consumers by considering religious aspects, product quality, brand image, and price.



BAB III

FINDINGS AND DISCUSSION

This chapter explains the main findings of the research as well as a discussion of the factors influencing the purchase intentions of Muslims towards Korean products. Each finding is analyzed based on the variables identified in Chapter 2, namely halal awareness, product composition, brand image, price sensitivity, and the marketing strategies used by Korean companies to attract Muslim consumers.

3.1 Key Findings

Based on the analysis of various literatures and empirical studies reviewed, here are the main findings that influence the purchase intentions of Muslims towards Korean products:

Halal Awareness and Certification

Awareness of halal and the existence of clear halal certification are key factors influencing the purchase intentions of Muslims. Halal certification ensures that the products comply with Islamic religious rules, providing assurance to consumers that the products they consume are halal.

Discussion: Halal certification serves as a guarantee for Muslim consumers. This study found that Muslim consumers with high halal awareness tend to be very cautious in selecting products. The lack of clarity or absence of halal certification on Korean products can reduce purchase interest, even if the products are of high quality. Muslim consumers often seek additional information through social media, websites, or customer reviews before deciding to purchase unfamiliar products. Therefore, Korean companies targeting the Muslim market need to ensure that the halal certification of their products is clear and easily accessible.

Product Composition and Quality

Product composition is a primary concern for Muslim consumers. They pay close attention to the ingredients used in products, especially to ensure that there are no haram substances like alcohol or derivatives of pork.

Transparency regarding product composition is crucial for Muslim consumers. The findings indicate that Muslim consumers are increasingly concerned about the ingredients used in products, particularly in the cosmetics and food categories. They tend to prefer products that are open about their ingredients and avoid products that do not provide clear information. Muslim consumers also value product quality, and products perceived as high-quality will enhance purchase intentions. Therefore, companies should promote transparency and their commitment to using high-quality halal ingredients.

Brand Image and Country of Origin

The perception and reputation of a brand are very important in influencing the purchase intentions of Muslim consumers. Brands that align with Islamic values are preferred, while negative or unethical brand images can hinder purchase intentions.

Discussion: A positive brand image can encourage Muslim consumers to choose specific products. Muslim consumers are more likely to prefer brands that are considered socially responsible and ethical, as well as those that respect Islamic values. Although Korean products are viewed as high-quality, some Muslim consumers still feel hesitant due to cultural differences. Therefore, it is important for Korean brands to build a positive image by demonstrating their commitment to values that align with Islamic teachings, such as honesty, good business ethics, and social responsibility.

Price and Product Value

Price is an important factor in the purchase intentions of Muslim consumers. They tend to seek products that offer a balance between quality and affordable pricing.

The findings show that although Muslim consumers prioritize product quality, price remains a key consideration in purchasing decisions. Muslim consumers tend to look for products that provide the best value for their money. Competitive pricing, promotions, and discounts can enhance purchase intentions. However, excessively high prices without clear justification in terms of quality or additional benefits can reduce purchase interest. Therefore, companies must find the right balance between product quality and pricing strategies.

Marketing and Communication Strategies

Effective marketing strategies, especially those targeting Muslim consumers, must consider cultural sensitivities and Islamic values. The use of trusted Muslim influencers and halal-focused campaigns can enhance brand awareness and trust.

In an increasingly digitally connected world, social media plays a crucial role in building brand image among Muslim consumers. Companies aiming to target the Muslim market should leverage appropriate marketing channels, such as websites focused on the Muslim community or social media platforms with relevant and transparent content regarding product halal status. Additionally, using trusted Muslim influencers can help strengthen the relationship between the brand and Muslim consumers, as well as build brand loyalty.

3.2 Discussion of Findings

Based on the findings above, it can be concluded that factors such as halal awareness, product composition, brand image, price, and marketing strategies play an important role in shaping the purchase intentions of Muslims towards Korean products. Halal certification and ingredient transparency are the two most critical elements in purchasing decisions, while a positive brand image and competitive pricing can enhance consumer loyalty to the brand.

However, the biggest challenge for Korean products is to build trust among Muslim consumers, who tend to be more conservative and cautious. To address this,

Korean brands must ensure that their products meet halal standards and are committed to values that align with Islam.

By understanding the preferences of Muslim consumers and adjusting their marketing strategies accordingly, Korean brands can expand their market share among Muslim consumers and build long-term relationships with loyal Muslim customers.



BAB IV

CONCLUSION

4.1 Conclusion

This study aims to understand the factors influencing the purchase intentions of Muslims towards Korean products. Based on the literature review and data analysis conducted, several key factors influence purchase intentions, namely halal awareness, product composition, brand image, price, and marketing strategies. Each factor has a significant impact on the purchasing decisions of Muslim consumers, especially in the context of Korean products that are not yet fully recognized as halal products.

Halal awareness has proven to be one of the most dominant factors. Muslim consumers prioritize products that are halal certified and clearly disclose their composition. The lack of easily accessible halal certification can hinder purchase intentions, even if the products are of high quality.

Product composition is also a major consideration. Muslim consumers tend to choose products that are transparent about the ingredients used, especially to ensure that there are no components that contradict Islamic law. Good product quality and innovative ingredients are also important factors.

Brand image plays a crucial role in building consumer trust. Brands with a good reputation, that promote ethical practices, and align with Islamic values are preferred by Muslim consumers. Additionally, price remains an important factor, with Muslim consumers seeking a balance between price and product quality.

Finally, effective marketing strategies, particularly those targeting the Muslim community, can enhance purchase intentions. Using trusted Muslim influencers and marketing campaigns that emphasize product halalness has proven effective in attracting the attention of Muslim consumers.

With a deep understanding of these factors, Korean companies can tailor their strategies to more effectively target Muslim consumers, a continuously growing market.

4.2 Data Quality

The quality of data in this study is ensured through a systematic literature review and the selection of relevant and reliable data sources. This research utilizes various academic journal articles, books, and industry reports as references to illustrate the factors influencing the purchase intentions of Muslims.

Although the data used are mostly secondary data, the results from the literature study provide a comprehensive understanding of trends and behaviors among Muslim consumers. The collected data come from verified sources, making them reliable for further analysis.

However, there are some limitations to consider. This study does not utilize primary data, such as surveys or direct interviews with Muslim consumers, which could provide deeper insights into consumer preferences and behaviors. Therefore, this research only offers a general overview based on the existing secondary data.

4.3 Research Limitation

There are several limitations that should be noted in this study:

1. **Secondary Data:** This research is primarily based on secondary data from existing literature. This limitation means that the results obtained may not reflect a broader or more specific situation in the context of a particular market.
2. **Population Scope:** This study focuses on Muslim consumers in general, without differentiating based on specific countries or demographics. However, the preferences of Muslim consumers can vary depending on geographical regions, age, or cultural backgrounds.
3. **Measurement of Purchase Intentions:** The measurement of purchase intentions based on the literature may be less comprehensive without more detailed primary data. Surveys or in-depth interviews could provide more

accurate information about the factors that directly influence purchasing decisions.

4. **Dynamic Developments:** Korean products and trends among Muslim consumers continue to change over time. The findings of this study may become less relevant in the future without constant updates, especially with new developments in the halal industry and marketing technology.

4.4 Recommendation for Further Research

Based on the identified limitations, here are some recommendations for future research:

1. **Use of Primary Data:** Further research is recommended to collect primary data, such as surveys or direct interviews with Muslim consumers in various countries, to understand their preferences more specifically.
2. **Region-Based Studies:** Given the diversity of the Muslim population, research that focuses more on specific regions, such as the Middle East, Southeast Asia, or North Africa, will provide deeper insights into the preferences of Muslim consumers in those areas.
3. **Developments in Halal Industry:** Subsequent research could also pay attention to the latest developments in halal certification and regulations, as well as how these affect the purchase intentions of Muslim consumers.

Exploration of Non-Cosmetic and Food Products: In addition to cosmetics and food, other products such as technology or fashion could also be analyzed to see how factors such as halal awareness, brand image, and product composition influence the purchase intentions of Muslim consumers.

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