

Muslim Consumer Behavior during the Covid-19 Pademic

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Abstract. The Covid-19 pandemic has affected all aspects of human life, in various regions restrictions have been imposed as a step to overcome the spread of the corona virus -19. The local government's efforts to suppress the spread of the corona virus -19 in Buru Regency, not only limit the movement of people outside the home, but more than that hinder the mobility of people in and out of Buru Regency as a food shortage area of Maluku Province. The government's maximum efforts to protect its people must be compensated for by the difficulty of finding products with the inclusion of halal labels on food and medicine. For Muslim consumers, consumption is not just the use or just spending the use value of an item, but the value of the goods consumed must be halal and good (halalan Thayyibah) in accordance with Islamic law. The inclusion of the halal label is very important, not only to consumers but also to producers as part of consumer confidence in the products being marketed. With an Islamic economic approach, the research findings are: (i) Concern for health is getting higher, (ii) it is difficult to find halal labels, so the choice falls on products with the BPOM label. (iii) the weak role of the government (MUI) in responding to Muslim consumer complaints.

Keyword: COVID-19 pandemic, halal products, muslim consumer behavior