



Product Quality of SMEs Food Production in The Perspective of Islamic Economics

Muhamad Ilhamudin¹, Lalu Adi Permadi^{2*}

^{1,2} Management Department, Faculty of Economics and Business, Universitas Mataram, Indonesia.

Abstract

This study aims to determine the quality of SMEs product in the food industry which are widely spread in Mataram City. The focus of the research is on tempeh product which are one of the leading products in the city. In addition to analyzing the quality of tempeh products, this study also analyzes aspect of quality of this product from an Islamic economic perspective. In determining respondents as data sources in this study, researchers used purposive sampling techniques. To answer the problem posed, the analysis tool used is the Ideal-Point Model, which is a consumer evaluation of what is perceived with what is desired. This model measures the difference between what is perceived and what consumers want. The result shows that the product quality of SME tempeh is very good. This is indicated by the quality value being at the upper interval class which means that the quality of the tempeh product is in accordance with the wishes of consumers. Based on the Islamic view, respondents have the perception of tempeh products as products with halal ingredients, a good process, and are a valuable offer and useful.

Keywords: *Quality; Food Sector; Tempeh; Economics Islam.*

Article Info

Paper type: *Research paper*

Received: July 14, 2023

Revised: November 15, 2023

Accepted: January 25, 2024

***Corresponding author:**

adipermadi@uram.ac.id

**Amwaluna:
Jurnal Ekonomi dan
Keuangan Syariah**

Vol. 8, No. 1, 2024, 76-89

Cite this document:

Ilhamudin, M. & Permadi, L.A. (2024). Product Quality of SMEs Food Production in The Perspective of Islamic Economics. *Amwaluna; Jurnal Ekonomi dan Keuangan Syariah*. 8 (1), 76-89.

<https://doi.org/10.29313/amwaluna.v8i1.3509>

1. Introduction

Now days, Small and Medium Enterprises (SMEs) play a very important role as a buffer for the national economy. This is because SMEs opens job opportunities and makes greater efforts. Small businesses such as food processing have contributed to the national economy with the sector's ability to absorb labor and the resulting production value. The three sub-sectors that contribute the largest production value in the food processing industry are the food, beverage, and tobacco sectors.

One of the SMEs in the food sector is the tempeh and tofu industry generally small and medium size. The Central Statistics Agency (BPS) recorded an average per capita consumption of tempeh tofu in Indonesia of 0.304 kilograms every week in 2021. This figure is up 3.75% compared to the previous year which was 0.293 kilograms every week ([Dataindonesia.id](https://dataindonesia.id), 2022).

The consumption of tofu and tempeh will affect the survival of the soybean processing business. Mataram City makes tempeh tofu one of the leading products, has several areas that are the center of the soybean-based food processing industry, one of which is the production of tempeh located in the Pejjeruk Abian area. The tempeh products produced have gone through quality control carried out by Food and Drug Authority (BPOM) Mataram office regularly, to ensure that the tempeh produced is safe for health, free from harmful chemicals such as borax, formalin, and so on.

Research on product quality is very important to help companies to know the things they want and maintain the trust that has been planted in their consumers so far. According to [Sumarwan \(2003\)](#), consumers have a desire for a product in accordance with their knowledge, so it is hoped that the product can provide benefits for consumers. If the product consumed is in accordance with what consumers want, then consumers will make purchases so that they can provide benefits for producers or marketers.

Islam also gives full attention to always maintain the quality of something that will be given to others (customers). This quality will be one of the reasons customers make purchases. A consumer who is satisfied with the quality of the product will repurchase and tell/recommend others to also make a purchase. In other words, providing better product quality to customers, manufacturers are indirectly instilling trust in the minds of their customers. Customer trust is not as sudden as it appears but must be built with maximum effort over a long time. Allah SWT has said in the Qur'an Surah an-Nisa' verse 58:

إِنَّ اللَّهَ يَأْمُرُكُمْ أَنْ تُؤَدُّوا الْأَمَانَاتِ إِلَىٰ أَهْلِهَا وَإِذَا حَكَمْتُمْ بَيْنَ النَّاسِ أَنْ تَحْكُمُوا بِالْعَدْلِ إِنَّ اللَّهَ نِعِمَّا يَعِظُكُمْ بِهِ إِنَّ اللَّهَ كَانَ سَمِيعًا بَصِيرًا

“Allah doth command you to render back your Trusts to those to whom they are due; and when ye judge between man and man, that ye judge with justice: Verily how excellent is the teaching which He giveth you! For Allah is He Who heareth and Seth all things.”

Product quality is an important aspect to always be considered by tempeh producers. The quality of tempeh in accordance with consumer expectations will help increase sales, and at the same time maintain the sustainability of tempeh production in the future which is a source of livelihood part of Muslim society.

Halal term and food quality are importance for Islamic perspective ([Giyanti & Indriastiningsih, 2019](#); [Hasanah et al., 2023](#); [Kurnia et al., 2023](#)). [Peristiwo \(2019\)](#) show that in the era of the halal food chain and halal science as it is today, competition for halal food needs is higher than overseas, therefore halal food companies must maintain production, with the application and other technology companies must respond to consumers faster. To convince the Muslim consumer in buying the SMEs food product, the SMEs should have a Halal Certificate ([Hasanah et al., 2023](#); [Kurnia et al., 2023](#)). [Pebriani et al. \(2023\)](#) showed that the simultaneous test of halal certificate variables, food quality, and price have a significant effect on purchasing decisions. From the previous studies, it can be synthesised that (1) Halal and food product quality are considered importance not for the Muslim consumers, but also for food smal medium sized companies, (2) study about local produced halal food is needed.

Based on the background and the previous studies, so it can be confirmed that the novelties of this study are (1) using Islamic perspective to study SMEs food marketing in Lombok traditional markets; and (2) using Islamic perspective to local tempeh quality.

2. Literature Review

2.1 Product Quality

Product quality is the physical condition, function, and nature of a product, whether goods or services based on the expected level of quality such as durability, reliability, accuracy, ease of operation, product repair and other product attributes with the aim of meeting and satisfying the needs of consumers or customers.

Product quality is an important thing that every company must strive for if it wants the products produced to be able to compete in the market ([Srisusilawati, P. 2017](#)). The existence of a reciprocal relationship between the company and the consumer will provide an opportunity to know and understand what are the needs and expectations that exist in the perception of consumers. Thus, product provider companies can provide good performance to achieve consumer satisfaction through maximizing pleasant experiences and minimizing unpleasant experiences for consumers in consuming products.

The following is the definition and understanding of product quality from several book sources:

- a. According to [Kotler and Armstrong \(2012\)](#), product quality is the ability of a product to demonstrate its function; this includes overall durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes.
- b. According to [Nasution \(2005\)](#), product quality is a dynamic condition related to products, people/labor, processes and tasks, and environments that meet or exceed consumer expectations.
- c. According to [Tjiptono \(2012\)](#), product quality is the expected level of quality and control of diversity in achieving these qualities to meet consumer needs.
- d. According to [Prawirosentono \(2002\)](#), product quality is the physical state, function and nature of a product concerned that can meet the tastes and needs of consumers satisfactorily according to the value of money spent.
- e. According to [Kotler and Keller \(2012\)](#), product quality is the ability of an item to deliver appropriate results or performance even beyond what the customer wants.

2.2. Product Quality Benefits

According to [Ariani \(2003\)](#), there are several benefits obtained by creating good product quality, namely:

- a. Improve the company's reputation. Companies or organizations that have produced a quality product or service will get the title as an organization that prioritizes quality; therefore, the company or organization is known by the wider community and gets more value in the eyes of the public.
- b. Lowering costs. To produce a quality product or service a company or organization does not need to incur high costs. This is because the company or organization is oriented towards (*customer satisfaction*), namely by basing the type, type, time, and number of products produced in accordance with consumer expectations and needs.
- c. Increase market share. Market share will increase when cost minimization is achieved, because organizations or companies can keep prices down, although quality remains paramount.
- d. International impact. If you can offer quality products or services, then in addition to being known in the local market, these products or services will also be known and accepted in the international market.
- e. The presence of product responsibility. With the increasing competition for the quality of the products or services produced, the organization or company will be required to be more responsible for the design, process, and distribution of these products to meet consumer needs.

- f. For the appearance of the product. Quality will make the product or service known, in this case it will make the company that produces the product will also be known and trusted by the wider community.
- g. Embodying perceived qualities is important. Competition is currently no longer a matter of price but product quality, this is what encourages consumers to want to buy products at high prices but with high quality as well.

2.3. Product Quality Dimensions

According to [Gaspersz \(2008\)](#), the dimensions of product quality are as follows:

- a. Performance

Performance is the underlying operating characteristic of the core product and can be defined as the appearance of a real product. The performance of a product reflects how a product is presented or displayed to consumers. The level of performance measurement basically refers to the level of basic characteristics of the product it is operating at. A product is said to have good performance if it can meet expectations. For each product/service, the dimensions of performance can be different, depending on the functional value promised by the company. For the food business, the performance dimension is good taste.
- b. Reliability

Reliability is the degree of constraints of a product or the consistency of the reliability of a product in its operational process in the eyes of consumers. The reliability of a product is also a measure of the likelihood that a product will not be damaged or fail within a certain period. A product is said to have high reliability if it can attract trust from consumers regarding the quality of a product's reliability. The dimensions of performance and reliability are almost the same at first glance but have clear differences. Reliability further indicates the probability of the product performing its function.
- c. Featured

Privilege is a secondary or complementary characteristic and can be defined as the level of completeness of the attributes present in a product. At some point, the performance of each brand is almost the same, but the difference lies in the features. This also results in consumer expectations of relatively homogeneous performance dimensions and expectations for relatively heterogeneous features.
- d. Conformance to Specifications

Conformity is the degree to which design and operating characteristics meet predetermined standards and can be defined as the rate at which all units produced are identical and meet the promised target specifications. The definition above can be explained that the level of conformance of a product is said to be accurate if the products marketed by the manufacturer are in accordance with the company's plan which means they are the products that most consumers want.
- e. Durability

Durability relates to how long the product can continue to be used and can be defined as a measure of the expected operating life of the product under normal conditions. This dimension includes both technical life and economic lifespan. The greater the frequencies of consumer use of the product, the greater the durability of the product.
- f. Service Ability

Service ability includes speed, competence, comfort, easy repair, and satisfactory complaint handling and can be defined as a measure of ease of repairing a damaged or failed product. Here it means that if a product is damaged or fails, the readiness to repair the product is reliable, so that consumers do not feel disadvantaged.
- g. Aesthetics

Aesthetics is the beauty of a product against the five senses and can be defined as the attributes inherent in a product, such as color, model or design, shape, taste, scent, and others. Basically, aesthetics is an element that complements the basic function of a product so that the performance of a product will be better in front of consumers.

h. Perceived Quality

Perceived quality is the consumer's perception of the overall quality or excellence of a product. Usually due to the buyer's lack of knowledge of the attributes or characteristics of the product to be purchased, the buyer perceives the quality, both in terms of price, brand name, advertising, company reputation, and the country of manufacture.

2.4. Product Quality Levels

According to [Arif \(2012\)](#), there are five levels in product quality, namely:

- a. *Core* benefit that is the real core service or benefit purchased and obtained by the consumer. The most fundamental consumer needs are benefits, and these are the most fundamental levels of a product. A marketer must be able to see himself as someone who provides benefits to consumers. So that consumers will eventually buy the product because of the core benefits contained in it.
- b. *Basic* product, where a marketer must be able to turn core benefits into a basic product. At the core of the product, there are benefits of the basic form of the product or being able to fulfill the basic function of the product consumer needs are functional.
- c. *Expected* product is a set of conditions that are expected and liked, owned by the attributes of the product. Consumer needs are feasibility. For example, in hospitality services, the consumer's expectation is comfort to rest and relieve fatigue for all the activities they have done.
- d. *Augmented* product is one of the benefits and services that can distinguish the product from competitors. Consumer needs are satisfaction. For example, in banking, a planned savings product is provided, where customers can save and invest their funds while getting life and health insurance coverage by paying a certain amount of additional premiums. The excess of the product offer is sought by customers.
- e. *Potential* product means how to hope for the future with the product if there are changes and developments in technology and consumer tastes. Consumer needs are the future of the product. For example, the ease of paying telephone, electricity, water, or other bills.

2.5. Product Quality Perspectives

Product quality perspective is a consumer's perception of the overall quality or excellence of a product or service with the intention expected or desired by consumers. According to [Tjiptono \(2012\)](#), there are five types of product quality perspectives, namely:

- a. Transcendental Approach
The qualities in this approach can be perceived or known but are difficult to define and operationalize. This point of view is usually applied in music, drama, dance, and fine arts. In addition, the company can promote its products with questions such as pleasant shopping places (supermarkets), elegant (cars), facial beauty (cosmetics), softness and smoothness of the skin (bath soap), and others. Thus, the planning, production, and service functions of an enterprise are very difficult to use this definition as the basis for quality management.
- b. Product-based Approach
This approach considers that quality as a characteristic or quantifiable attribute and measurable. The difference in quality reflects the difference in the number of some elements or attributes that the product has. Since this view is so objective, it cannot explain the differences in individual tastes, needs, and preferences.
- c. User-based Approach

This approach is based on the idea that quality depends on the person who views it, and the product that best satisfies one's reference (e.g., perceived quality) is the highest quality product. The subjective and demand-oriented perspective also states that different customers have different needs and desires, so the quality for a person is the same as the maximum satisfaction felt. A person's satisfaction will certainly vary, as well as a person's view of the quality of a product will vary. A product that can fulfill one's desires and satisfaction is not necessarily able to meet the satisfaction of others.

d. Manufacturing-based Approach

This perspective is supply-based and primarily pays attention to engineering and manufacturing practices and defines quality as equal to its requirements. In the service sector, it can be said that quality is operation driven. This approach focuses on customizing internally developed specifications, which are often driven by productivity-enhancing and cost-suppressing goals. So, what determines quality are the standards that companies set, not consumers who use them.

e. Value-based Approach

This approach looks at quality in terms of value and price by considering the trade-off between performance and price, quality is defined as affordable excellence. Quality in this perspective is of relative value, so the product that has the highest quality is not necessarily the most valuable product. However, the most valuable is the product or service that is most appropriate to buy.

2.6. Product Quality in Islamic View

The product in the Qur'an is expressed in two terms, namely *at-tayyibât* and *al-rizq*. *At-tayyibât* refers to a good, a pure good, something pure clean, something good and thorough, and the best food. *Al-rizq* refers to God-endowed food, pleasant giving, and the decree of Tuhan. According to Islam, consumer products are efficient, materials that can be consumed, that are useful, that are of useful value, that produce material, moral, spiritual improvements for consumers. Something that is useless and forbidden in Islam is not a product in the Islamic sense. Goods in the conventional economy are interchangeable goods. But goods in Islam are interchangeable and morally effective goods ([Zainal, et al., 2017](#)).

The word of Allah Swt in al-Q your'an surah al-Baqarah verse 168 as follows:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

"O ye people! Eat of what is on earth, Lawful and good; and do not follow the footsteps of the evil one, for he is to you an avowed enemy. "

According to the Qurt hyam the meaning of halal itself is to let go or liberate. Sahal bin Abdillah said there are three things a person who wants to be free from hell should do, namely eating kosher food, carrying out obligations, and following in the footsteps of Rasulullah Saw ([Al-Qurt hubi, 2007](#)).

Then do not follow the steps and deeds of s e tan and every deed that is not in sharia then nisbatnya to Satan. Allah SWT. also tells us that Satan is the enemy and of course Allah SWT's notice is true and trustworthy. Therefore, every creature of reason should be careful in the face of this enemy which has been very clear enmity from the time of the prophet Adam A.S. Satan has gone all out, sacrificing his soul and the rest of his life to ruin the state of Adam's children and grandchildren. ([Al-Qurthubi, 2007](#)).

The quality of products received the attention of producers of Islamic economics and conventional economics. However, there are significant differences between these economic views in the causes of their respective concerns for quality, purpose, and purpose. Because in the conventional economy, manufacturers seek to emphasize the quality of their products solely for the realization of material purposes. It may be that the goal is to realize a product that can be achieved at the lowest possible cost and may be able to compete and survive with similar products produced by others. Therefore, often the product becomes unqualified, if some of the motivation is not on it, such

as certain products that are hoarded because there is no fear of competition. In fact, it often leads to fraud, by revealing bad goods in a seemingly good form to get the highest possible profit.

The Word of Allah SWT in the Qur'an surah al-Mulk verse 2 as follows:

الَّذِي خَلَقَ الْمَوْتَ وَالْحَيَاةَ لِيَبْلُوَكُمْ أَيُّكُمْ أَحْسَنُ عَمَلًا وَهُوَ الْعَزِيزُ الْعَفُورُ

"He Who created Death and Life, that He may try which of you is best indeed: and He is the Exalted in Might, Oft-Forgiving."

The above verse explains that God's test is to know which of His servants is the best in charity, and then he repays them at different levels according to the quality of their charity; It's not just a lot of charity without decrying its quality.

Based on the above, it can be concluded that the quality of production is the only good way that Muslim producers may follow in processing their products and achieve the highest possible profit at the lowest possible cost. The motivation for product quality received great attention in the Fiqh science of Umar R.A., which can be shown from several evidence including:

- 1) Umar stated to improve the making of food, saying, "Improve the bread dough, because he is one way of developing it." That is, improve the bread dough and refine it, because so it adds to the flourishing of the bread with the water it contains.
- 2) Umar gave a detailed teaching to women about making quality food, saying, "Wishful that one of you let the flour until the water is hot, then leave it little by little, and stir it with his cantons, for then it will be better for him and more helpful for him not to curl ([Al-Haritsi, 2006](#)).

3. Methodology

3.1. Type of Research

The type of research used in this study is descriptive. This method is called descriptive because it focuses on a step of solving problems that exist in the present or actual, then the collected data is first compiled, explained, and then analyzed ([Surakhmad, 1998](#)). The purpose of descriptive research is to make a systematic, factual, and accurate description, picture or painting of the facts, properties and relationships between the phenomena investigated. In this case, descriptive research is used to get an overview of consumer evaluation of the quality of Pejeruk Abian tempeh products in Mataram City.

3.2. Research Location

In the study of consumers of Pejeruk Abian tempe, researchers chose 3 traditional markets as the location / place of research, namely: *first*, the Ampenan market because the location of this market is close to the tempe production center studied; *second*, Kebon Roek market because it is a class A (large) market where sellers and buyers gather in / out of the city located in Ampenan; and *third*, Dasan Agung market, because it is in the middle of a settlement within Mataram City, Lombok.

3.3. Determination of Respondents

The population in this study was all consumers of tempeh products who came to make a tempeh purchase in one of the three markets. The respondent determination technique used in this study is purposive sampling, which is sampling according to the purpose of the study. When viewed by people who happen to be encountered, it is suitable as a data source based on the criteria in choosing respondents as follows:

- a. Consumers who come to the location of the sale tempeh and make a purchase.
- b. Adults, where adults are categorized as 17 years old and above or married, researchers consider respondents who are 17 years old to understand the question asked. Respondents are decision makers in purchasing tempeh.

- c. The assumption in relation to respondents is that in making decisions consumers evaluate the attributes contained in tempeh products.

Because the number of members of the study population is not known for certain, a sample taken for the study was determined as many as 100 people. This number has met the minimum sample number of between 30 and 500 as Roscoe stated in [Wibisono \(2003\)](#). The determination of sample size is also in accordance with the opinion of [Guilford \(1987\)](#) who stated that the research sample includes a few elements (respondents) that are greater than the minimum requirement of 30 elements or respondents.

3.4. Data Analysis Procedure

According to [Sumarwan \(2003\)](#), to find out the attitude of consumers towards products, you can use the ideal number attitude model (*ideal-point model*). In principle, the ideal number model provides information regarding the consumer's evaluation of what the consumer feels and what the consumer wants (the ideal). This model measures the gap between the ideal and what the consumer feels.

The analysis procedure used in the study is as follows:

- a. To find out consumer confidence in tempeh products, consumers are asked to provide an assessment of the nature of the attributes as they are felt.
- b. To find out the ideal properties that consumers want for tempeh products, then use analyses of ideal quality, namely consumer expectations / desires for the attributes of tempeh products. Each consumer has the ideal properties of the product according to their individual wishes. The ideality of the product tempe is assessed by looking at the point of difference between ideal performance and trust in tofu attributes. According to [Sumarwan \(2011\)](#), the smaller the difference or difference between what is expected (the ideal) and the actual quality the better.

4. Results And Discussion

The research was conducted on SMEs that produce tempeh at the Pejeruk Abian production center, an environment located in Pejeruk Village, Mataram City. This tempeh business is very promising, due to the large demand and large demand growth. The production cost of making tempeh is quite affordable, in addition to the main raw material, namely soybeans, it is easy to get, both for local and imported types of soybeans. The local type of soybean is preferred by tempeh producers in this production center because it will produce a more distinctive and delicious tempeh flavor.

The research activity analyzes the order of consumer interest in the attributes of tempeh products. The next stage is to analyze the ideal qualities that the customer expects and compare them with the perceived reality. The last is to analyze the value of the gap that exists in the quality of tempeh products.

4.1. Consumer Interests in Buying Tempeh in General

Consumer interest is a consumer statement about the order of importance of an attribute attached to a tempeh product. The decision of consumers to buy a product in advance will consider these attributes according to their importance. The attributes attached to tempeh will be an attraction for consumers to make purchases.

In this study, there were 7 (seven) attributes measured, namely price, taste, color, scent, shape, texture, and nutritional content. Data collection with questionnaire instruments was carried out in June-July 2022. The following is described about the interests of consumers when purchasing tempeh products.

Table 1. Consumer Interest in Tempe Product Attributes in General

No.	Attribute	Total	N	Free wi	Rank
1	Price	480	100	4,80	2
2	Taste	488	100	4,88	1
3	Color	459	100	4,59	6
4	Scent	473	100	4,73	3
5	Shape	456	100	4,56	7
6	Texture	467	100	4,67	4
7	Nutritional content	460	100	4,60	5

Source: primary data processed

The results showed that respondents made the highest purchase of tempeh products due to taste with an importance level of 4.88 followed by a price attribute with an importance level of 4.80 and a scent attribute of 4.73. While the attributes of texture, nutritional content, color, and shape attributes are ranked 4th, 5th, 6th, and 7th respectively with a value of 4.67; 4,60; 4,59; and 4.56.

The main attribute that consumers consider buying tempeh is taste. The taste of tempeh that consumers like is the savory taste of tempeh. The next attribute that consumers consider is price. The affordable price of tempeh is of the next major importance. This price is related to the quality of soybean raw materials, local raw materials are generally better than imported soybeans.

The third attribute is scent. The role of scent in tempeh products is very important because it also determines the consumer's receptivity to the product. The scent of tempeh is not only determined by one component of the ingredient but is a blend of its forming ingredients.

The next attribute that consumers consider is texture. The texture of tempeh is soft, chewy, not too mushy, or hard, this is what attracts consumers to buy tempeh products. Nutritional content is the next consumer consideration. The nutrients contained in the product in the form of vegetable protein are very high. Nevertheless, consumers put this attribute in fifth place.

The color and shape of the product are the sixth and seventh attributes that consumers consider buying tempeh. These two attributes are standard for tempeh in general which is yellowish-white and rectangular in shape. That is why consumers assume that those two attributes are not the main consideration for buying tempeh products.

4.2. Consumers' Ideal Quality on Abian Pejeruk Tempe Products

Analysis of the ideal quality of a product is used to measure the extent of the gap between the ideal properties desired by consumers and the reality that exists in a product. The analysis of the ideal quality of Pejeruk Abian tempeh is intended to describe whether the attributes attached to the product are appropriate or not in accordance with the wishes of consumers. The quality analysis of Pejeruk Abian tempeh can be seen in the following table.

Table 2. Ideal Quality Value of Tempe Pejeruk Abian

No	Attribute	Ideal	Fact	Gap
1	Price	4,41	4,09	0,32
2	Taste	4,31	3,93	0,38
3	Color	4,55	3,70	0,85
4	Scent	4,52	3,80	0,72
5	Shape	4,55	4,10	0,45
6	Texture	4,50	3,90	0,60
7	Nutritional Content	4,25	4,12	0,13

Source: primary data processed

From the table above, it can be known the ideal quality of consumers to the attributes of Pejeruk Abian tempeh. The attribute that best suits the consumer's wishes is nutritional content, followed by price, taste, and shape. Meanwhile, the attributes of texture, scent, and color have not been ideal or have not met the wishes of consumers.

The nutritional content attribute is the attribute that best meets the ideal properties of consumers with the smallest difference in value, which is 0.13. This means that the nutritional content is in accordance with their wishes, but the nutritional content is not the top priority for consumers to make product purchases, but only the fifth order.

The second attribute that satisfies the ideal trait or satisfies the consumer's wishes is the price, with a difference in value of 0.32. Consumers argue that the price of tempeh is still affordable and in accordance with the purchasing power of consumers.

The next attribute is taste, it has also fulfilled the ideal properties of consumers. The difference in value between the ideal properties and the reality on the product is 0.38. This shows that the taste attributes have met the ideal traits or are in accordance with the wishes of consumers. Consumers argue that Pejeruk Abian tempeh has a distinctive and savory taste. Taste is the main consideration factor for consumers buying the tempeh product.

The next attribute of the product that already meets the ideal properties for the consumer is form. The shape of tempeh has met the ideal properties according to consumers. The difference in value between the ideal properties and reality in the product is 0.45. However, the shape of tempeh is not an important consideration factor for consumers in buying the product, but is a final consideration factor.

Attributes that have not met the ideal properties for the consumer are the texture, scent, and color of the product. The difference between the ideal and reality properties on each attribute is 0.60, 0.72, and 0.85. Consumers argue that they prefer tempeh which has a chewy and soft texture, as well as a delicious scent that affects the taste of tempeh. Consumers also want tempeh products that do not use artificial (chemical) dyes, and if necessary, add color variations by using natural dyes. Currently, Pejeruk Abian tofu products do not use artificial dyes and preservatives.

4.3. Quality of Tempe Pejeruk Abian Based on Consumer Evaluation Criteria

Marketers should be able to know the tastes of consumers reflected in their assessment of the products they use. This research has observed how consumers evaluate products based on their evaluation criteria so that the response that arises is in the context of liking or disliking the product.

The closer a product is to the ideal, the better it is positioned. In Pejeruk Abian tempeh products, various attributes become criteria for consumer evaluation when making purchases such as price,

taste, color, scent, shape, texture, and nutritional content. Analysis of the quality of such products can be seen in the following table.

Table 3. Product Quality of Tempe Pejeruk Abian

No.	Attribute	Interests	Gap	Quality
1	Price	4,80	0,32	1,728
2	Taste	4,88	0,38	1,5844
3	Color	4,59	0,85	3,9015
4	Scent	4,73	0,72	1,842
5	Shape	4,56	0,45	2,052
6	Texture	4,67	0,60	2,0081
7	Nutritional Content	4,60	0,13	0,548
Sum				13,764

Source: primary data is processed.

From the table above, it is known that the total quality value is 13,764, which means that consumers rate the quality of Pejeruk Abian tempeh as relatively very good. The high-quality value is a reflection that the quality of the tempeh is very good and has fulfilled their wishes. The quality value is in the upper interval class, namely $0 < Ab < 22.56$ (very good), meaning that the quality of Pejeruk Abian tempeh products, Mataram City is very good or in accordance with consumer wishes.

The results showed that respondents made the highest purchase of tempeh products due to taste with an importance level of 4.88 followed by a price attribute with an importance level of 4.80 and a scent attribute of 4.73. While the attributes of texture, nutritional content, color, and shape attributes are ranked 4th, 5th, 6th, and 7th respectively with a value of 4.67; 4,60; 4,59; and 4.56. From the data analysis, it can also be known about the ideal quality of consumers to the attributes of Pejeruk Abian tempeh. The attribute that best suits the consumer's wishes is nutritional content, followed by price, taste, and shape. Meanwhile, the attributes of texture, scent, and color have not been ideal or have not met the wishes of consumers.

Quality measurements found that the total value of quality was at 13,764. This figure shows the position of consumer perception on the overall quality of Pejeruk Abian tempeh products. The value of such quality is perceived very well by consumers because it is at an interval of $0 < Ab < 22.56$. In other words, the quality of Pejeruk Abian tempeh products, Mataram City is very good or in accordance with the wishes / expectations of consumers.

The quality of Pejeruk Abian tempeh products in an Islamic economic perspective is appropriate. This is as stated by respondents who gave excellent answers to each quality attribute. In Islam, quality products are explained in the theory of Syakir who said that quality goods in Islam are goods that are valuable, valuable in the sense of halal, good (efficient) and reliable quality, and in addition to being of value the goods have benefits because in Islam quality products not only produce profits in utility but also provide more benefits so that in the end it will reach Falah which is the goal of Islamic Economics (Sula and Kertajaya, 2006). This is in accordance with the word of Allah SWT in the Qur'an surah al-A'raf verse 32 which reads:

قُلْ مَنْ حَرَّمَ زِينَةَ اللَّهِ الَّتِي أَخْرَجَ لِعِبَادِهِ وَالطَّيِّبَاتِ مِنَ الرِّزْقِ قُلْ هِيَ لِلَّذِينَ آمَنُوا فِي الْحَيَاةِ الدُّنْيَا خَالِصَةً يَوْمَ الْقِيَامَةِ كَذَلِكَ نَفَصِّلُ الْآيَاتِ لِقَوْمٍ يَعْلَمُونَ

"Say: Who hath forbidden the beautiful (gifts) of Allah, which He hath produced for His servants, and the things, clean and pure, (which He hath provided) for sustenance? Say: They are, in the life of this world, for those who believe, (and) purely for them on the Day of Judgment. Thus, do We explain the signs in detail for those who understand."

According to the result of research conducted by [Emekci, \(2019\)](#); [Shah Alam & Mohamed Sayuti, \(2011\)](#) in [Fadillah, et al \(2023\)](#) which states that consumers tend to dislike products that have low quality and variable quality is an important thing for consumers in making a purchase decision for a product.

To ensure the sustainability of quality and halal products, an official institution that is professional and authorized to enforce the rules is needed. This is so that consumers get a guarantee that the products they consume have met the elements of quality and halal ([Anwar, et al., 2022](#)). In addition to the important role of quality assurance institutions and halal certification, the role of the government to continue to improve the competitive advantage of small and medium companies such as the tempeh industry is very necessary. This is in accordance with the findings of research conducted by [Siregar, et al \(2023\)](#) that the context of management and technology needs to be strengthened to encourage the creation of new products in the long term ([Siregar, et al., 2023](#)).

5. Conclusion

Based on the results of this study, it can be concluded that the attributes in the product that are in accordance with the wishes of consumers are the attributes of nutritional content, followed by price, taste, and shape, while the attributes of texture, scent, and color are not ideal or have not met the consumer's desires. The attributes that consumers consider purchasing tempeh produced by Pejeruk Abian SMEs are the highest is taste, followed by the attributes of price, scent, texture, nutritional content, color, and finally the shape attribute. The quality of such tempeh is relatively excellent, which is indicated by the high total value of quality. This means that tempeh products produced by Pejeruk Abian SMEs are in accordance with the wishes of consumers.

Furthermore, in terms of Islamic economic view, tempeh product produced by SMEs in Pejeruk Abian are in accordance with Islamic teachings, the quality of products measured through the attributes attached to the product is perceived very well by the offender. Products are made from halal materials with a good process, offered to consumers with a valuable and useful offer contents.

Author contribution statement

Muhammad Ilham is the principal researcher. As a master in Islamic Marketing, Ilham contributes main concept and main body of the study. On the other hand, Lalu Adi Permadi, as local product and tourism marketing researcher, contributes for finishing of the research and its article.

Acknowledgements

The researchers thank the Rector of Universitas Mataram (UNRAM), the Dean of Faculty of Economics and Business (FEB) UNRAM, the Chief of Management Department FEB UNRAM, and all of our colleagues in FEB UNRAM.

References

- Al-Arif, M. Nur Rianto. (2012). *Dasar-dasar Pemasaran Bank Syariah*. Bandung: Alfabeta.
- Al-Haritsi, Jaribah bin Ahmad. (2006). *Fiqh Ekonomi Umar bin Al-Khathab*. Jakarta: Khalifa.
- Al-Qurthubi, Imam. (2007). *Tafsir Al-Qurthubi, Jilid 2*. Penerjemah: Fathurrahman, Ahmad Hotib. Jakarta: Pustaka Azzam.
- Anwar, M.K., Fahrullah, A., Fahmi, M.F., & Ridlwan, A.A. (2022). Keeping Halal Substance in The Middle of Competition of Halal Investigation Institutions and Self Declare Pathway in Indonesia. *Amwaluna: Jurnal Ekonomi dan Keuangan Syariah*. Vol. 6 No. 2, July 2022. 395-

409.

Ariani, D.W. (2003). *Manajemen Kualitas Pendekatan Sisi Kualitatif*. Bogor: Ghalia Indonesia.

Fadillah, H.N., Ridlwan, AA, Suryaningsih, S.A., & Indrarini, R. (2023). Muslim Millennial's Buying Behavior of Halal Food & Beverage in Indonesia: The Mediating Effect of Purchase Intention. *Amwaluna: Jurnal Ekonomi dan Keuangan Syariah*. Vol. 7 No. 1, January 2023. 11-28.

Giyanti, I., & Indriastiningsih, E. (2019). Impact of Halal Certification on The Performance of Food Small Medium Enterprises. *Jurnal Ilmiah Teknik Industri*, 18(2), 116–123. <https://doi.org/10.23917/jiti.v18i2.7242>

Gaspersz, Vincent. (2008). *Total Quality Management*. Jakarta: Gramedia Pustaka Utama.

Guilford, J.P and Fruchter B. (1987). *Fundamental Statistik in Psychology and Education*, Fifth Edition. McGraw-Hill. Kogakusha, Ltd.

Hasanah, H., Sarma, M., & Munandar, J. M. (2023). The Effect of Halal Certification and Entrepreneurial Marketing on the Successful Small and Medium-sized Enterprises of Food Products. *Ventura*, 26(1), 26–36. <https://doi.org/10.14414/jebav.v26i1.3216>

Karnadi, Alif. (2022). February 22. “Konsumsi Tahu dan Tempe per Kapita di Indonesia Naik pada 2021”. *DataIndonesia.id*. Retrieved September 4, 2022 from <https://dataIndonesia.id/sektor-ril/detail/konsumsi-tahu-dan-tempe-per-kapita-di-indonesia-naik-pada-2021>.

Kotler, P. dan Armstrong, G. (2012). *Prinsip-prinsip Pemasaran*. Jakarta: Erlangga.

Kotler, P. dan Keller, K.L. (2012). *Manajemen Pemasaran*. Jakarta: Erlangga.

Kurnia, A., Marliyah, & Nasution, J. (2023). Development Strategy of Halal Food Industry to Enhance Consumption Activities in the Community of Medan City. *Asian Journal of Applied Business and Management*, 2(3), 337–346. <https://doi.org/10.55927/ajabm.v2i3.5671>

Nasution. (2005). *Manajemen Mutu Terpadu: Total Quality Management*. Bogor: Ghalia Indonesia.

Peristiwa, H. (2019). Indonesian Halal Food Industry: Development, Opportunities and Challenges on Halal Supply Chains. *Journal of Islamic Studies and Humanities*, 4(2), 218–245. <https://doi.org/10.21580/jish.42.5228>

Prawirosentono, Suyadi. (2002). *Manajemen Operasi: Analisis dan Studi Kasus*. Jakarta: Bumi Aksara.

Siregar, D., Yuslem, N., & Nawawi, Z. M. (2023). Strategy for Strengthening Business Incubators to Form an Entrepreneurial Spirit in Islamic University. *Amwaluna: Jurnal Ekonomi dan Keuangan Syariah*. 7 (1), January 2023. 162-173.

Srisusilawati, P. (2017). Kajian Komunikasi pemasaran terpadu dalam mendorong keputusan pembelian jasa perbankan. *Amwaluna: Jurnal Ekonomi dan Keuangan Syariah*, 1(1), 1-18.

Sula, Muhammad Syakir dan Kartajaya, Hermawan. (2006). *Syariah Marketing*. Bandung: Mizan.

- Sumarwan, Ujang. (2002). *Perilaku Konsumen: Teori dan Penerapannya dalam Pemasaran*. Bogor: Ghalia Indonesia.
- Surakhmad. (1998). *Metode Penelitian Sosial*. Bandung: PT. Remadja Rosdakarya.
- Tjiptono, Fandy. (2012). *Strategi Pemasaran*. Yogyakarta: Andi.
- Wibisono, Dermawan. (2003). *Riset Bisnis*. Jakarta: PT. Gramedia Pustaka Utama.
- Zainal, Veithzal Rivai, et al. (2017). *Islamic Marketing Management: Mengembangkan Bisnis dengan Hijrah ke Pemasaran Islam Mengikuti Praktik Rasulullah*. Jakarta: Bumi Aksara.