



# Your Trusted Research Partner



## Vision

To empower organizations to make better decisions through credible and meaningful insights.

## Mission

We partner with organizations to understand people, markets, and change through rigorous research methodology, sharp analysis, and impactful recommendations.



**20+**

years experience in  
market research

**200+**

reachable cities and  
regencies

**600+**

total interviewers across  
Indonesia

# Our Clients



“



Ihatec Marketing Research provided a highly professional service, with attentive and prompt responses at every stage of our research collaboration.

I was also impressed by their ability to deliver affordable, high-quality in-person surveys.

“



Ihatec's research and analysis helped us better understand customer behavior and refine our marketing and service strategies. They were responsive, and delivered insights that were clear and immediately actionable.

“



Ihatec's Top Halal Index survey help us understand the level of consumer trust in the quality and halal integrity of Kopi Kenangan's products, while also reinforcing our commitment to continuously improve our quality and service.

“



The Top Halal Index survey gave us clear visibility into how Indonesian consumers trust and view our brands. The insights help us stay aligned with expectations for quality and halal assurance.

# Our Experts



**Anang Ghozali**  
*Head of Marketing Research*

With **over 20 years** of experience, he helps brands turn complex consumer and market insights into clear, actionable strategies that **strengthen brand relevance** and **business performance**.

**Expertise:** Consumer behavior, brand performance & equity analysis, branding strategy evaluation, market potential & opportunity studies.

**Industries:** FMCG, Banking, Telecommunications, Retail, Insurance, Electronics, Automotive.



**Fachruddin Putra**  
*Marketing Research Expert*

Backed by **20+ years** of hands-on research experience, he delivers data-driven recommendations that **elevate service performance** and **improve customer satisfaction** across diverse industries.

**Expertise:** Consumer behavior, brand performance & equity analysis, branding strategy evaluation, market potential & opportunity studies.

**Industries:** FMCG, Banking, Telecommunications, Retail, Insurance, Electronics, Automotive.



**Dr. Wahyu T. Setiabudi,**  
MM., ATP., CPM  
*Marketing Strategy Expert*

Leveraging **more than 20 years** of expertise in marketing and communication, he transforms research findings into structured strategies that **accelerate business growth** and **sharpen organizational decision-making**.

**Expertise:** Marketing strategy development, communication strategy, organizational development, business development, research-based strategy formulation.

**Industries:** Education, Corporate Services, FMCG, Financial Services, Telecommunications, Public Sector.



**Cicy Kusuma Anggraini**  
*Head of Research & Business Development*

With **over 11 years** of mixed-method research and business development experience, she helps companies unlock **growth through data-driven insights**, sharp market analysis, and **effective client engagement**.

**Expertise:** Quantitative & qualitative research, customer satisfaction & loyalty, brand & market studies, product/ad evaluation, pricing & segmentation.

**Industries:** BFSI, FMCG, Retail, F&B, Automotive, Digital & Tech sectors.

# How We Help

We help brands **understand** their market, act with **confidence**, and **measure** the results that matter.

**1**

**Collecting  
Reliable Data**



**Extracting Insights  
That Matter**

**2**



**4**

**Measuring the  
Business Impact**



**Turning Insights Into  
Actionable Plans**

**3**



# What We Can Achieve Together

1

**Achieve Products and Services that Truly Fit Market Needs**

2

**Create Brand and Communication Strategies that Deliver Greater Impact**

3

**Build Better Customer Experience and Stronger Service Consistency**

4

**Uncover and Capture Growth Opportunities with Confidence**

## Our Services to Achieve Above Goals

### Consumer & Market Insight Research

Usage & Attitude Research, Market Demand Analysis, New Product / Concept Test, STP Research, Market Landscape Research, Exploratory Studies

### Brand & Communication Research

Brand Equity, Brand Evaluation, Brand Health & Tracking, Ads / Campaign Evaluation, Message / Communication Effectiveness Studies

### Customer & Service Excellence Research

Customer Satisfaction & Loyalty Research, Customer Experience (CX) Research, UI / UX Development, Service Blueprint, Service Standard Development, Service Survey, Mystery Shopping, Service Audit & Monitoring

# Top Halal Award



Ahmad Haikal Hasan  
Kepala BPJPH

Teuku Riefky Harsya, B.Sc, M.T.  
Menteri Ekonomi Kreatif

Dr. Wahyu T. Setiabudi, MM., ATP., CPM  
Inspark

KH. Sholahudin Al Aiyub, M.Si.  
Direktur KNEKS

Developed by Ihatec Marketing Research, the **Top Halal Award** (THA) is Indonesia's premier consumer-based benchmark for halal perception, built on the Top Halal Index (THI). Since 2022, IMR has enabled **more than 110 brands** to understand their halal standing, strengthen market credibility, and build deeper connections with Muslim consumers through data-driven insights.



...and 90+ other participating brands

# Projects We've Delivered

Food & Beverages

B2C



## Consumer Perception & Behavior Survey

### Objective:

To provide strategic insights into Muslim consumer behavior, helping brands understand halal perception and purchasing decisions for competitive positioning.

### Method:

Face-to-face interviews with 1,800 respondents in Jakarta, Surabaya, Semarang, Medan, Makassar, and Balikpapan. Multistage Random Sampling, June 2025.

### Key Insights:

- Consumer Perception & Behavior: Understanding the impact of the halal logo on consumer choices.
- Brand Performance: Evaluating halal brand awareness, usage, and loyalty.
- Advanced Analysis: Includes conversion rates, brand switching trends, brand mapping, and media habits.
- Top Halal Index: Scoring brands on halal perception and trust, benchmarked within categories.

# Projects We've Delivered

Food & Beverages

B2C

## HAKA DIMSUM

### Operational Excellence Audit & Customer Experience Evaluation

#### Objective:

- To Identify Operational Findings at the Outlet Level
- To Assess the End-to-End Customer Experience
- To Collect Documentation to Support Findings
- To Generate Insights & Operational Improvement Recommendations

#### Method:

- Mystery shoppers visit the outlet as regular customers and conduct structured observations throughout the operational flow.
- Target: 13 HAKA Dimsum restaurants across the cities.

#### Key Outputs:

- Operational Findings: Identified gaps and issues observed directly at the outlet.
- Customer Journey Evaluation: Assessment of the full customer experience from arrival to exit.
- Documentation Evidence: Photos and notes supporting each operational and service-related finding.
- Outlet Performance Scores: Scoring across food, service, environment, and grooming.
- Insights & Recommendations: Actionable improvement points to enhance outlet operations and customer experience.

# Projects We've Delivered

Government & Public Sector

B2B

## LPPOM

Leading in Halal Assurance Solutions

### Brand Market Research

**Objective:**

To assess LPPOM's brand awareness, perceived quality, and public perception after regulatory changes allowing new LPHs.

**Method:**

- Survey (Face-to-Face Interviews)
- 140 respondents (Food, Catering, Cosmetics, Pharmaceuticals)

**Key Insights:**

- Brand Awareness & Association
- Perceived Quality
- Sensitive Issues
- Communication

### Service Blueprint Development

**Objective:**

To assist LPPOM in developing business processes based on customer journey analysis to optimize service delivery and improve resource allocation.

**Method:**

- Desk Research, In-depth Interviews, Quantitative Research

**Key Insights:**

- Service Process & Customer Journey Mapping
- Pain Points & Service Strategy
- Service Standards & Metrics

# Projects We've Delivered

Government & Public Sector

B2G



## Study on Alternative Funding & Oversight Mechanism for Halal Certification in MSEs

### Objective:

To identify alternative funding models (e.g., grants, endowments, partnerships) for halal certification among SMEs and develop a more efficient oversight mechanism for Halal Product Assurance (JPH), supporting BPJPH in accelerating national halal implementation.

### Key Insights:

- Mapping of current funding sources and certification gaps
- Estimation of MSEs needing certification and required budget
- Identification of non-state funding alternatives
- Review of current JPH supervision systems and tools
- Analysis of regulatory and operational gaps
- Strategic recommendations for sustainable funding and effective oversight

### Method:

A mixed-method approach: desk research, FGDs, surveys, and interviews with key stakeholders across sectors.

### Key Stakeholders:

Kementerian Keuangan, BPJPH, Kementerian Agama, Kementerian Dalam Negeri, Kementerian Luar Negeri, Kementerian BUMN, Pemerintah Daerah, Lembaga Swasta, Majelis Ulama Indonesia, Lembaga Pemeriksa Halal, Asosiasi, others

# Projects We've Delivered

Healthcare

B2B



## Customer Segmentation & Monetization Optimization Research

### Objective:

- To identify and validate the most profitable and scalable customer segments that can drive sustainable growth for ehealth.co.id.
- To optimize monetization from the existing user base through upselling, cross-selling, and bundling strategies.

### Method:

- Online interviews to 50 independent clinics and/or healthcare facilities
- Target respondents: Clinic Owner, Head of Operations, Head of Healthcare Facility, Manager, Responsible Physician

### Key Outputs:

- Clinic Profiles & Segmentation
- Willingness to Pay & Price Elasticity
- Customer Satisfaction & Dissatisfaction Drivers
- Net Promoter Score (NPS) & Loyalty
- List of Clinics Interested in Upgrading Their Clinic Management System or EMR Platform (including preferred features, pricing expectations, etc.)

# Projects We've Delivered

Non-governmental Organization

B2C

## IDE-JETRO *Japanese Research Company*

### Survey of Indonesia Citizen Behavior Regarding Halal Certification

#### Objective:

To examine how Indonesian Muslims perceive halal, compares trust in BPJPH and MUI, assesses support for mandatory certification, explores concerns about legitimacy and bureaucracy, and identifies key information sources shaping public views.

#### Method:

Face-to-face interviews with 750 respondents across various regions, including urban & non-urban in Java and outside Java.

#### Key Insights:

- **Halal Understanding:** Indonesian Muslims vary in their view of halal—from strict adherence to more minimalist interpretations.
- **Institutional Trust:** Public trust differs between BPJPH and MUI as certifying bodies.
- **Policy Support:** Support for mandatory halal certification is present but not unanimous.
- **System Perception:** Concerns exist about institutional legitimacy, commercialization, and bureaucracy.
- **Information Influence:** Key sources like religious leaders and media shape halal perceptions.

# Projects We've Delivered

Non-governmental Organization

B2C & B2B



## Research on Market, Consumer Perception and Retail's Sourcing Practices on Sustainable Coffee, Tea, Cacao, and Palm Oil Products in Yogyakarta and Bali

### Objective:

To establish a baseline understanding of market conditions, consumer perceptions and behaviors, and Horeca/retailer sourcing practices for coffee, cacao, tea, and palm oil in Yogyakarta & Bali to support targeted ACT! Project communication strategies.

### Method:

- Face-to-face interviews with 1,200 end consumers
- FGD with 4 Horeca groups (hotel, restaurant, café)
- IDI with 4 retail participants

### Key Insights:

- Market awareness, consumption patterns, and availability of certified/sustainable coffee, cacao, tea, and palm oil in Yogyakarta and Bali.
- Consumer perceptions and understanding of the Rainforest Alliance label.
- Key information sources and decision-making drivers for purchasing sustainable products.
- Consumer attitudes and behaviors toward sustainability and certified products.
- Horeca and retail sourcing practices, including awareness and willingness to promote sustainable products.
- Strategic insights to inform effective communication strategies that encourage sustainable consumption.

# Projects We've Delivered

Marketing, Advertising & Media

B2B



## Research on Vendor Selection Behaviour and Recommendation Factors

### Objective:

This research aims to understand the end-to-end decision-making process of brands when selecting a KOL management partner from initial discovery to final contracting. It identifies service gaps, trust drivers, and the role of peer recommendations, enabling ATH Management to refine its positioning, accelerate sales cycles, and improve acquisition of direct brand clients.

### Method:

In-Depth Interviews (IDI) with qualified decision-makers who have authority or strong influence in vendor selection and have evaluated or worked with KOL vendors in the past 2 years.

### Key Insights:

- Explore how brands search for and identify potential vendors across platforms like LinkedIn, Google, industry directories, and professional networks.
- Assess whether credibility signals—such as case studies, notable clients, responsiveness, transparency, and team chemistry—shape early trust in meaningful ways.
- Understand what “must-have” criteria, deal breakers, and pricing sensitivities influence vendor selection decisions.
- Examine how true KPI definitions, churn drivers, and post-purchase experiences impact long-term satisfaction and likelihood of recommending a vendor.

# Projects We've Delivered

Information Technology Services

B2C



KITAGAP<sub>ai</sub>

## Jakarta School Census

### Objective:

To collect and upload school information to the CMS platform, helping parents and those in need easily browse credible school information across Jakarta.

### Method:

Face-to-face interview with 615 Jakarta school representatives.

### Key Outputs:

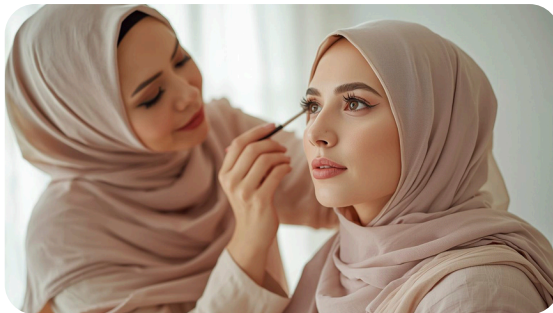
- Provide reliable and comprehensive information about each school, including:
  - Exact location
  - Tuition and fees
  - Extracurricular activities
  - Facilities (with photos)
  - School history and achievements
  - Plus 27 other key data points to support informed decision-making



## Bank Customer Experience Survey 2026

Insight into how customers evaluate banking touchpoints and digital services today. The results reveal clear opportunities for banks to enhance experience, trust, and service quality.

[Download Here](#)



## Indonesia Muslim Market Trends 2025

This study reveals how millennial and gen z Muslims are redefining halal as a lifestyle value shaped by identity, trust, and digital influence. The insights spotlight emerging trends and opportunities for brands operating in Indonesia's fast-growing halal market.

[Download Here](#)



## Other Insight Reports

Click below to view other survey results we've released since 2022.

[Explore More](#)



## Halal Review Portal & Magazine

Your Halal Business Insights

Halal Review brings inspiration and innovation to the halal industry with in-depth insights, the latest trends, and success stories. We are your trusted partner for staying ahead in the halal ecosystem.



## Ihatec Publisher

The Credible Halal Knowledge

Established in July 2023, provides valuable halal-related knowledge for practitioners, academics, and stakeholders. We consistently publish high-quality books annually in both Indonesian and English, curated by expert authors.



## Ihatec Training & Consulting

Official Halal Training Provider Recognized by BPJPH

Ihatec is a halal training provider, offering industry-focused competency-based programs for Halal Supervisors, Halal Auditors, and Halal Slaughterers. With experienced trainers and a practical, case-study approach, we also provide expert consulting to design and implement the best halal certification solutions tailored to your business needs.



**Let's connect and  
begin unlocking your  
Market Potential!**

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