
THE IMPACT OF DIGITAL MARKETING, HALAL LABELS, PRODUCT QUALITY, AND PRICE ON CONSUMER SATISFACTION IN THE HALAL INDUSTRY: A STUDY ON SHOPEE AND TIKTOK SHOP



Muhammad Zaky Hermansyah¹
Universitas Muhammadiyah Jakarta, Tangerang Selatan, Indonesia
zackyhermawansyah212@gmail.com

Adi Mansah²
Universitas Muhammadiyah Jakarta, Tangerang Selatan, Indonesia
adi.mansah@umj.co.id

Abstract

This study aims to examine the impact of digital marketing, halal labeling, product quality, and price on customer satisfaction in the halal industry sector, especially on e-commerce platforms such as Shopee and TikTok Shop. By utilizing the Theory of Planned Behavior (TPB) approach, this study explores the relationship between attitudes, subjective norms, and perceived behavioral control on consumer satisfaction in the context of halal products. The research uses quantitative methods with a causal research design. Data were collected through an online questionnaire using a 4-point Likert scale, involving 131 respondents selected via a purposive sampling technique. Data analysis was conducted using Structural Equation Modeling based on Partial Least Squares (SEM-PLS). The research findings indicate that price is the most influential factor on customer satisfaction, followed by product quality and digital marketing. Competitive prices and products that meet consumer expectations significantly increase satisfaction levels. In contrast, halal labeling does not have a significant direct influence on customer satisfaction, unless supported by other variables. This research contributes both in theory and practice in understanding Muslim consumer behavior in the digital era and can be a reference for industry players. designing effective and inclusive marketing strategies.

Keywords: Consumer Satisfaction, Shopee, TikTok Shop, Halal Industry, Theory of Planned Behavior

INTRODUCTION

The halal industry has become one of the key sectors in the global economy. Indonesia, with the world's largest Muslim population of more than 229 million, has great potential to become a global halal market leader. The halal industry includes not only food but also cosmetics, clothing, and other services that comply with sharia principles. The contribution of the halal sector to the Gross Domestic Product (GDP) continues to increase along with public awareness of the importance of halal consumption as part of a modern lifestyle that emphasizes quality and trust (Fathoni & Syahputri, 2020). The cultural aspect of consumption is influenced by the rapid growth of the halal industry, but the halalness of these products is affected by the fact that some of the ingredients come from countries with a non-Muslim majority (Hidayat et al., 2022).

Bank Indonesia recorded the growth of halal product transactions on e-commerce platforms and marketplaces by 23% in the January-May 2022 period compared to the same period the previous year, with a transaction value of Rp10.82 trillion. Platforms such as Shopee and TikTok Shop play a strategic role in the distribution of halal products through the utilization of digital marketing strategies. Shopee applies approaches such as discount vouchers, flash sales, and loyalty programs, while TikTok Shop relies on influencer marketing and short video content that effectively reaches the younger generation. Digital marketing in the modern era is not only limited to product promotion, but also creating active interactions between consumers and brands through various digital channels, including e-commerce (Kotler & Armstrong, 2018).

Digital marketing implemented by these two platforms is able to reach a wider and more efficient market segment, but its influence on consumer satisfaction in the halal sector has not been widely explored. Chaffey and Ellis-Chadwick (2019) emphasize that digital marketing has a major role in increasing consumer engagement and satisfaction by utilizing social media and interactive features in platforms such as Shopee and TikTok Shop (Chaffey & Chadwick, 2016).

Halal label is an important element in the purchasing decision of Muslim consumers. Muslim consumers highly value the presence of a halal label because it provides confidence and certainty in the halalness of the product (Maison et al., 2018). However, although the halal label is considered important, other factors such as product quality and price are often the main considerations in purchasing halal products through e-commerce (Rahmania & Fadhilillah, 2024). Historically, "halal" has been used to describe food and beverages that comply with Islamic law. Modern innovations have expanded the definition of halal to include almost all goods and services associated with the Islamic label (Dr. Muhammad Tariq Khan et al., 2020).

In addition, product quality plays a major role in determining consumer satisfaction. Consumers tend to choose products that not only comply with Islamic law but also have high quality, such as safe materials, appropriate functions, and real benefits (Kotler & Armstrong, 2018). Price is also an important factor, especially on e-commerce platforms, where price promotions such as discounts and cashback are one of the main attractions for consumers. However, there are challenges in integrating all these variables in research related to consumer satisfaction of halal products on digital platforms. Therefore, this study aims to

further explore the influence of digital marketing, halal labeling, product quality, and price on consumer satisfaction at Shopee and TikTok Shop.

Previous research shows that digital marketing, including social media, SEO, and content-based marketing, has a significant impact on consumer behavior and purchasing decisions (Priya & Salaji, 2024). However, how digital marketing contributes to consumer satisfaction specifically in the halal sector has not been widely researched. The halal label is widely recognized as important for shaping Muslim consumers' purchase intentions. It showed that the halal label influences perceptions of product quality, although these results depend on the cultural context and country of origin of the product (Maison et al., 2018). However, empirical evidence on the contribution of halal labeling to consumer satisfaction is limited, so it is important to explore its role more deeply. Product quality and price are often considered as the main factors in creating consumer satisfaction. It revealed that personalized product quality through recommendation systems has a major impact on purchasing decisions (Deng, 2020).

Literature on the synergy between product quality, price, digital marketing, and halal labeling in the halal industry is limited. This study compares two major Southeast Asian platforms, Shopee and TikTok Shop, which use different marketing strategies. By combining these perspectives, the study provides new insights into how digital marketing, halal labeling, product quality, and price influence consumer satisfaction in the evolving e-commerce ecosystem. It fills a gap by exploring the dynamics of digital marketing and its impact on Muslim consumers across two platforms, supporting the trend of digitalization and halal consumption in Southeast Asia.

This research focuses on four main questions: First, how does digital marketing affect consumer satisfaction of halal products on Shopee and TikTok Shop? Second, what impact does the halal label have on trust and consumer satisfaction on both platforms? Third, how does product quality influence consumer experience and satisfaction in buying halal products? Finally, what role does price play in shaping consumer satisfaction with halal products in e-commerce?

This study aims to provide a deeper understanding of the factors that influence consumer satisfaction of halal products on the Shopee and TikTok Shop e-commerce platforms. Specifically, this study aims to analyze the effect of digital marketing on consumer satisfaction with halal products. Furthermore, this study also aims to evaluate the role of halal labels in increasing consumer trust and satisfaction, as well as identifying the impact of product quality on consumer shopping experience. Finally, this study aims to determine the extent to which price influences purchase decisions and consumer satisfaction in the context of online shopping for halal products.

This study provides practical benefits for industry players. E-commerce platforms can use the findings to optimize halal product promotions with effective digital marketing strategies. Manufacturers and sellers can better understand consumer preferences for product quality and price in the halal market. For Muslim consumers, the research encourages a greater variety of halal products that meet their quality and price expectations. The findings are also valuable for practitioners and policymakers to support the development of a more inclusive and sustainable halal industry.

REVIEW OF LITERATURE

Theory of Planned Behavior (TPB)

According to Ajzen (1991), understanding human behavior is not enough to predict attitudes, subjective norms, and perceived behavioral control as determinants of intentions and actions. The Planned Behavior Theory (TPB) further developed by Ajzen (1991) explains that a person's intention to take an action is influenced by three main components: attitude towards behavior, subjective norms, and perceived behavioral control. Attitude reflects an individual's evaluation of an action based on beliefs about its consequences, whether considered favorable or unfavorable.

Customer Satisfaction

Customer satisfaction According to (Tjiptono, 2016) states that service quality focuses on satisfying customer needs and desires as well as the accuracy of delivery to balance customer expectations. According to (Bagram et al., 2015) service quality is the expected level of excellence and control over that level of excellence to meet customer desires

Digital Marketing

Digital marketing is a marketing strategy that utilizes digital technology and online platforms to promote products or services, encompassing activities such as social media marketing, search engine optimization (SEO), paid advertising, content marketing, and email marketing. In the context of e-commerce, digital marketing enables businesses to reach consumers quickly and efficiently, facilitating direct interaction between brands and their audiences (Riandi & Dewi, 2024).

Halal Label

For Muslims, all consumption activities, methods, and procedures in daily life must fulfill the principle of halalness (Zakaria et al., 2017). This certification is the basis for giving halal labeling to a product. In the context of digital marketing, technological transformation allows advertisers to implement more personalized and data-driven strategies, which significantly shape consumer perceptions and behavior (Bleier & Eisenbeiss, 2015). However, excessive intensity of advertising exposure through digital media can lead to advertising fatigue, which is consumer saturation with advertising, which has the potential to reduce promotional effectiveness (Cho & Cheon, 2004).

Product Reviews

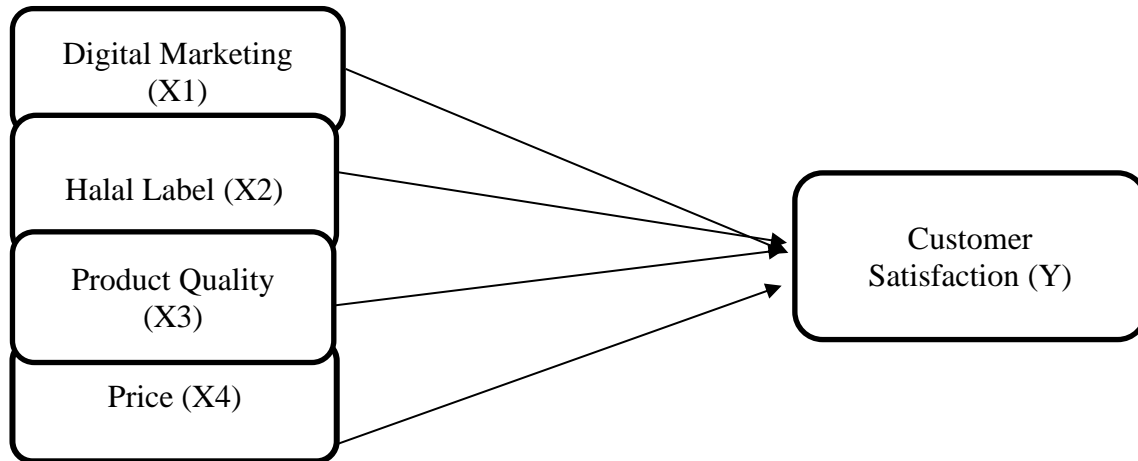
Product quality is a crucial determinant of consumer perceptions and satisfaction during the purchasing process, with its assessment being subjective and influenced by consumer expectations, experiences, and socio-economic backgrounds (Lone & Bhat, 2023). High-quality products, when combined with appropriate pricing strategies, not only enhance a company's image but also foster consumer loyalty and repeat purchase decisions (Arofah & Rivai, 2023).

Price

Price is a key element in a marketing strategy because it serves as an exchange rate for the benefits that consumers receive from the product or service (Ramadhani et al., 2023). Proper pricing is essential to maintain business continuity, as prices that are too low risk of causing losses, while prices that are too high can lower consumer attractiveness and

encourage them to switch to competitors with similar offers that are more affordable (Saragih, 2015).

Conceptual Framework



H1: Digital marketing positively impacts customer satisfaction. This suggests that effective digital marketing strategies enhance customer satisfaction with halal products.

H2: Halal labels influence customer satisfaction. The presence of halal certification is expected to increase customer satisfaction by ensuring religious compliance.

H3: Product quality affects customer satisfaction. Higher product quality is hypothesized to lead to greater customer satisfaction.

H4: Price impacts customer satisfaction. Competitive pricing is expected to positively influence customer satisfaction.

H5: The combined effect of digital marketing, halal labels, product quality, and price leads to higher customer satisfaction. This hypothesis explores how these factors work together to enhance customer satisfaction.

RESEARCH METHOD

This research falls into the category of quantitative research with a descriptive design, which uses primary data in the form of numbers and statistical analysis techniques. Quantitative research aims to apply and develop mathematical models, hypotheses, and theories. The data used in this study are primary data obtained through distributing questionnaires online, using a Likert scale with a value range of 1 to 4, where the scale reflects the respondent's level of agreement, ranging from “strongly disagree” to “strongly agree”. This research involved 131 respondents whose data will be processed further. Respondent selection was carried out using non-probability sampling techniques through the purposive sampling method. based on certain criteria, namely Shopee Halal Industry Consumers and TikTok Shop. Data analysis uses the Partial Least Squares-based Structural Equation Modeling (SEM-PLS) method, which is effective in multicollinearity. Measurement validity testing is done through convergent tests (Outer Loading>0.60 and AVE>0.50) and discriminant Alpha to ensure consistency. The measurement model applied includes the validity and reliability of reflective indicators on latent constructs.

RESULTS AND DISCUSSION

This study involved 131 respondents, of which 131 met the research criteria. The majority of respondents were Male (51.1% or 67 out of 131) and (48.9% or 64 out of 131) Female respondents. and age 20-30 years old with a percentage of (69.5% or 91 out of 131), age < 20 years with (20.6%, or 27 out of 131) and age 31-40 years (7.6% or 10 out of 131) respondents and > 40 years (2.3% or 3 out of 131). In terms of platforms that are often used, the majority of respondents use Shopee (70.2%) or 92 of 131 respondents compared to TikTok Shop (29.8%) or 39 of 131 respondents. and Product categories that are often purchased for Food and Beverages as much as (27.5% or around 36 of 131), Cosmetics as much as (26% or around 34 of 131), Clothing is the most dominant category, chosen by (46.6% or around 61 of 131) respondents.

Table 1.
Demographics

Criteria	Category	Percentage
Gender	Male	51,1%
	Female	48,9%
Age	< 20	20,6%,
	20-30	69,
	31-40	7,6%
	>40	2,3%
Frequently used platforms	Shopee	70,2%
	Tiktok Shoop	29,8%
Frequently product categories	Food-Beverage	27,5%
	Cosmetics	26%
	Clothin	46,6%

Source: Primary Data, 2025

Validity and Reliability Test

The validity test shows that all indicators have an outer loading > 0.7, confirming their validity. The AVE test indicates that all variables have an AVE \geq 0.5, with the highest values in Halal Label (0.788) and Price (0.721). Reliability tests through Cronbach's Alpha (> 0.7) and Composite Reliability (CR > 0.7) confirm good consistency, with Halal Label showing the highest reliability (0.918).

Table 2.
Construct Validity and Reliability

Variables	Indicator	Outer Loading	Average variance extracted AVE	Cronbach's Alpa	Composite reliability (rho_c)
Digital Marketing	Digital 1	0.785	0.643	0.815	0.878
	Digital 2	0.824			
	Digital 3	0.789			

	Digital 4	0.808			
Halal Label	Label 1	0.801	0.788	0.865	0.918
	Label 2	0.909			
	Label 3	0.816			
Quality	Quality 1	0.844	0.676	0.761	0.862
	Quality 2	0.851			
	Quality 3	0.852			
Price	Price 1	0.895	0.721	0.808	0.886
	Price 2	0.863			
	Price 3	0.904			
Satisfaction	Satisfaction 1	0.842	0.711	0.795	0.880
	Satisfaction 2	0.775			
	Satisfaction 3	0.848			

Source: Primary Data, 2025

All outer loading values ≥ 0.7 , AVE ≥ 0.5 , Cronbach's Alpha > 0.7 , and CR > 0.8 indicate that the constructs in this study are valid and reliable. This study found that digital marketing and product quality have a significant influence on customer satisfaction. The analysis shows that the research model is valid and reliable, with outer loading > 0.7 , AVE > 0.5 , and Composite Reliability > 0.8 .

Discriminant Validity Test

Testing discriminatory validity can be done using the Fornell-Larcker Criterion and the Heterotrait-Monotrait Ratio (HTMT). The AVE value of each construct is greater than the correlation between other constructs, and can show that discriminant validity is met. In addition, all HTMT values are < 0.90 , ensuring that each latent variable is conceptually distinct.

Table 3.
Fornell-Lacker criterion values

	Digital Marketing (X1)	Price (X4)	Consumer Satisfaction (Y)	Product Quality (X3)
Digital Marketing (X1)	0.802			
Price (X4)	0.572	0.888		
Consumer Satisfaction (Y)	0.650	0.683	0.822	
Product Quality (X3)	0.565	0.613	0.651	0.849
Halal Label (X2)	0.502	0.366	0.436	0.437

Source: Primary Data, 2025

The results indicate that discrimination validity has been met, as indicated by the HTMT value which is below 0,90 for all latent variables. In addition, validity and reliability tests confirmed that the research constructs have adequate validity and reliability. Convergent validity is assured with an outer loading value of more than AVE ≥ 0.5 , and CR ≥ 0.8 .

Meanwhile, the Fornell-Larcker and HTMT tests confirmed discriminant validity, showing that each latent variable has a clear conceptual distinction.

Table 4.
HTMT Test Value

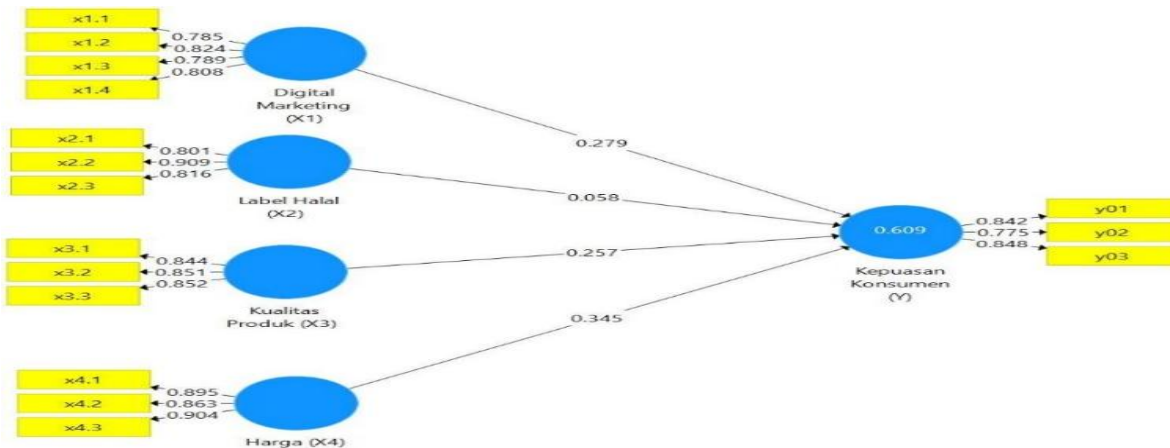
	Digital Marketing (X1)	Price (X4)	Consumer Satisfaction (Y)	Product Quality (X3)
Digital Marketing (X1)				
Price (X4)	0.678			
Consumer Satisfaction (Y)	0.822	0.838		
Product Quality (X3)	0.692	0.721	0.821	
Halal Label (X2)	0.617	0.422	0.561	0.540

Source: Primary Data, 2025

Inner Model (Structural Model)

The Inner model or structural model is part of the analysis in Structural Equation Modeling (SEM) which is used to test the relationship between latent constructs. Latent constructs are variables that cannot be measured directly, but are represented by indicators or measured variables. The inner model is used to evaluate the direct, indirect, or total effect between latent variables based on the hypothesis formulated (Cahyoningtyas, 2024).

Figure 1
Structural Model with Path Coefficients and Significance



Based on the structural model, digital marketing has a positive influence on customer satisfaction with a coefficient of $\beta = 0.279$. Price has an even stronger positive impact on customer satisfaction with a coefficient of $\beta = 0.345$, indicating that customers are more satisfied when the price is appropriate. Product quality also has a positive effect on customer satisfaction with $\beta = 0.257$, but it is smaller compared to price. Halal label has a very small effect on customer satisfaction ($\beta = 0.058$), and its impact may not be significant. At a 5%

significance level ($p < 0.05$), the t-statistic value must be ≥ 1.96 for the effect to be considered significant. The results show that price has the most significant influence on customer satisfaction, while the halal label's effect is not significant due to its t-statistic being below 1.96.

Table 5.
Inner Model

Relationship between Variables	Path Coefficient (β)	t-Statistic	Significance
Digital Marketing→Satisfaction	0,279	3,562	Significan
Price→ Consumer Satisfaction	0,345	4,009	Significan
Product Quality→Satisfaction	0,257	2,916	Significan
Halal Label→Satisfaction	0,058	0,799	Not

Source: Primary Data, 2025

Inner model testing aims to evaluate the relationship between constructs and the influence between research variables as hypothesized. Testing is done using SmartPLS. R-Square (0.609): This value indicates that 60.9% of the variance in Consumer Satisfaction can be explained by the independent variables (Digital Marketing, Halal Label, Product Quality, and Price). The remaining 39.1% is explained by other factors outside the model. With this value, the model can be categorized as quite strong.

Table 6
Inner Model (R-Square)

	R Square	R square Adjusted
Satisfaction	0,609	0,597

Source: Primary Data, 2025

The F-square test is used to measure how much each independent variable contributes to the dependent variable in the structural model. The F-Square values show that Price ($F = 0.187$) has the greatest influence on Customer Satisfaction, followed by Digital Marketing ($F = 0.107$) and Product Quality ($F = 0.090$), both with moderate effects. Halal Label ($F = 0.006$) has a very small influence on satisfaction.

Table 7
Inner Model (F-Square)

Relationship between Variables	f-square	Significanc
Digital Marketing -> Customer Satisfaction	0.107	Significan
Halal Label -> Consumer Satisfaction	0.006	Not Significant
Product quality -> Customer satisfaction	0.090	Significan
Price -> Customer satisfaction	0.187	Significan

Source: Primary Data, 2025

The VIF values for both indicators (1.428-2.434) and latent variables (1.402-1.865) are all below the threshold of 5, indicating no multicollinearity issues. This ensures that each independent variable contributes uniquely to the model without overlap.

Table 8
Multicollinearity Test (VIF) and Variable Significance

Relationship between Variables	VIF	Significance of t-statistic	Description
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Digital Marketing 1-4	1.601 - 1.830.	Significance	No Multicollinearity problem
Halal Labels 1-3	1.583 - 2.371.	Significance	No Multicollinearity problem
Product Quality 1-3	1.604 - 1.880	Significance	No Multicollinearity problem
Price 1-3	2.000 - 2.434.	Significance	No Multicollinearity problem
Satisfaction	1.428 - 1.637.	Significance	No Multicollinearity problem
Digital Marketing -> Customer Satisfaction	1.857	Significance	No Multicollinearity problem
Halal Label -> Consumer Satisfaction	1.402	Significance	No Multicollinearity problem
Product Quality -> Customer Satisfaction	1.865	Significance	No Multicollinearity problem
Price -> Customer Satisfaction	1.821	Significance	No Multicollinearity problem

Source: Primary Data, 2025

The inner model results show that Price significantly drives Consumer Satisfaction ($\beta = 0.345$), while Halal Label is not a direct predictor ($\beta = 0.058$) but moderates other relationships. Multicollinearity testing confirms no high correlation, ensuring the model's validity and reliability.

Test Results

Hypothesis testing using path analysis shows a significant relationship when the T-Statistic value > 1.96 ($\alpha = 0.05$) and the P-Value < 0.05 . If both criteria are met, the path is considered significant; otherwise, the relationship is insignificant

Table 9
Path Analysis test results

	Original Sample O	Sample Mean	Standard Deviation (STDEV)	Tstatistics (O/STDEV)	P Values	Significance
Digital Marketing (X1) -> Customer Satisfaction (Y)	0,279	0,289	0,078	3,562	0,000	Significant
Price (X4) -> Consumer Satisfaction (Y)	0,345	0,335	0,086	4,009	0,000	Significant
Product Quality (X3) -> Customer Satisfaction (Y)	0,257	0,261	0,088	2,916	0,004	Significant
Halal Label (X2) -> Consumer Satisfaction (Y)	0,058	0,058	0,074	0,779	0,437	Not Significant

Source: Primary Data, 2025

Digital Marketing (X1), Price (X4), and Product Quality (X3) all have a positive and significant impact on Customer Satisfaction, with Price having the greatest influence. Halal Label (X2) has no significant effect on Customer Satisfaction.

Hypothesis testing shows that Digital Marketing positively influences Consumer Satisfaction ($\beta = 0.279$, $T = 3.562$, $P = 0.00$). According to the Theory of Planned Behavior, this effect is explained by Perceived Behavioral Control, where access to digital marketing enhances consumer decision-making and satisfaction. Previous research supports these findings, as explained by (Windarsari Riski et al., 2022), that effective digital marketing strategies contribute directly to increased consumer satisfaction, especially through social media campaigns and digital interactions that enhance the consumer experience.

The Price variable has the greatest influence on Customer Satisfaction with $\beta = 0.345$ $T = 4.009$ and $P = 0.000$. This reflects that consumer perceptions of competitive prices and product value strengthen Attitude within the Theory of Behavior framework. This finding is consistent with research by Pan Yu & Truong (2018), which shows that price is a major determinant in consumer intention to choose a particular service or product.

Product quality also has a significant effect on customer satisfaction with $\beta = 0.257$ $T = 2.916$ and $P = 0.004$. In Theory of Planned Behavior, product quality can increase consumers' positive attitudes towards a product or service, thereby strengthening their intention to remain loyal or recommend. Han & Kim (2010) in their study of environmentally friendly hotels also found that service and product quality have an important role in influencing consumer attitudes which ultimately increase the intention to return.

Although Halal Label is hypothesized to have no influence on Consumer Satisfaction, the results show this relationship is not significant $\beta=0.058$ $T=0.779$, and $P=0.437$. In the context of Theory of Planned Behavior, this can be explained that Subjective Norms, which are usually associated with social influences such as halal labels, may not be strong enough to directly influence satisfaction. Research by Alfiani & Priantina (2024) also found that although the halal label affects purchase intention, the effect is not always significant on consumer satisfaction.

CONCLUSION

This study aims to analyze the effect of digital marketing, halal labeling, product quality, and price on consumer satisfaction in the Shopee and TikTok Shop e-commerce platforms. Based on the results of the analysis, this study found that price has the most significant influence on consumer satisfaction, highlighting the importance of competitive pricing in enhancing customer satisfaction. Product quality also contributes positively, with consumers valuing products that align with high standards and Sharia values. Digital marketing plays a significant role by providing an interactive and efficient shopping experience, increasing convenience in acquiring halal products.

In contrast, halal labeling was found to have an insignificant impact on consumer satisfaction, indicating that it alone is not enough to enhance the overall consumer experience. The measurement model in this study was valid and reliable, supporting the consistency of the research results. However, the insignificant role of halal labeling suggests the need for further research to explore the interaction between halal labeling and other factors such as price and quality. Overall, this study confirms that effective digital marketing,

high-quality products, and competitive pricing are key elements in boosting consumer satisfaction, offering valuable insights into Muslim consumer behavior in the digital era.

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