

# Analysis of Islamic Fruit Market Industry Factors in Medan City on Customer Satisfaction in the Covid-19 Pandemic

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## Abstract

The fruit trade industry is experiencing rapid progress in Medan, especially during the Covid-19 pandemic, the urban lifestyle towards fruit consumption has encouraged this industry to grow and develop. Fruit is a natural medicine besides providing better nutritional value, it can also increase immunity during the Covid-19 pandemic. Honesty is a major factor in buying and selling transactions, especially in the sharia-based fruit industry, whose product conditions are difficult to predict. Being a halal industry must focus on sharia principles in serving and transacting with customers. This study examines and tries to find new factors that affect customer satisfaction shopping at the fruit market with Islamic principles. This research is experimental, using 150 samples of customers and using factor analysis. This study found seven factors that influence customer satisfaction in the market of Sayariah fruit, namely: service behavior, costs, customer emotional relationships, customer attention, trust, product quality, and customer decisions. These seven factors will be input for sharia industry players, especially in the fruit market, which can also be applied to similar commodities.

**Keywords:** *Halal Industry, Sayariah Market, Pandemic Covid-19, Customer Satisfaction.*

## Introduction

Indonesia is a country that has a very large landscape, its natural wealth is the main source of the country's main income. Every commodity that exists influences regional income. The produce of the land provides benefits to the community to enjoy better nutrition than food. One of the crops that has the potential for Indonesia is fruits. Indonesia is one of the countries that can export fresh fruits abroad, by first meeting domestic fruit needs.

The fruit is one of the nutritional intake in society besides vegetables, apart from being easy and can be directly consumed, the fruit has many preparations that can be enjoyed with other dishes. In general, fruit contains various nutrients, especially vitamins and minerals which are quite high<sup>1</sup>. Carbohydrates in the form of fructose and glucose are found in many fruit groups, while starch is found in vegetables derived from tubers. Fruits

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<sup>1</sup> Enni Suwarsi Rahayu and Putik Pribadi, 'Kadar Vitamin Dan Mineral Dalam Buah Segar Dan Manisan Basah Karika Dieng (*Carica Pubescens* Lenne & K. Koch) Levels', *Biosantifika*, 4.2 (2012), 97.

and vegetables contain relatively low protein and amino acids, so they are not positioned as a source of protein for humans<sup>2</sup>. The nutritional content of the fruit has natural vitamins that can be accessed by people compared to consuming drugs. The need for fruit today shows an increasing trend. People have started to have a healthy lifestyle, they are starting to leave the hedonic lifestyle that consumes more fast food and drugs. There are so many diseases caused by this lifestyle that makes Indonesia one of the largest diabetes producing countries. Fruits are a natural source of sweeteners for those who suffer from diabetes.

At present, Indonesia is faced with the Covid-19 virus, which is a virus that attacks the respiratory tract, and disrupts many people's activities, decreasing state income from various sectors. Activity restrictions due to the Covid-19 pandemic have caused economic losses nationally. This loss will only be covered if the crisis can be ended before it causes massive business bankruptcy<sup>3</sup>. Every patient with Covid-19 is the government's concern, especially for nutrition. Fruits are one of the answers in fulfilling these nutrients. For people with Covid-19, fruit containing vitamin C is a powerful drug in boosting the body's immune system. Good body immunity can make people less susceptible to disease.

The halal industry is one of the growing industries in Indonesia, especially Medan City which has a Muslim majority population. This industry is based on sharia and makes business people and customers prosperous with the Al-Quran and Hadith as its legal basis. The Islamic fruit market is a central fruit market in Medan City which is based on sharia and aims to provide nutritious and halal fresh fruit from the start to the hands of customers. The Islamic fruit market implements health protocols in its daily operations during the Covid-19 pandemic.

Honesty is the main capital of this halal industry in interacting with its customers. The Islamic fruit market during this pandemic had quite a problem in terms of increasing satisfaction, because health protocols hurt interactions, but positive on health problems. The use of masks and face shields disrupts interactions, high pitched voices must be heard in communication. The queue also became long, given the 1 meter distance that must be given between customers at the time of payment at the checkout. The explanation above is the basis for this research, how to find or create satisfaction for customers during the Covid-19 pandemic. This study seeks to explore the possibility of new variables that can be obtained during research that have an impact on customer satisfaction in the Islamic fruit market in Medan City.

## Literature Review

Halal products and services are chosen by Muslims as a form of adherence to Islamic Sharia law. Although halal is closely related to Muslims, it does not mean that consumers of halal products only come from Muslims<sup>4</sup>. The halalness of food products is important for Muslims. Every Muslim is obliged to consume halal food<sup>5</sup>.

<sup>2</sup> Erika Pardede, 'Tinjauan Komposisi Kimia Buah Dan Sayur: Peranan Sebagai Nutrisi Dan Kaitannya Dengan Teknologi Pengawetan Dan Pengolahan', *VISI*, 21.3 (2013), 1-16.

<sup>3</sup> Wibowo Hadiwardoyo, 'Kerugian Ekonomi Nasional Akibat Pandemi Covid-19', *Baskara Journal of Business and Entrepreneurship*, 2.2 (2020), 83-92.

<sup>4</sup> Faqiatul Mariya Waharini and Anissa Hakim Purwantini, 'Model Pengembangan Industri Halal Food Di Indonesia', *Muqtasid: Jurnal Ekonomi Dan Perbankan Syariah*, 9.1 (2018), 1-13.

<sup>5</sup> A. Listyoningrum and A. Albari, 'Analisis Minat Beli Konsumen Muslim Terhadap Produk Yang Tidak

Product is a set of attributes and benefits that are considered important, attributes as tangible and intangible characteristics of a product that provide subjective satisfaction or satisfaction of consumer needs. In measuring customer satisfaction, product attributes or features play an important role<sup>6</sup>. Product is a set of attributes and benefits that are considered important, attributes as tangible and intangible characteristics of a product that provide subjective satisfaction or satisfaction of consumer needs. In measuring customer satisfaction, product attributes or features play an important role<sup>7</sup>.

Product quality is a product and service that goes through several stages of the process by taking into account the value of a product and service without the slightest deficiency in the value of a product and service and produces products and services according to the high expectations of customers<sup>8</sup>.

Attention to consumer behavior of halal products is an important part of the market assessment as one of the main factors to achieving success in the halal industry<sup>9</sup>. Increasing consumer awareness of the quality of halal products is also important as an effort to limit the marketing of low-quality products<sup>10</sup>.

Islam requires that every food should be obtained in a lawful way and contain halal elements so that it has benefits for all elements of the body, humans are social creatures that cannot be separated from economic activities<sup>11</sup>. On the other hand, the extent to which Muslim consumers care about the halalness of a food product they consume is also influenced by the level of one's religiosity.<sup>12</sup>

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Diperpanjang Sertifikat Halalnya', *Jurnal Ekonomi & Keuangan Islam*, 2.1 (2012), 40–51.

<sup>6</sup> Rivan Sutrisno, 'Muslim Consumer Behavior: The Religiosity Perceptions And The Perceptions Of Product Attributes Toward The Loyalty Labeled Halal Products Among Muslim Students In Bandung', *Sigma-Mu*, 5.2 (2010), 18–36. the behaviors of halal foods consumptions are not necessarily in line with the large number of Muslim population in the country. This means not necessarily someone who is muslim will always behave as a muslim, especially in eating halal food. This article was written based on research that aimed to determine the religiosity perceptions and the perceptions of product attributes toward the loyalty labeled halal products among Muslim students in bandung either simultaneously or partially. The population in this study is the Muslim students in the city of Bandung that is considered to know the nature of the halal product and using judgmental sampling techniques in the selection of the sample with a sample size of 200 respondents by type of Test-Marketing Studies (Malholtra, 2004

<sup>7</sup> Sutrisno. the behaviors of halal foods consumptions are not necessarily in line with the large number of Muslim population in the country. This means not necessarily someone who is muslim will always behave as a muslim, especially in eating halal food. This article was written based on research that aimed to determine the religiosity perceptions and the perceptions of product attributes toward the loyalty labeled halal products among Muslim students in bandung either simultaneously or partially. The population in this study is the Muslim students in the city of Bandung that is considered to know the nature of the halal product and using judgmental sampling techniques in the selection of the sample with a sample size of 200 respondents by type of Test-Marketing Studies (Malholtra, 2004

<sup>8</sup> Ahda Segati, 'Pengaruh Persepsi Sertifikasi Halal, Kualitas Produk, Dan Harga Terhadap Persepsi Peningkatan Penjualan', *JEBI (Jurnal Ekonomi Dan Bisnis Islam)*, 3.2 (2018), 159–69.

<sup>9</sup> Endang Sri Soesilowati and Chitra Indah Yuliana, 'Komparasi Perilaku Konsumen Produk Halal Di Area Mayoritas Dan Minoritas Muslim', *Jurnal Ekonomi Dan Pembangunan*, 21.2 (2013), 167–78.

<sup>10</sup> Soesilowati and Yuliana.

<sup>11</sup> Bagus Riski, Nurlaila Harahap, and M Ridwan, 'Analisis Pengaruh Kualitas Produk, Label Halal, Harga Jual Terhadap Keputusan Pembelian Konsumen Muslim (Studi Kasus Pada Cemilan Makanan Olahan UD. Rezeki Baru Kecamatan Medan Denai)', *KITABAH*, 3.2 (2019), 172–91. halal labels, and selling prices on Muslim purchasing decisions (case study on UD Rezeki Baru processed snacks, Medan Denai District

<sup>12</sup> Soesilowati and Yuliana.

According to the Ministry of Religion which was published in KEPMENAG RI No. 518 of 2001 concerning the inspection and determination of halal food: it does not contain elements or ingredients that are haram or prohibited for consumption by Muslims and its management is not against Islamic law. But now consumers will find it easier to choose products that are truly halal with the halal label from the government<sup>13</sup>.

## Research Method

This research is experimental that tries to find answers to a problem that is new and forms a finding that can be used in the future. This study used 150 research samples taken using purposive sampling with the main criteria of buyers who come at least twice a week to the fruit market.

This study uses characteristic analysis, which is a technique of describing research data in a form that is easy to understand and represents the nature of the research data. The characteristic analysis used in this study uses crosstab analysis. In the main analysis, the researcher used factor analysis.

## Result

### *Responden Characteristic*

**Table 1 Job And Gender Crosstabulation**

		Gender		Total
		Men	Women	
Job	Wiraswasta	7	12	19
	Worker	12	10	22
	Agent	14	14	28
	Student	8	4	12
	PNS	45	24	69
Total		86	64	150

Based on Table 1 above, it can be seen that the most dominant respondents visiting the Islamic fruit market are men who work as PNS (government employees) as many as 45 people. This shows that men who work as government employees need better nutritional intake, because working in managing the country and being the head of a household requires a lot of fresh and halal fruits, which is a big responsibility so that the respondent's attention is focused on good nutrition. contained in fruits to meet the standard of daily nutritional needs and nutritional needs of the family.

<sup>13</sup> Yusuf Andriansyah, Rois Arifin, and Afi Rachmat S, 'Pengaruh Label Halal, Citra Merek Dan Kualitas Produk Terhadap Keputusan Pembelian Teh Racek (Studi Kasus Pada Mahasiswa Fakultas Ekonomi Universitas Islam Malang) Oleh', *EJurnal Riset Manajemen*, 2017, 82-94.

**Table 2 Length of Subscription \* Monthly Expenditures Crosstabulation**

		Monthly Expenditures (Million)				Total
		< Rp. 1	Rp.1-3	Rp.3-4	>Rp.4	
Length of Subscription	2-4 years	55	27	4	3	89
	4-6 years	26	16	2	2	46
	6-8 years	7	3	3	2	15
Total		88	46	9	7	150

Based on Table 2 above, it can be seen that the most dominant respondents visiting the fruit market are those who have been subscribed for 2-4 years and spending on fruit per month <Rp. 1,000,000 as many as 55 people (1/3 of the number of respondents). This shows that apart from the sharia fruit market providing products that are halal and fresh and sharia-based, the sharia fruit market also focuses on minimum purchases and builds markets for new customers. Customers who are new to the minimum purchase will become potential customers in the future, focusing on minimum spending also makes the sharia fruit market segment wider because it can be enjoyed by the upper and lower classes, so that all Medan City people can enjoy fresh and halal fruit.

**Table 3 Most Often Purchased Fruits \* Gender Crosstabulation**

		Most Often Purchased Fruits		Total
		Man	Woman	
Most Often Purchased Fruits	Avocado	55	36	91
	Banana	20	13	33
	Honey Orange	5	8	13
	Little Orange	2	2	4
	Kuini	2	3	5
	Pineapple	0	1	1
	Watermelon	1	1	2
	Soursop	1	0	1
Total		86	64	150

Based on Table 3 above, it shows that male customers buy avocado fruit predominantly from fruits than female customers as many as 55 people. This shows that the nutritional value contained in avocado fruit is very beneficial for men, in addition to the fruit having folic acid it also increases the stamina and vitality of adult male sperm. Women also consume a lot of avocados because it can strengthen pregnancy conditions for pregnant women. In selecting fresh fruit, apart from the nutritional content contained therein, good fruit requires observing the physical properties of the fruit<sup>14</sup>.

<sup>14</sup> Niagara Niagara, Entin Daningsih, and Titin Titin, 'Sifat Fisik Dan Kandungan Gizi Buah Peluntan, Senare, Dan Ara' Di Kalimantan Barat', *Edukasi: Jurnal Pendidikan*, 16.1 (2018), 68.

**Table 4 Most Often Purchased Fruits \* Product Use / If For Resale Crosstabulation**

		Product Use / If For Resale					Total
		Cafe	Retail	Personal	Resto	Little shop	
Most Often Purchased Fruits	Avocado	13	5	41	10	22	91
	Banana	5	1	19	2	6	33
	Honey Orange	2	1	5	1	4	13
	Little Orange	1	0	2	0	1	4
	Kuini	0	0	3	1	1	5
	Pineapple	0	0	1	0	0	1
	Watermelon	0	0	2	0	0	2
	Soursop	0	0	1	0	0	1
Total		21	7	74	14	34	150

Based on Table 4 above, it can be seen that 41 dominant respondents consume avocado for personal needs. This shows that avocado, apart from being traded as juice in cafes, is also easy to process for personal consumption. This means that avocado fruit is very nutritious for consumption by the family and can be made into other more valuable preparations and add to the taste of enjoying it. Other benefits of avocado can help prevent excess homocysteine levels in the body. Too much homocysteine can make you easily stressed<sup>15</sup>. The effect of dietary fiber on fruits has a beneficial effect on minimizing the risk of diseases associated with poor diet due to lifestyle<sup>16</sup>.

**Table 5 Fruit that is often damaged \* Gender Crosstabulation**

		Gender		Total
		Man	Woman	
Fruit that is often damaged	Avocado	44	26	70
	Banana	19	13	32
	Honey Orange	5	5	10
	Little Orange	2	3	5
	Kuini	9	11	20
	Pineapple	1	2	3
	Watermelon	0	1	1
	Soursop	1	1	2
	Avocado	2	2	4
	Banana	3	0	3
Total		86	64	150

<sup>15</sup> Niken Widya Yunita, '9 Manfaat Alpukat Untuk Kesehatan, Kamu Bisa Makan Setiap Hari', 2019, 2019 <<https://health.detik.com/berita-detikhealth/d-4475156/9-manfaat-alpukat-untuk-kesehatan-kamu-bisa-makan-setiap-hari>>.

<sup>16</sup> Susi, 'Potensi Pemanfaatan Nilai Gizi Buah Eksotik Khas Kalimantan Selatan', *Ziraa'ah Majalah Ilmiah Pertanian*, 2014, 144-50.

Based on Table 5 above, it shows that both men (44 respondents) and women (26 respondents) predominantly stated avocado as a fruit that is easily damaged. Fruits and vegetables are perishable plants. This damage is relatively high, especially in developing countries, which is between 30% -50%. This damage occurs because the understanding of post-harvest handling for most people is inadequate, despite the inadequate support for plant-based food treatment technology. There are still many people selling fruits and vegetables that are just put away, especially in traditional markets. Even if it is packed in a container such as a wooden box or basket, this package only functions as a container to protect it from collisions<sup>17</sup>.

### *Factors Analysis*

**Table 6 Total Variance Explained**

Com	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Var	Cum %	Total	% of Var	Cum %
1	7.833	30.127	30.127	5.121	19.696	19.696
2	2.927	11.259	41.386	3.310	12.730	32.426
3	1.729	6.649	48.035	2.446	9.409	41.835
4	1.377	5.294	53.329	1.827	7.026	48.861
5	1.245	4.787	58.116	1.599	6.149	55.009
6	1.199	4.610	62.726	1.567	6.027	61.037
7	1.012	3.891	66.617	1.451	5.580	66.617
8	.970	3.730	70.347			
9	.851	3.275	73.621			
10	.751	2.890	76.511			
11	.677	2.603	79.114			
12	.658	2.532	81.646			
13	.611	2.352	83.997			
14	.558	2.146	86.144			
15	.512	1.968	88.111			
16	.474	1.821	89.933			
17	.427	1.643	91.576			
18	.389	1.497	93.073			
19	.344	1.323	94.396			
20	.301	1.156	95.552			
21	.283	1.088	96.640			
22	.258	.992	97.633			
23	.224	.862	98.495			
24	.193	.741	99.236			

<sup>17</sup> Siti Hamidah, 'Sayuran Dan Buah Serta Manfaatnya Bagi Kesehatan', MAFAZA, 2015, 1-10.

Com	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Var	Cum %	Total	% of Var	Cum %
25	.176	.676	99.911			
26	.023	.089	100.000			

Based on Table 6 above, it can be seen that there are only 7 components that can be used as new factors in this study. It can be seen in the Initial Eigenvalues table that these seven components have a total value of 1. Then in the Rotation Sums of Squared Loadings table, the seven factors are rotated with other components, also get a value 1, and are assigned as seven new factors.

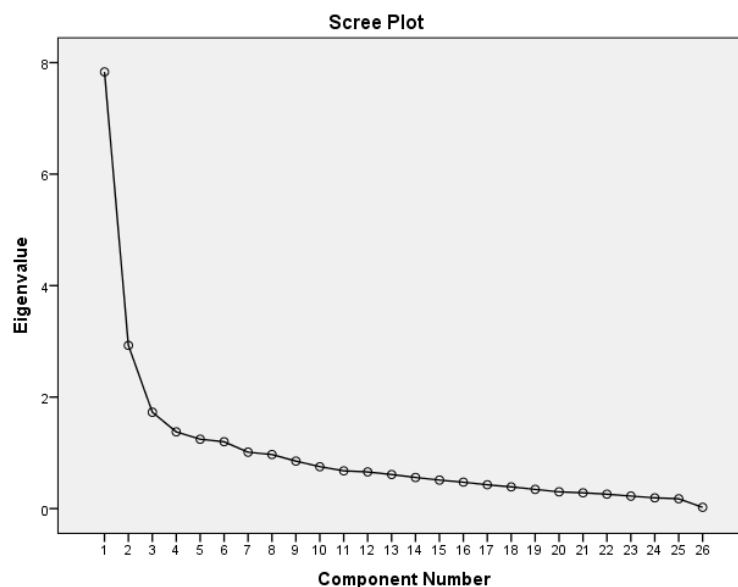


Figure 1 Scree Plot

Based on the image above, the shape of the scree plot image shows that the seven factors described earlier have an eigenvalue 1. Component one is the most extreme value because it is at the top of the scree plot with a value of 7,833 and component seven is at the lowest point of the seven factors with a value of 1.012.

Table 7 Rotated Component Matrix

Indicator	Component						
	1	2	3	4	5	6	7
Hospitality	.811	.104	-.082	.071	.110	.172	.042
Receive Suggestions	.748	.062	-.016	.075	-.011	.126	.130
Ease of Display	.743	.169	-.057	-.179	.309	-.059	.103
Service Speed	.713	.345	-.054	-.105	.037	.119	-.061
Maximum Service	.692	.125	.127	.060	-.040	-.141	.166



Indicator	Component						
	1	2	3	4	5	6	7
Operational hour	<b>.678</b>	.288	.119	-.074	.225	-.154	-.061
Product Layout	<b>.638</b>	.341	-.230	-.266	.169	-.166	-.056
Suggestion Management	<b>.577</b>	.327	.134	-.054	-.031	.202	.340
Product Prediction by Salesperson	<b>.436</b>	.175	.021	-.350	.200	-.204	.325
Honesty of Prices	.194	<b>.765</b>	.186	-.161	.069	.036	.089
Product Bonuses	.258	<b>.756</b>	-.101	-.179	.105	-.087	.183
Macro Purchase Bonus	.189	<b>.658</b>	-.279	.204	-.113	.015	-.063
Bonus Time	.495	<b>.615</b>	.024	-.187	.047	-.117	.167
Product Prices	.410	<b>.534</b>	.160	-.016	.370	-.074	.082
Salesperson Know Customers	.047	-.009	<b>.932</b>	.130	-.080	-.012	-.081
Happy to Advise	.041	-.027	<b>.926</b>	.114	-.074	.001	-.097
Salesperson Know Customer Needs	-.078	.000	<b>.523</b>	.421	.026	.211	.128
Direct Advice	.049	-.056	.121	<b>.777</b>	-.163	-.048	.007
Overtime	-.184	-.122	.299	<b>.668</b>	.201	.155	.087
Salesperson Predictions	.104	-.023	-.048	.037	<b>.840</b>	.058	.086
Product Durability	.232	.229	-.142	-.226	<b>.460</b>	-.103	.148
Ease of Getting Products	.131	.012	.080	.194	.043	<b>.767</b>	.143
Produk Quality	.198	.420	-.072	.164	.191	<b>-.622</b>	.023
Yearly bonus	.153	.363	-.142	.043	.353	<b>.499</b>	-.362
Liked the Product	.166	.114	-.116	.177	.202	.112	<b>.784</b>
Loyal	.453	.385	-.110	-.155	.011	-.014	<b>.497</b>

Based on Table 7 above, it can be seen the explanation of the components of factor analysis that are distributed in the research indicators. The 26 indicators are spread over the seven components that form the seven new factors. Decision making in factor analysis uses the selection of the largest correlation value in each indicator to be distributed into components. Each component has a correlation with the indicator, but in making decisions the greatest value of correlation is the basis for the fulfillment of the indicator into the components. Then it was found:

Component 1 has 9 indicators

Component 2 has 5 indicators

Component 3 has 3 indicators

Component 4 has 2 indicators

Component 5 has 2 indicators

Component 6 has 3 indicators

Component 7 has 2 indicators

**Table 8 Factor Distribution**

No	Indikator	Faktor	No
1	Hospitality	Service Behaviour	1
2	Receive Suggestions		
3	Ease of Display		
4	Service Speed		
5	Maximum Service		
6	Operational hour		
7	Product Layout		
8	Suggestion Management		
9	Product Prediction by Salesperson		
1	Honesty of Prices	Cost	2
2	Product Bonuses		
3	Macro Purchase Bonus		
4	Bonus Time		
5	Product Prices		
1	Salesperson Know Customers	Customer emotional relationship	3
2	Happy to Advise		
3	Salesperson Know Customer Needs		
1	Direct Advice	Customer Attention	4
2	Overtime		
1	Salesperson Predictions	Trust	5
2	Product Durability		
1	Ease of Getting Products	Product Quality	6
2	Produk Quality		
3	Yearly bonus		
1	Liked the Product	Customer Decision	7
2	Loyal		

Based on Table 8 above, it can be seen that there are 26 indicators that have been distributed into the seven factors found in this study. These factors have differences in the number of indicators. These factors are the determinants that affect customer satisfaction, namely:

1. Service behavior factor has 9 indicators
2. Cost factor 2 has 5 indicators
3. Customer emotional relationship factor has 3 indicators
4. Customer Attention factor has 2 indicators
5. Trust factor has 2 indicators
6. Product quality factor has 3 indicators
7. Customer decision factor has 2 indicators

## Discussion

This study found seven factors that influence customer satisfaction shopping at the Islamic fruit market in Medan City. The seven factors are the service behavior factor has 9 indicators, the cost factor has 5 indicators, the customer emotional relationship factor has 3 indicators, the customer attention factor has 2 indicators, the trust factor has 2 indicators, the product quality factor has 3 indicators and the customer decision factor has 2 indicator. In analyzing the seven factors, each indicator is able to represent well the creation of an Islamic halal industry in Medan City, because each indicator is made in accordance with sharia principles in accordance with the object of research.

Service behavior factor has 9 indicators consisting of; friendliness, receiving suggestions, ease of display, speed of service, maximum service, operating hours, product layout, management of product suggestions, and predictions by salesperson. Service behavior is a form of behavior carried out by companies/product providers in meeting consumer needs by others. This action will affect consumer attitudes when enjoying services from the company<sup>18</sup>. In the service behavior factor, friendliness is shown by salespeople when serving customers, responsive and receiving suggestions, and answering them well in their service. Ease of display shows the ability of service to arrange products on the shelf, making it easier for customers to make a product selection. Salespeople must also be able to have knowledge of the products being traded, so that questions and answers between salespeople and customers are more optimal and market operating hours start from morning to evening, meaning that in the morning housewives can buy household necessities in addition to other shopping. , whereas in the afternoon workers returning from the office can still find time to get products. This service behavior has the highest impact on customer satisfaction because it has many indicators in creating customer satisfaction in the Islamic fruit market. Good service behavior will create word of mouth between customers.

The cost factor has 5 indicators consisting of; price honesty, product bonus, macro purchase bonus, time bonus, and product price. Costs are all things that are sacrificed by consumers to obtain goods and services. In understanding the costs that must be sacrificed by consumers, basically, the higher the cost of sacrifice, the less choice is made in deciding the product<sup>19</sup>. Honesty is an important factor when dealing with the halal industry, the bonuses given to products and sales in large parties provide significant benefits for products, it must also bring more benefits to its customers as well. With prices that do not take advantage of excess and give discounts at certain times, especially on Islamic holidays, making sharia business can be trusted by customers. In the halal industry, price is the main basis for determining customer cost sacrifices in fulfilling products. Sharia prices have an important role in creating social welfare.

Honesty is an important factor in dealing with the halal industry. The bonuses given to products and sales in large parties provide significant benefits to products, it must also bring more benefits to consumers. With prices that do not take advantage of the advantages

<sup>18</sup> Miftah El Fikri, Rizal Ahmad, and Ramadhan Harahap, 'Strategi Mengembangkan Kepuasan Pelanggan Online Shop Dalam Meningkatkan Penjualan (Studi Kasus Sabun Pyari)', *Jurnal Manajemen Tools*, 12.1 (2020), 87–105.

<sup>19</sup> Miftah El: Fikri And Others, *Strategi Mengembangkan Kepuasan Pelanggan Online Shop Dalam Meningkatkan Penjualan ( Studi Kasus Sabun Pyari )* (Medan, 2020).

and provide discounts at certain times, especially on Islamic holidays, makes the sharia business can be trusted by customers. In the halal industry, price is the main basis for determining customer cost sacrifices in fulfilling products. Islamic prices have an important role in realizing people's welfare<sup>20</sup>. The salesperson's ability to get to know customers better personally or their needs makes a sharia business like a relationship between siblings, the mutual building attitude between the two makes this business strong because it is based on Islam and creates friendship. The Islamic fruit market in Medan City applies this principle in its interactions so that all customers who come feel treated very well like siblings.

The customer attention factor has 2 indicators consisting of; direct and overtime advice. In paying attention to the product, customers can make suggestions directly to the product manager, so that it becomes the basis for future improvements and the manager also provides extra time for customers who want to get products on holidays with shortened operating hours so that fresh fruit needs can be enjoyed by customers every day. The Islamic fruit market opens its outlets every day including holidays, on holidays the Syariah fruit market opens with narrower hours, this is a solution for customers and a form of attention from the Islamic fruit market to its customers.

The trust factor has 2 indicators consisting of; prediction of the sales force and product durability. The salesperson's ability to explain products by analyzing their strengths and weaknesses is the main trust of customers in this halal business. Every salesperson in the fruit market is equipped with knowledge dedicated to the durability of fruit and how to store it so that it is more durable so that interactions with information that customers get are reasonable and understandable. Trust will give rise to a Word Of Mouth, in WOM marketing is one of the most critical decisions and can influence other customers because of its easy nature to gain trust<sup>21</sup>. During the Covid-19 pandemic, customers believed in all information provided by salespeople, in addition to all salespeople being able to provide product information, they had also passed health checks according to health protocols.

The product quality factor has 3 indicators consisting of; easy access to products, product quality, and an annual bonus. The ease of finding products and having good quality are aspects that must be highlighted in the halal industry. Good products must be available to customers because sharia principles emphasize honesty in transactions. Each fruit contains carbohydrates (including total carbohydrates, glucose, fructose, and sucrose), fat content, protein, vitamins, moisture content, ash content, and crude fiber<sup>22</sup>, the difference in these elements indicates the quality provided by each fruit. Every fruit in the Islamic fruit market during the Covid-19 pandemic was washed clean, so that it is free from the Covid-19 virus. The annual bonus is given by the fruit market for customers who sell both macro and micro, the basis of the annual bonus is taken from the annual profit earned from market operations. Apart from being shared with the managers and employees, the customers also enjoy this advantage. This is what makes Islamic principles usable in Indonesia because

<sup>20</sup> Miftah El Fikri, Dewi Nurmasari Pane, and Rizal Ahmad, 'Factors Affecting Readers' Satisfaction in "Waspada" Newspapers : Insight from Indonesia', *International Journal of Research and Review*, 7.May (2020), 357-71.

<sup>21</sup> Dewi Nurmasari; Pane, Miftah El; Fikri, and Nurafrina Siregar, 'Upaya Peningkatan Repurchase Intention Melalui Sosial Media Dan Word Of Mouth Terhadap Hotel Parbaba Beach Di Daerah Pariwisata Kabupaten SAMOSIR', *Jurnal Manajemen Tools*, 12.1 (2020), 12-20.

<sup>22</sup> Tendry, ENtin Daningsih, and Titin, 'Sifat Fisik Dan Kandungan Gizi Buah Jambu Hutan, Lemas, Dan Sibau Di Kalimantan Barat', *Edukasi: Jurnal Pendidikan*, 16.1 (2018), 57-67.

they are under the fifth principle of Pancasila “social justice for all Indonesian people”.

The customer decision factor has 2 indicators consisting of; love the product and are loyal. Consumer decision is a form of selection that has been decided from various alternatives that are created in the minds of consumers<sup>23</sup>. Customers who like the product, of course, in a more general view will like the product management company, namely the Islamic fruit market. This liking will provide the top choice in determining alternatives, when the choice is under his expectations, a sense of loyalty will be formed. In the fruit sharia market, every customer is always greeted with a smile so that there is a sense of pleasure shopping, with the Islamic principle of smiling is the fruit sharia market worship prioritizes friendliness in creating future customer loyalty. During the Covid-19 pandemic, the Islamic fruit market carried out an optimal health protocol so that every customer who came to believe that every product was guaranteed cleanliness and safety.

## Conclusion

1. The formulation of the potential target market for sharia fruit as a halal industry that ensures the availability of fresh fruit with sharia principles in the city of Medan is a man who consumes avocado with a government employee job with the main purchase of avocado fruit and spending on fruit shopping <Rp. 1,000,000 / month and has been subscribed for 2-4 years.
2. During the Covid-19 pandemic, the Islamic fruit market in creating customer satisfaction was dealing with interaction problems between individuals that were hindered by health protocols, so that customer interaction with the manager was less than optimal.
3. This research provides an optimal way for the fruit sharia market in making promotions by utilizing potential targets as a basis for creating advertisements in communicating to the wider community so that the halal industry like this can develop and spread in Medan City.
4. This research will open a new perspective of society towards the halal industry, especially in the fruit sharia market, that service behavior with Islamic principles is following the Al-Quran and Hadiths that promote honesty and are highly respected and gain hearts in society.
5. 5. This research also provides benefits for the community to consume fresh fruits every day in order to create a new generation that is Islamic and better than the previous generation, so that in the future the new generation can think more innovatively and develop.
6. The seven factors (service behavior, costs, customer emotional relationships, customer attention, trust, product quality and customer decisions) found in this study can be continued in the influence analysis, to see whether service behavior is the dominant factor affecting customer satisfaction.
7. Researchers suggest including post-purchase behavior variables in similar studies, in order to see how the satisfaction value increases when a new customer makes a purchase

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<sup>23</sup> Miftah El Fikri, Dewi Nurmasari Pane, and Rizal Ahmad, *Faktor-Faktor Yang Mempengaruhi Kepuasan Pelanggan Membaca Koran Waspada, Universitas Pembangunan Panca Budi* (Medan, 2020).

decision by making repeated purchase decisions. Does the satisfaction value increase or decrease? This is very important in order to see the satisfaction analysis of the research object.

8. This research can be tested with the same indicators, to prove the validity of the factors in similar research objects, so that the factors become valid for customer satisfaction research. It is hoped that in the future this factor will be widely accepted as a satisfaction factor for creating a halal industry both nationally and internationally.

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