



# Islamic branding and marketing in the period of the new-normal: insights into consumer perception in Makassar

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## ABSTRACT

This study investigates the perceptions of Indonesian Muslim consumers regarding Islamic Marketing and Branding in the new-normal period in Makassar, Indonesia. A quantitative research approach was employed, utilizing quantitative and descriptive calculations to assess the variables. The research was conducted in Makassar City among consumers who engage with Islamic branding and marketing. The sample consisted of 90 consumers with diverse characteristics. The results reveal that both Islamic branding (X1) and Islamic marketing (X2) significantly impact consumer perceptions (Y). Islamic branding products, with their distinct Islamic attributes, particularly contribute to higher consumer interest and confidence due to perceived quality. Meanwhile, Islamic marketing's influence on pricing and consumer preferences also plays a crucial role in shaping consumer perceptions. Ultimately, these findings emphasize the importance of Islamic branding and marketing in maintaining consumer perceptions and driving buying interest.

**Keywords:** Islamic branding; marketing; consumer perception

## 1. INTRODUCTION

Islamic branding is the use of an identity attached to a product by showing a name, symbol or other characteristics that differentiate it from other products by using Islamic elements in the name, composition and manufacturing process adapted to Islamic law's provisions (Marom, 2020).

Today, economic development is increasingly leading to intense competition, especially for similar companies. This situation will lead the company to always follow changes, the company must follow the behavior patterns of competitors in running its

business. This makes competition between companies increasingly tight in the struggle for market share. Marketing aims to know and understand the customer in such a way that the product fits him and sells itself. Every company wants to be successful in running its business, they are required to always issue the latest products and the latest innovations, increasing the advantages that can attract consumers to maintain or seize existing market share.

Brand has an important role in a service product or goods. Brands are also often one of the consumer tools in making decisions. In addition, the existence of the brand can attract consumers to use the product. Even the existence of a brand is considered a business pillar to support the success of the business itself. Therefore, companies are required to compete competitively in terms of creating and maintaining loyal customers, one of which is through brand competition to provide a special image for its consumers.

The company believes that the only way to dominate the market is to have a dominant brand with strong equity in the brand, such as a brand with an Islamic concept. The existence of Islamic brands has now become a trend and apart from that these brands are deliberately raised by companies as a strategy to attract consumer buying interest. The existence of consumers who are fanatical about certain brands is a challenge for companies to serve consumers.

With a predominantly Muslim society, Islamic branding is very fitting to be applied in Indonesia. This is also done so that companies from non-Muslim countries wishing to expand into Muslim countries are accepted by consumers in Muslim countries. Specifically in Indonesia, Muslim consumers are protected by an institution that is specifically tasked with auditing the products consumed by Muslim consumers in Indonesia. Indonesian Ulema Council (LPPOM-MUI), meaning that the product does not contain elements prohibited by Islamic teachings, and is safe for consumption by Muslim consumers (Afrian, 2017).

At this time, Muslim consumers, especially in Indonesia, in choosing a product to use, are critical of safety and halal. Then this makes companies rise to issue products competing to use halal labeling, advertisements with Islamic nuances, and products with Islamic naming. For Muslim communities, maintaining cleanliness is a form of worship. In a Muslim perspective, one of the things that is mandatory in using a product is halal. The Deputy Director of the Research Institute for Food, Drugs and Cosmetics of the Indonesian Ulema Council said that the new-normal focuses on the concept of cleanliness and hygiene to prevent transmission of the new type of coronavirus (Covid-19). Cleanliness and hygiene do not only apply to daily activities but also to what is consumed. The new-normal can be interpreted as an opportunity to strengthen the economy by setting priorities and synchronizing the right policies (Mojo, 2020).

The new-normal era has had a significant effect on several companies in carrying out their branding operations. Therefore, the company is trying to be able to carry out alternative branding methods from conventional methods to digital methods to enter the

new-normal period. It is also a way for the company to continue attracting consumer interest considering that digital branding has a significant impact. Thus, the company will have product branding capabilities.

Currently, the concept of Islamic branding is in the early stages of academic development. In the past, Islamic marketing was used as a term covering all aspects of the product life cycle and strategies targeted at Muslim consumers. However, due to increasing academic and commercial attention, Islamic branding is now considered a separate construct from Islamic marketing. The growing Muslim consumer market has also generated a demand for Islamic branding experts. This has received increasing attention both academically and commercially in recent years.

Observing these conditions, businesses are increasingly required to have the right strategies to meet sales targets. Consequently, every company must understand the behavior and perceptions of consumers in its target market because the survival of the company, as an organization seeking to meet the needs and desires of consumers, depends significantly on the behavior and perceptions of its consumers.

This study aims to determine the perceptions of Indonesian Muslims about consumers regarding Islamic Marketing and Branding in the new-normal period towards consumer perceptions in Makassar, Indonesia. The analysis will be carried out by considering the possibilities and differences in perceptions that exist in Makassar, Indonesian Muslims with various demographic characteristics such as local ethnic background, gender and age. In this case, looking at the phenomena that occur can provide an initial picture of Islamic branding and marketing in the new-normal period on the insights and perceptions of consumers in Makassar.

## **2. METHODS**

### **a. Research Types**

The research employs a quantitative approach, wherein all variables will be assessed using quantitative and descriptive calculations. The choice of a quantitative research approach is justified by differences in the characteristics and understanding of the questionnaire among the variables, the population, and the research samples. Furthermore, the selection of research variables lends itself to quantitative research, allowing us to determine the precise values for each variable and present an accurate portrayal of the respondents' answers. These variables have been chosen based on the empirical evidence that reflects the perspectives and perceptions of Makassar consumers regarding Islamic branding and marketing in the new-normal period

### **b. Research Sites**

The research was conducted among target consumers who utilize Islamic branding and marketing in Makassar City. These dedicated customers constitute a sizable group, offering a variety of variable alternatives. The selection of the research location was made

considering the concentration of customers and consumers in that area, whether they are freelance buyers or regular customers. For this reason, researchers focused on these locations by the real conditions in the field. In addition, the customer/consumer gathering point is also at that location, making it easier for researchers to distribute the questionnaire.

#### c. Population and Sample

A population is a group of people, events or everything that has certain characteristics. Members of the population are called population elements (Indriantoro, 1999:115). In this study, the population was taken from all customers and consumers making purchases of Islamic branding and marketing products in Makassar City. The sample is part or all of the consumers who are determined as a sample and can represent all consumers. Sugiyono (2002:73) explains that the sample is part of the number and characteristics possessed by the population. In this study, the sample consists of 90 consumers who purchase Islamic branding products with different characteristics and backgrounds.

#### d. Data Source

This study uses two types of primary and secondary data. Primary data is needed as the main material for processing this study, and secondary data is only as a complement. The primary data from this study were obtained directly from the respondents who were the object of research, namely the decision-makers. The primary data is in the form of respondents' answers to questions regarding variable indicators which are the focus of this study. The secondary data is in the form of data originating from mass media publications and literature related to this research.

#### e. Variable

In this study, the variables set were: (X1) Islamic Branding, (X2) Islamic Marketing, and (Y) Consumer Perceptions. The selection of these variables is based on their interconnected causal relationship. Each variable is calculated scientifically to determine its relationship with the others and its impact on consumer perceptions. The results of these calculations are then presented in alignment with the research problem and objectives.

#### f. Data Analysis

Data analysis in this study used descriptive statistical analysis, which is statistics used to analyze data by describing the data collected as it is without intending to make generalizations. Furthermore, the data is processed using SPSS 17.00 (Statistical Program for Social Science) for Windows.

Alternative answers from respondents are determined by the score on each question item using a Likert scale. Broadly speaking, determining the score can be described in the following table:

Table 1. Determination of Respondent's Answer Score

No.	Alternative answers of respondents		Score
1.	Very inappropriate	Strongly disagree	1
2.	It is not by	Don't agree	2
3.	Not suitable	Disagree	3
4.	In accordance	Agree	4
5.	Perfect fit	Strongly agree	5

### Classic assumption test

1. Normality is used to detect whether the data distribution of the independent variable and the dependent variable is normal. Normality can be known from the normal probability plot. A good regression model is the data distribution is normal or close to normal. Detection can be seen in the spread of points on the graph axis.
2. Linearity, aims to determine whether two variables have a linear relationship or not significantly. The linearity test is used as a requirement in the linear regression analysis. The linearity test uses a significance level of 0.05, where two variables are said to have a linear relationship if the significance is less than 0.05.

Heteroscedasticity is a condition in which each confounding error has a different variant. Find out heteroscedasticity, it can also be seen from the Scatterplot. If there is a certain regular pattern, then there is heteroscedasticity, and if there is no clear pattern, and the points spread above and below the number 0 on the Y axis, then there is no heteroscedasticity.

## 3. RESULTS AND DISCUSSION

### a. Distribution of consumers based on age, gender, and profession

The following table presents the average customer data for Islamic branding products in Makassar City based on age.

Table 2. Consumers of Islamic Branding Products in Makassar City

<b>Age (Years)</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<17	7	7.78%
17–25	45	50%
26 – 35	18	20%
36–45	14	15.55%
>45	6	6.67%
<b>Total</b>	<b>90</b>	<b>100.0%</b>

Customers and consumers who buy Islamic branding products are divided into two gender groups, male and female. The data presented in Table 3 can be further stratified based on age groups, encompassing both young individuals and adults.

Table 3. Distribution of Consumer Consumption Frequency by Gender

<b>Gender</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Man	36	40%
Woman	54	60%
<b>Total</b>	<b>90</b>	<b>100.0%</b>

Furthermore, the background of the consumer is shown in Table 4 below. Customers/consumers consist of different professional backgrounds and ages based on their needs because each has a different level of needs.

Table 4. Distribution of consumer consumption frequency by profession

<b>No</b>	<b>Profession Type</b>	<b>Amount</b>	<b>Percentage (%)</b>
1	Housewife	17	18.9%
2	civil servant	20	22.2%
3	Trader	12	13.3%
4	Student	25	27.8%
5	Self-employed	16	17.8%
	<b>Total</b>	<b>90</b>	<b>100.0%</b>

## **b. Validity and Reliability**

### **1) Test the validity of the research instrument**

To determine whether the difference is significant, the calculated t value needs to be compared with the t table price. The difference is significant if the t count is greater than the t table, so the instrument is declared valid (Sugiyono, 2014: 128).

Table 5. Validity of Research Instruments

Research variable	Items	Correlation coefficient ( r )	Significance	Information
Islamic branding (X1)	X1.1	0.873	0.000	Valid
	X1.2	0.884	0.000	Valid
	X1.3	0.938	0.000	Valid
	X1.4	0.937	0.000	Valid
	X1.5	0.875	0.000	Valid
Islamic marketing (X2)	X2.1	0.822	0.000	Valid
	X2.2	0.821	0.000	Valid
	X2.3	0.889	0.000	Valid
	X2.4	0.724	0.000	Valid
Consumer Perception (Y)	Y1	0.622	0.000	Valid
	Y2	0.520	0.000	Valid
	Y3	0.584	0.000	Valid
	Y4	0.679	0.000	Valid

## 2) Research Instrument Reliability Test

In a questionnaire, there are important conditions, one of which is reliability. The questionnaire is said to be reliable if the respondents' answers to these variables are consistent from time to time or if the answers given by one respondent to another are the same. If these variables have a Cronbach's alpha value above 0.60 then the variable is said to be reliable. The reliability of the research instrument after processing the data can be obtained as follows:

Table 6. Reliability Test

Research variable	Variable Code	Correlation	Information
Islamic branding	(X1)	0.827	Reliable
Islamic marketing	(X2)	0.823	Reliable
Consumer perception	(Y)	0.735	Reliable

## 3) Classic assumption test

The classic assumption test applied in this study includes several assumptions including:

1. Normality is used to detect whether the data distribution of the independent variable and the dependent variable is normal. Normality can be known from the normal probability plot. A good regression model is the data distribution is normal or close to normal. Detection can be seen in the spread of points on the graph axis. From the data above it can be seen that the normality test results are asymp. Sig.

Kolmogorov–Smirnov showed that the normality test result was 0.163 while the significance level for the normality test was 0.05. When compared, the results of the normality test are greater than the significance level of the normality test ( $0.163 > 0.05$ ). So it can be concluded that the residual has fulfilled the normal distribution assumption.

2. Linearity, aims to determine whether two variables have a linear relationship or not significantly. The linearity test is used as a requirement in the linear regression analysis. The linearity test uses a significance level of 0.05, where two variables are said to have a linear relationship if the significance is less than 0.05.

Table 7. Linearity Test

No	Independent Variable	Variable code	Significance Level	Information
1	Islamic branding	X1	$0.000 > 0.05$	Linear
2	Islamic marketing	X2	$0.000 > 0.05$	Linear

3. Heteroscedasticity, is a condition in which each confounding error has a different variant. Find out heteroscedasticity, it can also be seen from the Scatterplot. If there is a certain regular pattern, then there is heteroscedasticity, and if there is no clear pattern, and the dots spread above and below the number 0 on the Y axis, then there is no heteroscedasticity (Santoso, 2000).

Table 8. Heteroscedasticity Test

No	Variable	Variable code	Significance	Information
1	Islamic branding	X1	0.699	Heteroscedasticity
2	Islamic marketing	X2	0.489	Heteroscedasticity

#### 4) Data analysis

After knowing the results of the classical assumption test, the next step is data analysis which is carried out using descriptive statistical analysis techniques and using a multiple linear regression approach and data processing using SPSS for Windows series 17. After processing the data by taking into account each result (value) of variable X1, variable X2, and variable X3.

Islamic branding variable (X1) on consumer perceptions (Y) After testing and analyzing data, it can be illustrated that the Islamic branding variable (X1) has a regression coefficient (B) of -0.002 with a t count of -0.085 and a significance of t of 0.933 and standard error of 0.027. This means that the Islamic branding variable (X1) with various question items that have been asked to consumers turns out to be consumers giving the opinion that every -0.002th statement will have a growth value of -0.085 with a



significance level of 0.933 and a standard error limit of 0.027. So that every -0.002 will influence consumers to respond to Islamic branding issues by -0.085 and this value is quite significant with the number 0.933.

Thus, the Islamic branding variable is significantly taken into account by consumers and influences consumer perceptions. In daily practice, consumers do consider Islamic branding products as a motivator to have a purchase intention. This means that consumers put Islamic branding products as one of the considerations to generate interest in buying the product.

Islamic marketing variable (X2) on consumer perception (Y) Meanwhile, Islamic marketing (X2) has a regression coefficient (B) of -0.074 with a t count of -0.196 and a significance of t of 0.845 and a standard error of 0.377. This means that the Islamic marketing variable (X2) with various question items that have been asked to consumers turns out to be consumers giving the opinion that every -0.074th statement will have a growth value of -0.196 with a significance level of 0.845 and a standard error limit of 0.377. So that every -0.074 will affect consumers to respond to price issues of -0.196 and this value is quite significant with the amount of 0.845 even though on the sidelines consumers who give statements have an error rate that has been set at 0.377.

Thus, significant Islamic marketing variables are taken into account by consumers and affect consumer perceptions. In the practice of daily life, consumers take Islamic marketing into account because it can trigger the emergence of public buying interest. This means that Islamic marketing is an important calculation or consideration in raising consumer perceptions compared to buying other products. Most Indonesian people have indeed decided that Islamic marketing variables are taken into consideration in spurring consumer perceptions. In addition, Islamic marketing competes with other types of marketing when viewed from a marketing perspective. Therefore most of the respondents explained that Islamic marketing variables are an important consideration in shaping consumer perceptions.

The service variable (X3) on purchase intention (Y) and the service variable (X3) has a regression coefficient ( $\beta$ ) of 0.683 with a t count of 1.168 and a significance of t of 0.250 and a standard error of 0.585. This means that the service variable (X3) with various question items that have been asked to consumers turns out to be consumers giving the opinion that every 0.683th statement will have a growth value of 1.168 with a significance level of 0.250 and a standard error limit of 0.585. So that every 0.683 will affect consumers to respond to service problems of 1.168 and this value is quite significant with the number 0.250 even though on the sidelines consumers who give statements have an error rate that has been set at 0.585.

Thus significant service variables are taken into account by consumers and affect consumer buying interest. In daily practice, consumers do consider good service as a motivator to have an interest in buying tempeh food. This means that consumers place good service for tempe buyers as one of the considerations to be able to generate interest

in buying tempeh food by consumers. Tempe food, culturally, has indeed become the choice for the community as a side dish or side dishes that are positioned parallel to rice or rice.

Likewise, most people in Indonesia place tempeh food as a major need for family members meeting food needs, both as a side dish to rice and as a snack food. In a broad sense, tempeh food has been able to grab the attention of consumers to be able to enjoy and consume this traditional food for generations.

## 5) Hypothesis test

Testing the hypothesis using the t-test (individual test), namely to partially test the independent variable on the dependent variable. The statistical hypothesis is as follows:

Ho:  $\beta_i = 0$  means that there is no significant effect between the variable  $X_i$  on  $Y$

Ha:  $\beta_i \neq 0$  means that there is a significant influence between the variable  $X_i$  on  $Y$

Acceptance or rejection of the null hypothesis is based on the following provisions: If  $t_{\text{Sign}}(p) < \alpha(0.05)$  then Ho is rejected and Ha is accepted if  $t_{\text{Sign}}(p) > \alpha(0.05)$  then Ho is accepted and Ha is rejected.

The test was carried out by paying attention to the results of the t-significance test for individual tests between the independent variable and the dependent variable. It can be seen that the t sign is greater than 0.05, namely the production quality variable is 0.933, the price variable is 0.845 and the service variable is 0.250. Ha means:  $\beta_i \neq 0$  there is a significant influence between the variable  $X_i$  on  $Y$  so that if  $t_{\text{Sign}}(p) > \alpha(0.05)$  then Ho is accepted and Ha is rejected.

## 6) The Effect of Islamic Branding and Marketing on Consumer Perceptions

The results of the analysis of Islamic branding variables affect consumer perceptions in this study by the results of research by Ozgen (2013) which states that Islamic branding does not have a significant effect on consumer perceptions. It was also explained that Islamic branding for consumers is not a consideration in making purchasing decisions. Buyers or consumers will prefer a matter of taste, price, or other factors that have not been studied.

The results of the F test analysis on the independent variables (Islamic branding and marketing on the perception of document insights show a Fcount value of 36.800 with a Ftable value of 2.78, this means that Fcount is greater than Ftable ( $36.7800 > 2.78$ ) with a probability value of 0.001 which is smaller than the significance level of 0.05. Thus the independent variables (Islamic branding, consumer perceptions) simultaneously have a significant effect on purchase intention.

The Islamic branding variable influences the interest in buying products in the millennial generation in Makassar City. It can be seen that the tcount value is 3.274 with

a ttable value of 1.976 which means that the tcount is greater than the ttable ( $3.274 > 1.976$ ) with a probability value of 0.001 which is smaller than the 0.05 significance level. Based on the results of the data processing, partially Islamic branding is an independent variable that has a significant effect on the intention to purchase Islamic branding products in the millennial generation in Makassar City, and a positive tcount means that Islamic branding has a positive effect on purchase intention.

Islamic branding is the use of a name or brand in the form of a symbol as a characteristic of the product as well as the manufacturing process and the composition of the ingredients which are entirely related to the provisions of Islamic law or the halal identity of a product (Nasrullah, 2018: 82). The selection of purchasing products that refer to Islamic brands gives confidence to consumers that the products used are halal by religious law. This is by the theory according to Swimberghe et al. which states that religious beliefs embedded in a person or consumer are by the decision in consumption selection. Islamic branding contained in products affects market segmentation aimed at Muslim consumers.

Judging from the number of Muslim-majority people, this makes producers have product targets, by obtaining product identities related to Islam, so that they can influence consumers, especially Muslims, to have confidence and interest in purchasing a product.

Based on the study results, Islamic branding has a very significant effect on the intention to purchase Islamic branding products in the millennial generation in Makassar City. This is to the results of previous research conducted by Mardalis and Utami 2015 entitled "Student Concern for Halal (Islamic Branding) Cosmetic Products and Their Impact on Purchase Intention" which states that Islamic branding significantly affects purchase intention.

The concept of Islamic branding makes a priority for consumers in deciding to purchase halal products. The first reason is that not all consumers are Muslims, non-Muslims are starting to make Islamic branding products their choice because they have a wide variety of products, high quality in terms of halal as used as a benchmark by Muslims.

The next reason comes from the opinion of some Muslims who state that if there is no information on the prohibition of a product from an authorized institution, then the product can be believed to be halal so the labeling of a product is not necessary. The information needed is whether the product has substances that are forbidden, whether the product is mixed with illegal goods, or is contaminated with other illegal goods.

These conditions shape the mindset of some people not to prioritize the labeling listed on the product. Moreover, it is known that Indonesia is a country with the largest Muslim population in the world, consumers easily assume that products marketed domestically as a whole have guaranteed quality and quality based on religious provisions because they are aimed at Muslim consumers so that any product can be popular due to

a higher price factor. cheap and several other factors thus products with an Islamic concept are easily beaten by other products.

Unlike the case when Islamic branding products are marketed to Muslim minority countries, of course, these products will be the target of Muslims because they prefer halal labeling as a selective measure to avoid the use of prohibited products that dominate in many countries.

Manufacturers decided to put up a halal logo to provide information and convince consumers that their products are halal and comply with Islamic religious law. Interest in the halal logo as a part of the Islamic branding concept influences the brand awareness of a product, where the majority of Indonesian consumers claim to be able to recognize the halal logo, especially when a product clearly shows the characteristics of the Islamic brand concept, not only limited to the halal logo.

In conducting product marketing, always pay attention to the importance of competitiveness (segmentation) that can meet product sales targets (targeting) without neglecting the layout of a marketing activity or positioning. These three marketing strategies determine the success or failure of a marketing activity. The marketing strategy is influenced by the following factors: (1) Micro factors, namely marketing intermediaries, suppliers, competitors and the public; (2). Macro factors, namely demography/economic, political/legal, technological/physical and social/cultural.

Marketing management includes managing demand processing which ultimately includes managing customer relationships. In short, marketing management is demand management. The various levels of demand include the following:

- 1) Negative demand if most of the market does not like a certain product and even willing to pay, as long as they avoid the product.
- 2) There is no demand the intended consumer may not be interested in or ignore the product.
- 3) Latent demand many consumers have needs, but they cannot be fulfilled by existing products.
- 4) Decreasing demand every organization, sooner or later will experience decreased demand for one or more of its products.
- 5) Irregular demand in many organizations whose demand varies causing excess and undercapacity problems.
- 6) Full demand Organizations face full demand, if consumers are satisfied with the volume of business.
- 7) Overdemand Some organizations face more demand than they are willing and able to serve.
- 8) The demand for useless products will invite organized efforts to reduce their use.

The marketing concept here is that producers not only make goods, nor do they launch promotions, but all producers focus on consumer tastes, producers focus on consumer tastes, and producers pay attention to the needs and wants of consumers. So

producers not only pay attention to consumer needs but also pay attention to what consumers want. Consumers also do not just buy physical goods but expect something from the goods. This is what is called a want, there is something else that is expected after buying the item. If this can be satisfied, the company's marketing activities will succeed.

The core concepts of marketing include needs, wants, demands, production, utility, value and satisfaction, exchange, transactions and market relations, marketers and markets. In carrying out a plan or strategy, basic things are needed to support the achievement of the strategy.

The new-normal is a change in behavior to carry out normal activities coupled with the implementation of health protocols to prevent transmission of Covid-19. The new-normal principle is being able to adjust to a lifestyle. The implementation of the new-normal in Indonesia is regulated in the Decree of the Minister of Health Number HK.01.07/MENKES/328/2020 concerning Guidelines for the Prevention and Control of Covid-19 in Office and Industrial Workplaces to support sustainability in the current Pandemic situation that is sweeping the world including Indonesia. (Rosidi & Nurcahyo, 2020).

Almost the whole world is facing the COVID-19 virus pandemic, including Indonesia, however, there is a positive impact from COVID-19. McKinsey (2018) in his report explains that the positive impact is online sales as part of the digitalization of the economy, especially in the sociopreneur field. However, it turns out that this prediction is irrelevant now, because an unexpected factor occurred, namely the Covid-19 pandemic. In reality, the new-normal is making new habits in social life such as shaking hands with elbows, wearing masks, keeping your distance and washing hands to comply with the CHS (Cleanliness, Health, Safety) protocol. Currently, the new-normal is associated with the behavior and habits of individuals/global society during the Covid-19 pandemic.

During the new-normal era, many things have changed. Continue to work by maintaining physical distancing or social distancing, working anywhere, reports also don't have to be in physical form, form physical visit times that are replaced by virtual ones.

## **CONCLUSION**

Once the results of the regression measurements are known, it can be seen that the variables (X1) Islamic branding, (X2) Islamic marketing, and (Y) consumer perceptions, can be concluded as follows:

- a. For variable X1 to variable Y has a regression coefficient ( $\beta$ ) -0.002 with a t count of -0.085, the significance of t is 0.933 and the standard error is 0.027 which means that the Islamic branding variable (X1) has a significant effect on consumer perception variable (Y) evidenced by the significance of t (0.933). This reflects that consumers have a perception of buying interest because the production quality factor is quite good.

- b. For variable X2 to variable Y has a regression coefficient ( $\beta$ ) -0.074 with a t count of -0.196, the significance of t is 0.845 and the standard error is 0.377 which means that the Islamic marketing variable (X2) has a significant effect on consumer perception variable (Y) evidenced by the significance of t (0.845). This reflects that consumers have a perception of buying interest because the price factor is quite by the capabilities and desires of consumers.

Islamic branding has a positive effect on consumer insights and perceptions. Therefore, the relationship between Islamic branding is stated to significantly influence consumer perception because Islamic branding products must be able to show Islamic attributes as a basis for differentiating them from other brands to further convince consumers of guaranteed quality safety from halal products. The variable with the highest value is Islamic branding and marketing which is expected to maintain consumer perception as a feature that can attract attention to buying interest.

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