

Effect Of Product Quality, Packaging, And Halal Awareness On Consumer Satisfaction In Islamic Business Perspective (Study On Boombo Lezato Consumers In Bandar Lampung)

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Abstract

This study aims to examine the effect of product quality, packaging and halal awareness on consumer satisfaction snack boombo lezato in Bandar Lampung partially and simultaneously as well as the perspective of Islamic Business. The research method used is a descriptive method with a quantitative approach, the respondents in this study were 100 consumers boombo lezato in Bandar Lampung. The results of this study are Product Quality positive effect is not significant to consumer satisfaction, Packaging positive effect and not significant to consumer satisfaction, Halal awareness positive effect and not significant to consumer satisfaction, simultaneously, product quality, packaging and halal awareness positive effect and significant to consumer satisfaction. Viewed from the perspective of Islamic Business, Consumer Satisfaction boombo lezato in Bandar Lampung city is influenced by product quality, packaging and halal awareness are in accordance with the Islamic business perspective because they meet the main principles of the concept of consumer satisfaction in Islam.

Keywords: *kualitas produk, kemasan, kesadaran halal, kepuasan konsumen*

1. Introduction

Micro, Small and Medium Enterprises (MSMEs) are one of the backbone of the Indonesian economy. (Arizqi, 2023) the role of MSMEs is not only limited to providing jobs, but also as a driver of the local economy that is able to create added value in various sectors. In the context of the national economy, MSMEs contribute a significant contribution to Gross Domestic Product (GDP), labor absorption, and income distribution. (Suhendar et al., 2023)

Data from the Ministry of Cooperatives and SMEs shows that more than 99 percent of business units in Indonesia are MSMEs, which absorb more than 60 percent of the workforce and contribute more than half to the national GDP. This fact confirms that the existence of MSMEs cannot be underestimated, especially in maintaining economic stability, both in normal conditions and in the midst of a global crisis. (Azizah et al., 2025)

The role of MSMEs in maintaining economic stability can also be seen from their ability to create new business opportunities when the formal sector stagnates. (Sales et al., 2021) in times of crisis, many workers lose their jobs from the industrial sector or large companies, then switch to

running small businesses as an alternative source of income.(Hanif et al., 2022) This phenomenon shows that MSMEs have a very important socio-economic function, which is to be a safety net in maintaining the sustainability of community life.(Hanif et al., 2022) Without the existence of MSMEs, unemployment and poverty rates will increase sharply every time the crisis hits. However, despite having a great contribution, MSMEs also face various limitations .(Vicky et al., 2020)

Based on data from the Lampung provincial government, it is known that MSMEs in Lampung province have experienced growth in the last few months. As of 2024, the growth of MSMEs in the city of Bandar Lampung has reached 31,250 points.) (Green, n.d.) The largest category of MSMEs in Bandar Lampung is the Food and Beverages (FnB) Business which focuses on drinks and food, especially snacks. This is supported by the results of a pre-survey of researchers who explained that the people of Bandar Lampung are accustomed to consuming snacks every day as their culture and habits.

Prasurvey to 70 people of the city of Bandar Lampung which has been done by researchers explained that as many as 71% of people in the city of Bandar Lampung are accustomed to snacking or *njajan* (consume snacks) every day as their habit. Snacks in question are food or drinks made by shops or stores (including MSMEs) and not UPF (ultra processed food) or packaging. (Krisnawati et al., 2022)

Based on the graph of the results of the prasurvey that researchers have done above, it can be seen that as many as 87.1% of Bandar Lampung city residents prefer salty and spicy savory snacks compared to snacks with a sweet taste. The results of a pre-survey conducted by researchers previously explained that as many as 93.5% of Bandar Lampung people more often consume *dimsum* snacks or dumplings at some time back. *Boombo Lezato* is one of the MSMEs in Bandar Lampung engaged in the field of Food and Beverages (FnB) which sells *dimsum* products.

Boombo Lezato is a Micro, Small, and medium enterprises engaged in the culinary field. *Bombo* was born in October 2021, the beginning of starting a business from a small boarding room the first to be sold was *basreng*, with the initial name *boombo basreng*. *Boombo* has a vision and mission, namely that it will become a center for snacks in the city of Bandar Lampung, the beginning of marketing to friends and social media, namely *tiktok*, had a boom until it got a turnover of 20 million, but it was not strong in the capital because the background of the boarding house and *basreng* children did not work anymore because there was no capital. Then try to sell again with new products namely *filow* and *cireng kranci* because they do not want people to know the owner with *basreng* so changed the name of the business *Boombo Lezato*, *jalan 2 years met* was *dimsum* products the good point is in *dimsum* until people get to know *boombo* with *dimsumnya*, until now, there have been many new products and already has 4 branches, namely the first branch in *Raja Basa*, the second branch near *Urip Hospital*, the third branch in *disukarame*, and the fourth branch in *Persit*.

Prasurvey also explained that 93.5% of Bandar Lampung people often buy and consume snacks from *boombo lezato* followed by other salty savory snack brands. In this phenomenon, the author will focus on consumers *boombo lezato* as a research target. The reason is the lack of research that relates to the Islamic business point of view, it is not known to what extent the quality of *boombo lezato* products can meet consumer expectations in terms of product performance, it is not known how *boombo lezato* packaging includes quality design, and packaging innovation, there is no clear information about the level of halal awareness, it is, and it has not been analyzed how the Islamic business perspective views the influence of these three variables on consumer satisfaction.

The results of a pre-survey of the people of Bandar Lampung on their favorability towards the consumption of favorite snacks showed that 71% of the people of Bandar Lampung chose to consume certain snacks based on the quality of their products, then as many as 41.9% of the people of Bandar Lampung chose snacks for consumption because of the brand image and halal label that it has so that it increases their trust in the brand. Finally, as many as 12.9% of people in Bandar Lampung choose snack products for consumption based on product packaging and attractive marketing.

According to Oliver (2010) describes satisfaction as a fulfillment response, that is, the consumer's assessment that a product provides a level of pleasure associated with the fulfillment of consumption. (Triyoko, 2022) this illustrates two important characteristics of the concept of satisfaction. First, satisfaction is seen as an attitude directed at a specific evaluation target. In the context of consumer satisfaction, these targets are products, such as physical goods or services. Second, satisfaction relates to the level of fulfillment of individual needs that are expected to be met through the product. (Schiebler et al., 2025) thus, in the context of Boombo Lezato's business, consumer satisfaction is reflected in the extent to which the product is able to meet the expectations of product quality, packaging, and halal awareness provided.

When consumers feel that Boombo Lezato products not only meet their basic needs but also provide a pleasant consumption experience, the perceived level of satisfaction will be higher and encourage them to make repeat purchases and recommend them to others. (Muhammad & Er, 2026) quoting from previous research, such as that conducted by Erry Sunarya and Maun Jamaludin, the results of this study show that product quality has a positive and significant effect on consumer satisfaction. (Sunarya & Jamaludin, 2022) this is in line with research conducted by Wuri Wulandari, the results of the study show that persial product quality does not have a significant effect on consumer satisfaction. (Wulandari, 2025) citing previous research conducted by Lisa Ayu Tristiasari, Tri Yuniati, Suwitho, the results showed that packaging has a positive and significant effect on consumer satisfaction. (Tristiasari et al., 2025)

This is in line with research conducted by Yuli Kurniawati, Nindya Kartika Kusmayati, Dhyah Wulansari, the results showed that the packaging has no effect and is not significant to consumer satisfaction. (Kurniawati et al., 2023) citing previous research conducted by Aidil Novia et al, the results showed that halal awareness had a positive and significant effect on consumer satisfaction. (Novia et al., 2020) this is in line with research by Nurhalizatul Amalia et al, the results showed that halal awareness did not have a positive effect and was not significant to consumer satisfaction. (Nurhayati, 2023).

In the Islamic business perspective, consumer satisfaction is not only related to the fulfillment of needs, but also the conformity of products and services with Sharia principles. (Samin, 2020) satisfaction is considered perfect when transactions are conducted honestly, fairly, amanah, and free from fraud or harm. Business actors are required to provide decent quality and transparent service as a form of moral responsibility to consumers. (Malik et al., 2023) this is in line with the word of Allah SWT in the Qur'an:

إِنَّ اللَّهَ يَأْمُرُ بِالْعَدْلِ وَالْإِحْسَانِ وَإِيتَاءِ ذِي الْقُرْبَىٰ وَيَنْهَىٰ عَنِ الْفَحْشَاءِ وَالْمُنْكَرِ وَالْبَغْيِ ۚ يَعِظُكُمْ لَعَلَّكُمْ تَذَكَّرُونَ

"Verily Allah enjoins justice and good deeds, giving to Kindred, and forbidding indecency, iniquity, and enmity. He admonishes you that you may take heed."

The above verse explains that God commands humans to establish justice, do good, and avoid all forms of evil and harmful actions. These principles are closely related to business activities and fulfillment of customer satisfaction at Boombo Lezato. The value of fairness can be realized through the provision of products that comply with standards, honest delivery of information, and quality compliance in aspects of product quality, packaging, and halal awareness (Maliki et al., 2023). The order to be courteous also encourages business actors to provide optimal service and maintain product quality so that consumers feel well treated. On the other hand, the Prohibition of committing reprehensible acts is the basis for businesses to avoid practices such as quality manipulation,

misleading packaging, or inappropriate halal claims.(Ludiansyah et al., 2023) thus, this paragraph provides guidelines that consumer satisfaction can be achieved if business actors carry out fair, honest and responsible business ethics.

Therefore, if business people have understood the fundamental thing in muslim consumer behavior, one of which is that muslim consumers only consume halal products or services, at least business people have given one point of satisfaction to consumers.(Amalia & Nurafini, 2024) other points, of course, just need to be added, starting from product quality points, packaging, service quality, price quality, and so on. By doing so, consumers will become loyal.(To be continued, 2023)

Although there have been many studies that discuss the influence of product quality, packaging, and halal awareness on consumer satisfaction, the results found still show inconsistencies. Some studies prove that these variables have a significant effect on consumer satisfaction, but other studies show the opposite result. In addition, there are still few studies that review the phenomenon of consumer satisfaction in Islamic business perspectives, especially in boobo lezato consumers.

2. Literature Review

Expectation Disconfirmation Theory

Hope disconfirmation theory (Oliver, 1980) is an example of a large theory that has the highest level of generality or abstraction and a very broad purpose. Expectation disconfirmation theory states that consumers formulate expectations about the performance of a product or service prior to purchase.(Schiebler et al., 2025) this theory further states that if the results of a purchase match the expectations of the consumer, then confirmation will occur. Otherwise, consumer expectations will not be met (Oliver, 1980; Pizam and Milman, 1993). In addition, this theory suggests that disconfirmation of expectations can be either positive or negative.(Robin, 2018)

Product Quality

Product quality is an attribute both tangible and intangible, such as color, price, and the good name of the company that provides satisfaction to consumers. Product Quality Indicators: Performance:, Features, Reliability, Conformance, Durability, Service Capability, Aesthetics.(Sudaryono, 2016)

Packaging

According to Kotler and Armstrong, the definition of packaging is a form of activity that involves design and production, so that this packaging can function so that the products in it can be protected.(Sabilla et al., 2023) according to Kotler (2000) packaging indicators include the following : packaging design, packaging quality packaging innovation.(Maturbongs et al., 2024)

Halal Awareness

Halal awareness is an understanding as a muslim of the concept of halal, halal process, and halal principles that prioritize only halal products that can be consumed. (Ludiansyah et al., 2023) Halal Awareness indicators: halal awareness knowledge, halal awareness, attention and hygiene on food, halal awareness Label.(Lailla & Tarmizi, 2021)

Customer Satisfaction

Consumer satisfaction is a feeling of pleasure or disappointment someone who appears after comparing the perception/impression of a product with the expected. (Setio & Rasipan, 2024) Consumer Satisfaction indicators: confirmation of expectations , re-purchase interest and willingness to recommend.(Hasibuan et al., 2021)

3. Research Method

This study uses a descriptive method with a quantitative approach. The Data used consists of primary data obtained through the dissemination of questionnaires determined by purposive sampling techniques, because researchers set certain criteria for respondents to be sampled.(Rusmayani, 2022) the criteria are individuals aged 17 years and over, domiciled in Bandar

Lampung and are a Boombo Lezato consumer with a minimum of one purchase. In addition, researchers used secondary data sourced from books, journals, and supporting literature.

The population in this study is all consumers boombo lezato in Bandar Lampung. Due to the number of populations that are not known, the number of samples is determined based on the Lemeshow approach formula, then the sample can be determined as many as 96 respondents, then the author rounds it up to 100 respondents. Data analysis was done by Partial Least Square (PLS) method using SmartPLS 4.0 application.

4. Result and Discussion

Measurement Model (Outer Model)

Validity Test

Validity test aims to test the correctness of an item statement whether it is appropriate in measuring the validity of a variable indicator item. A variable indicator is said to be valid if it has an outer loading value > 0.7 . The following table below the validity test results:

Table 1 Outer Loading Results

Indicators	Variable				Description
	Product Quality	Packaging	Halal Awareness	Customer Satisfaction	
PQ2	0.792				VALID
PQ4	0.723				VALID
PQ6	0.710				VALID
PQ7	0.750				VALID
PQ8	0.701				VALID
PQ9	0.779				VALID
PQ10	0.788				VALID
PQ11	0.731				VALID
PQ12	0.779				VALID
PQ13	0.831				VALID
PQ14	0.725				VALID
PQ15	0.708				VALID
PQ16	0.783				VALID
PQ17	0.837				VALID
PQ18	0.826				VALID
PQ19	0.728				VALID
PQ20	0.733				VALID
PQ21	0.819				VALID
PKG1		0.804			VALID
PKG2		0.797			VALID
PKG3		0.844			VALID
PKG4		0.774			VALID
PKG5		0.802			VALID
PKG6		0.744			VALID
PKG7		0.749			VALID
PKG8		0.801			VALID
PKG9		0.829			VALID
HA1			0.740		VALID

HA2			0.718		VALID
HA3			0.788		VALID
HA4			0.721		VALID
HA5			0.835		VALID
HA6			0.778		VALID
HA7			0.790		VALID
HA8			0.745		VALID
HA9			0.755		VALID
HA10			0.832		VALID
HA11			0.804		VALID
HA12			0.853		VALID
KK1				0.799	VALID
KK2				0.725	VALID
KK3				0.715	VALID
KK4				0.770	VALID
KK6				0.748	VALID
KK7				0.759	VALID
KK8				0.780	VALID
KK9				0.856	VALID

Source: processed data, 2026

Based on the exposure in the table above, it can be seen that all indicator statements have an outer loading result value > 0.7 and can be said to be valid. The results of this test were obtained after eliminating some indicators of variable statements that have the value of the outer loading < 0.7 , leaving only indicators of valid variable statements. Each indicator that has been valid shows the truth in the answers of each respondent collected and can be continued with the next test.

Reliability Test

This test is intended to ensure that respondents are really consistent with the answers given in the questionnaire. Instrument reliability testing was conducted using composite reliability > 0.7 , cronbach alpha with value > 0.7 and average variance extracted (AVE) value > 0.5 . Here are the data reliability test results in this study:

Table 2. Composite reliability, Cronbach's alpha dan AVE

Variable	Composite reliability	Cronbach's alpha	Average variance extracted (AVE)
Product Quality	0.962	0.955	0.543
Packaging	0.929	0.927	0.631
Halal Awareness	0.943	0.941	0.610
Consumer Satisfaction	0.911	0.908	0.579

Source: processed data, 2026

In Table 2 above, it can be seen that all data has been reliably shown with all composite reliability values > 0.7 , cronbach alpha values > 0.7 and average variance extracted (AVE) values > 0.5 . Thus it can be concluded that the data on each indicator has met the reliability test requirements so that it can be continued to the next hypothesis test.

Model Struktural (Inner Model)

R-Square (R²) for the dependent variable and the value of the coefficients in the path of the independent variable is used to evaluate the structural model in PLS, for the independent variable

then assessed its significance based on the value of the original sample, t-statistics and p-values of each path.(Sugiyono, 2018)

Hypothesis Test

Hypothesis testing in a study is based on statistical t-value or P-value.Sugiyono, Quantitative Research Methods, Qualitative, And R & D,72. Based on the data that has been processed the next stage of hypothesis testing. In hypothesis testing using T-statistic value > 1.96 and P-value 5% (0.05). For T-statistic value > 1.96 and if P-value < 0.05 then hypothesis is accepted. The following table of hypothesis test results:

Table 3. Direct Influence Hypothesis Test

Variable	Original Sampel	Sampel Mean	Standar Deviasi	T-statistic	p-value
Product Quality => Customer Satisfaction	0.419	0.398	0.252	1.660	0.097
Packaging => Customer Satisfaction	0.156	0.190	0.221	0.703	0.482
Halal Awarness => Customer Satisfaction	0.385	0.370	0.203	1.893	0.058

Source: processed data, 2026

Based on the table above, it can be seen that hypothesis testing 1 which examines the effect of product quality on consumer satisfaction boombo lezato obtained the results that the original sample value of 0.419 indicates that product quality has a positive effect on consumer satisfaction. Furthermore, it is known that the T-statistic value of $0.1.660 < 1.96$ and P-Value of $0.097 < 0.05$ shows that Product quality does not significantly affect consumer satisfaction. Based on the exposure, it can be concluded that the positive effect of Product quality is not significant to consumer satisfaction boombo lezato products Bandar Lampung.

Furthermore, hypothesis 2 examines how the effect of Packaging on consumer satisfaction. The test results of the original sample value of 0.156 which shows that the Packaging has a positive effect on consumer satisfaction. Then the test results showed a statistical t-value of $0.703 < 1.96$ and P-value of $0.482 > 0.05$ indicating that the Packaging does not significantly affect consumer satisfaction. It can be concluded that the Packaging has a positive effect and is not significant to consumer satisfaction..

Then in hypothesis 3 is to test the effect of Halal awareness on consumer satisfaction. The test results showed the original sample value of 0.385 which means Halal awareness has a positive effect on consumer satisfaction. Furthermore, it is known that the T-statistic value of $1.893 < 1.96$ and P-value of $0.058 > 0.05$ which shows that Halal awareness does not significantly affect consumer satisfaction. It can be seen that Halal awareness has no significant positive effect on bombo lezato customer satisfaction.

Test the coefficient of determination or R-Square (R2)

Coefficient of determination or R-Square is useful to describe how much the variable affects the variable affected. The following table shows the results of the analysis of research data on the coefficient of determination test:

Table 4 R-square

Item	R-Square
Customer Satisfaction	0.728

Source: processed data, 2026

The R-square result in Table 4 shows that the purchase decision variable is 0.728. This value indicates that the variables Product Quality, Packaging and Halal awareness can provide an explanation of the constructs that affect consumer satisfaction variables by 72.8 % and the rest is explained by constructs or other influences outside the research conducted.

Multiple Linear Regression Analysis

Multiple regression analysis is a linear relationship between two or more independent variables with dependent variables. With the level of significance (③) used is 5% (0.05). The following output tables and figures show the results of the multiple linear regression test:

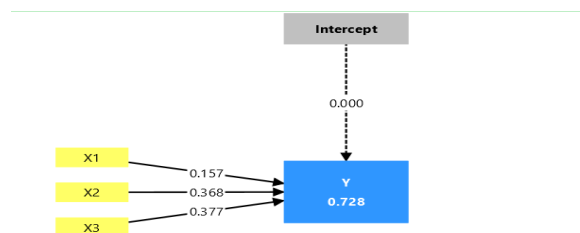


Figure 1 Path Regression Analysis Model

In Figure 1 shows the results of multiple linear analysis test provides a deep insight into the relationship between one dependent variable and several independent variables. Here is a table that will explain the results of multiple linear regression test showed a significant relationship between the independent variable and the dependent variable.

Table 5 Multiple Linear Regression Test Results

	UNSTANDARDIZED COEFFICIENT	STANDARDIZED COEFFICIENT	SE
X1	0.156	0.157	0.130
X2	0.307	0.368	0.090
X3	0.361	0.377	0.105
Y (INTERCEPT)	0.847	0.000	0.249

Based on Table 5, a regression equation can be formulated to see the effect of Product Quality, Packaging and Halal awareness on consumer satisfaction as below:

$$Y = 0.847 + 0.156X1 + 0.307X2 + 0.361X3$$

The interpretation of the equation of multiple linear regression analysis can be described as below:

- The constant (③) has a value of 0.847, with this indicating if Product Quality (X1), Packaging (X2) and Halal awareness (X3) is zero, then consumer satisfaction (Y) has a value of 0.847.
- The value of the regression coefficient for the variable Product Quality (X1) is 0.156, which indicates a positive effect and if the variable product quality (X1) increases by 1% assuming that other variables remain, then consumer satisfaction (Y) will increase by 0.156.
- The value of the regression coefficient for the variable Packaging (X2) is 0.307, which indicates a positive effect and if the variable packaging (X2) rises by 1% assuming that other variables remain, then consumer satisfaction (Y) will rise by 0.307.

- d. The value of regression coefficient for Halal awarness variable (X3) is 0.361, it shows a positive effect and if halal awarness variable (X3) increases by 1% assuming that other variables remain, then impulsive buying (Y) will increase by 0.361.

Based on the exposure of the linear regression test results in the table above, it can be seen that Product Quality (X1), Packaging (X2) and Halal awareness (X3) together have a positive and significant effect on consumer satisfaction boombo lezato in Bandar lampung city with a coefficient value of 0.847. With good quality food products and supported by attractive product packaging can increase consumer satisfaction boombo lezato.

Discussion

The Effect Of Product Quality On Consumer Satisfaction Boombo Lezato In Bandar Lampung

The results showed that product quality dimsum in boombo lezato positive effect on consumer satisfaction boombo lezato in Bandar Lampung. This can be seen from the original sample value of a positive value of 0.419 which shows that product quality affects consumer satisfaction. Furthermore, it is known that the T-statistic value of $1,660 < 1.96$ and p-values of $0,097 > 0.05$, this shows that product quality has no significant effect on consumer satisfaction boombo lezato in Bandar Lampung.

Based on the analysis of the data, it is explained that the better the quality of boombo lezato products will further increase consumer satisfaction, although the quality of boombo lezato products is not the main factor of customer satisfaction in Bandar Lampung.

Expectation Disconfirmation Theory can be related to product quality because product quality includes attributes such as, suitability of function, durability, functional value, quality of materials, satisfaction of consumer needs. When products are of good quality, consumers tend to feel their expectations are met or exceeded. It encourages positive disconfirmation which increases satisfaction. This is in line with research conducted by Erry Sunarya and Maun Jamaludin shows that product quality has a significant effect on consumer satisfaction. However, different results were shown by Wuri Wulandari's research which found that product quality does not always have a significant impact on consumer satisfaction if consumers have high control.

The Effect Of Packaging On Consumer Satisfaction Boombo Lezato In Bandar Lampung

The results showed that product Packaging has a positive effect on consumer satisfaction boombo lezato in Bandar Lampung. This can be seen from the original sample value of a positive value of 0.156 which shows that the product Packaging affect consumer satisfaction. Furthermore, known t-statistical value of $0.703 < 1.96$ and p-values of $0.482 > 0.05$, it shows that the product Packaging does not significantly affect consumer satisfaction boombo lezato in Bandar Lampung.

Expectation Disconfirmation Theory can be used to explain how packaging affects customer satisfaction. Packaging or packaging is an important part of the overall consumer perception of the product. Attractive and informative packaging is not only physically functional, but also forms the First expectations of consumers. Well-designed Packaging can provide a sense of security for product quality, convey important information, give an aesthetic impression, build a positive brand image. Thus, packaging forms consumer expectations related to the product. When the product experience matches or exceeds those expectations, consumers become more satisfied. This is in line with research conducted by Dewi Putri Sakinah, Delila Fitri Harahab, Misra Yeni .R., Muhammad Asman showed that packaging has a significant effect on consumer satisfaction. However, different results are shown by research Yuli Kurniawati, Nindya Kartika Kusmayati, Dhyah Wulansari who found the results of research that packaging is not significant to consumer satisfaction

The more attractive the packaging will increase customer satisfaction. But this is not the main cause of customer satisfaction boombo lezato in Bandar Lampung. Most consumers do not attach much importance to product packaging in buying and consuming snacks from Boombo Lezato.

The Effect Of Halal Awareness On Consumer Satisfaction Boombo Lezato In Bandar Lampung

The results showed that Halal consumer awareness has a positive effect on consumer satisfaction boombo lezato in Bandar Lampung. This can be seen from the value of the original sample is a positive value of 0.385 which shows that Halal consumer awareness on products affect consumer satisfaction. Furthermore, it is known that the T-statistic value of $1.893 < 1.96$ and p-values of $0.058 > 0.05$, this shows that Halal consumer awareness on the product does not have a significant effect on consumer satisfaction boombo lezato in Bandar Lampung.

Expectation Disconfirmation Theory can be used to understand how halal awareness affects consumer satisfaction. Muslim consumers (or consumers who value important halal aspects), halal awareness shapes expectations and trust the degree of certainty that halal products can improve perceptions of performance relative to expectations and foster satisfaction. This is in line with research by Aidil Novia, et al shows that halal awareness has a positive influence on consumer satisfaction, consumers feel more encouraged to buy the product because they feel safe. However, different research with Nur Halizatul Amalia, Fira Nurafini shows that halal awareness does not affect consumer satisfaction.

Awareness of the importance of halal products owned by consumers boombo lezato can increase their satisfaction after knowing that boombo lezato does not use non-halal ingredients in its production. But this is not the main factor or the only cause of their satisfaction. There are still several other causes that are the main factors of consumer satisfaction boombo lezato in Bandar Lampung that are not mentioned in this study.

The Effect Of Product Quality, Packaging And Halal Awareness On Consumer Satisfaction In Bandar Lampung.

The results show that Product Quality, Packaging and Halal awareness together have a positive and significant effect on consumer satisfaction. It can be seen from the positive coefficient value of 0.0847 and R-Square 0.728 shows that Product Quality, Packaging and Halal awareness together have a positive and significant effect on consumer satisfaction. Thus, it can be concluded that Product Quality, Packaging and Halal awareness together have a positive and significant effect on consumer satisfaction boombo lezato snacks in Bandar Lampung which shows that the fourth hypothesis (H4) is accepted.

Expectation Disconfirmation Theory can be used to understand how product quality, packaging, and halal awareness contribute to the formation of satisfaction. Several studies in Indonesia have found that variables such as product quality, halal labeling (which is conceptually included in halal awareness), and other elements such as packaging or price perception have a significant simultaneous effect on consumer satisfaction. For example, studies examining the effect of halal labels, product quality, packaging, and price perception show that these variables together affect consumer satisfaction. This is in line with research by Lala Rizky Hari Shafira, Jekti Rahayu, and Yohannes Gunawan W shows that product quality and packaging simultaneously have a positive effect. Likewise, Aidil Novia et al's research shows that halal awareness has a significant effect on consumer satisfaction.

Views In The Islamic Business Of Consumer Satisfaction Is Influenced By Product Quality, Packaging And Halal Awareness In Consumers Boombo Lezato Bandar Lampung.

In the Islamic business perspective, consumer satisfaction is not only related to the fulfillment of needs, but also the conformity of products and services with Sharia principles. Satisfaction is considered perfect when the transaction is done honestly, fairly, trustfully, and free from fraud or

harm. Business actors are required to provide decent quality and transparent service as a form of moral responsibility to consumers. This is in line with the word of Allah SWT in the Qur'an:

إِنَّ اللَّهَ يَأْمُرُ بِالْعَدْلِ وَالْإِحْسَانِ وَإِيتَاءِ ذِي الْقُرْبَىٰ وَيَنْهَىٰ عَنِ الْفَحْشَاءِ وَالْمُنْكَرِ وَالْبَغْيِ ۚ يَعِظُكُمْ لَعَلَّكُمْ تَذَكَّرُونَ

"Verily Allah enjoins (you) justice and good deeds, giving to Kindred, and he forbids indecency, iniquity, and enmity. He admonishes you that you may take heed."

The above verse explains that God commands humans to establish justice, do good, and avoid all forms of evil and harmful actions. These principles are closely related to business activities and fulfillment of customer satisfaction at Boombo Lezato. The value of justice can be realized through the provision of standard-compliant products, honest delivery of information, and quality compliance in aspects of product quality, packaging, and halal awareness. The order to be courteous also encourages businesses to provide optimal service and maintain product quality so that consumers feel well treated. On the other hand, the Prohibition of committing reprehensible acts is the basis for businesses to avoid practices such as quality manipulation, misleading packaging, or inappropriate halal claims. Thus, this paragraph provides guidance that consumer satisfaction can be achieved if business actors carry out business ethics that are fair, honest, and responsible.

Based on the previous exposure, Boombo lezato has fulfilled the main principle of the concept of consumer satisfaction in Islam which runs Ethics in business, does not prohibit fraud and lies and is responsible for their products and services so that consumers are satisfied. This is in accordance with the concept of consumer satisfaction in Islam which emphasizes that consumption activities are not only seen from individual satisfaction, but also from the side of usefulness (maslaha).

5. Conclusion

Based on the results of research and discussion that has been done on the effect of product quality, packaging and halal awareness on consumer satisfaction boombo lezato in Bandar Lampung in the perspective of Islamic business, it can be drawn some conclusions as follows:

- Product Quality positive effect is not significant on consumer satisfaction boombo lezato in Bandar Lampung. This shows that the better the quality of the product is also increasing consumer satisfaction boombo lezato, but quality is not the only cause of increased consumer satisfaction boombo lezato in Bandar Lampung.
- Packaging positive and insignificant effect on consumer satisfaction boombo lezato in Bandar Lampung. Although with attractive and innovative product packaging can make consumers satisfied, but the consumer boombo lezato in Bandar Lampung influence of product packaging prices are not strong enough to cause significant consumer satisfaction. This can be caused by consumers who are increasingly rational and selective in considering the price and benefits of products.
- Halal awareness positive and insignificant effect on consumer satisfaction boombo lezato in Bandar Lampung. This is because most boombo lezato consumers in Bandar Lampung city feel that awareness of the importance of halal products does not need to be doubted against boombo lezato snacks so it is not strong enough to increase consumer satisfaction significantly.
- Simultaneously, product quality, packaging and halal awareness have a positive and significant effect on consumer satisfaction snack boombo lezato in Bandar Lampung. With the value of the coefficient of 0.0847 and R-Square 0.728 indicates that these three variables can affect consumer satisfaction by 72.8%, while the rest is influenced by other factors outside this study

- e. Viewed from the perspective of Islamic Business, Consumer Satisfaction boombo lezato in Bandar Lampung city which is influenced by product quality, packaging and halal awareness is in accordance with the perspective of Islamic business because it has fulfilled the main principle of the concept of consumer satisfaction in Islam, namely running Ethics in business, not doing fraud and lies prohibition and responsible for their products and services so that consumers are satisfied.

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