

## EXPLORATION OF PRODUCT AND PROCESS INNOVATION PRACTICES IN MOBILE COFFEE SHOP OPERATIONS IN BANDA ACEH CITY: ERSPECTIVE OF COMPLIANCE WITH SHARIA ECONOMIC LAW AND ITS IMPLICATIONS ON CUSTOMER SATISFACTION

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### ABSTRACT

The growth of *mobile coffee shops* in Indonesia, particularly in Banda Aceh, is driving increasingly fierce competition. In the context of the implementation of Islamic Sharia Law, business success depends not only on taste quality but also on innovation and adherence to Islamic economic principles. This study aims to explore product and process innovation practices, Sharia compliance, and their implications for customer satisfaction. This study used a qualitative approach with a *phenomenological design*. Data were collected through in-depth interviews with *mobile coffee shop owners* and customers, as well as direct observation of business operations. Data were analyzed using *thematic analysis* through *coding*, categorization, and theme extraction. Validity was strengthened through *member checking* and *triangulation*. The findings indicate that product innovation is achieved through menu variations, unique flavors, and packaging tailored to local tastes. Process innovation is realized through the implementation of digital cashier technology, cashless payments, and simplified service standard operating procedures (SOPs). Sharia compliance includes the use of halal raw materials, price transparency, and ethical promotions. The integration of these three aspects creates functional and value-based customer satisfaction, thus encouraging loyalty and word-of-mouth promotion. These results confirm that competitive advantage in *mobile coffee shops* in Banda Aceh can be built through a combination of innovation and Sharia values aligned with local culture. These findings expand the literature on business differentiation strategies in the halal-based culinary sector.

**Keywords:** Product Innovation, Process Innovation, Sharia Economic Law, Customer Satisfaction.

### INTRODUCTION

The coffee industry is one of the sectors that has experienced significant growth in the last decade, both globally and nationally. Coffee consumption trends are no longer simply about satisfying drinking needs, but have become part of an urban lifestyle that prioritizes quality taste, atmosphere, and experience. This phenomenon has driven the emergence of various business innovations in the coffee sector, including mobile coffee shops, a vehicle-based business model that offers location flexibility, operational efficiency, and proximity to consumers.

In Indonesia, particularly in developing cities like Banda Aceh, mobile coffee shops have become a popular alternative for micro and small enterprises (MSEs) due to their relatively affordable capital, low operational costs, and the opportunity to reach a wider market segment. However, intense competition in this industry demands that businesses innovate products (menu variations, flavors, packaging) and processes (service speed, technology utilization, and supply chain efficiency) to maintain competitiveness and increase customer satisfaction.

Banda Aceh, as a region implementing Islamic Sharia law, has unique characteristics in business management, including mobile coffee shops. Compliance with Sharia economic law is not only a legal obligation but also a factor in building



trust and market acceptance. Principles such as halal raw materials, fair transactions, transparency of pricing information, and ethical marketing are crucial indicators of business sustainability in this region.

The rise of mobile coffee shops in Banda Aceh reflects a new trend in the culinary industry, focused on flexibility, efficiency, and customer engagement. This business model offers innovation in both product and process, offering not only a varied menu of coffees with distinctive flavors but also a new experience through fast service, accessible locations, and more practical presentation concepts. Mobile coffee shops are adapting to the preferences of dynamic urban consumers, particularly the younger generation, who are highly mobile and demand instant service without compromising product quality. This phenomenon underscores the importance of innovation in maintaining competitiveness, particularly in the micro and small business sector, amidst the increasingly competitive coffee industry in Banda Aceh.

However, amidst these developments, compliance with Islamic economic law has become a crucial issue, given the predominantly Muslim nature of Acehese society and its Islamic sharia-based regulations. The application of sharia principles extends beyond halal and thayyib products to fair transactions, price transparency, and business management free from gharar, maysir, and usury. The level of business compliance with these regulations will impact customer trust and satisfaction, as Acehese consumers assess products not only for their quality but also for their sharia legitimacy. Therefore, a study of product and process innovation practices in mobile coffee shops from a sharia-based economic law perspective is crucial to understanding the extent to which such compliance can serve as a differentiating factor and a determinant in building consumer loyalty <sup>1</sup>.

Prior research has largely addressed innovation in the coffee industry or the relationship between business and Sharia economic law separately <sup>2</sup>. However, studies specifically exploring product and process innovation practices in mobile coffee shops in Banda Aceh from the perspective of Sharia economic law compliance, and linking this to customer satisfaction, are still very limited. Yet, integrating these two perspectives has the potential to make significant contributions, both academically and practically, to the development of sustainable, competitive, and Sharia-compliant business models.

Therefore, this study aims to identify and analyze the forms of product and process innovation implemented by mobile coffee shop operators in Banda Aceh City, assess their level of compliance with Sharia economic law, and examine its implications for customer satisfaction. The results are expected to provide new insights for business actors, regulators, and academics in designing innovative, Sharia-compliant, and customer-satisfaction-oriented coffee business development strategies.

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<sup>1</sup>Hurley, R.F., & Hult, G.T.M. (2018). Innovation, market orientation, and organizational learning: an integration and empirical examination. *Journal of marketing*, 62(3), 42-54.

<sup>2</sup>Iis Miati (2019), The Influence of Product Innovation on Handicraft Consumer Satisfaction at the Mangkubumi Bamboo Craft Center, Tasikmalaya City. *ADBIS: Scientific Journal of Business Administration*, Volume 3 No. 2, pp. 19-34



## 2. Process Innovation

Process innovation refers to the implementation of new methods or improvements in production, distribution, and service processes to improve efficiency and quality <sup>3</sup>. In the *mobile coffee shop business*, process innovation can include the use of digital cashier technology, online ordering systems, inventory management, and quick-service methods. Research confirms that process innovation plays a significant role in competitive advantage <sup>4</sup>.

Innovation occurs as a result of combining new knowledge with existing knowledge to reconfigure capabilities and competencies organization, producing products that have added value <sup>5</sup>. Process innovation is the implementation of production or delivery methods new or significantly improved <sup>6</sup>. The process itself is needed to deliver new products or services that done to customers. Because of this, process innovation must result in products that allow to significantly increase the value for delivered to stakeholders <sup>7</sup>.

Process innovation is an important element for companies to compete. competitive in the business environment. Because these process innovations are interrelated with all the activities in the company. Innovation is also a process that describes changes in the way an organization produces products and services of a company <sup>8</sup>. Process innovation can also be defined as the implementation of new or better production or delivery methods both consisting of changes in techniques, equipment, and software <sup>9</sup>. Process innovation involves improvements in logistics and production methods that include several activities such as accounting, computing, purchasing, and maintenance. This process innovation can be a step for

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<sup>3</sup> OECD (2019), *The Measurement of Scientific and Technological Activities: Guidelines for Collecting and Interpreting Innovation Data*, 3rd ed., Oslo manual, OECD Publishing, Paris.

<sup>4</sup> Gunday, G., Ulusoy, G., Kilic, K & Alpkan, L. (2018). Effect Of Innovation type on firm performance. *Journal of Production Economics*, 133(2), 662–676.

<sup>5</sup> Al-Sa'di, A. F., Abdallah, A. B., & Dahiyat, S. E. (2019). The mediating role of product and process innovations on the relationship between knowledge management and operational performance in manufacturing companies in Jordan. *Business Process Management Journal*, 23(2), 349–376. <https://doi.org/10.1108/BPMJ-03-2018-0047>

<sup>6</sup> Rajapathirana dan Hui (2018), Relationship between innovation capability, innovation type, and firm performance. *Journal of Innovation & Knowledge*, 3(1), 44–55.

<sup>7</sup> Savitz, L. A., Kaluzny, A. D., & Kelly, D. L. (2019). A life cycle model of continuous clinical process innovation. *Journal of Healthcare Management*, 45(5), 307-315.

<sup>8</sup> Cooper, D. R., & Schindler, P. S. (2018). *Business Research Methods* (10th Ed.), New York: McGraw-Hill.

<sup>9</sup> OECD (2019), *The Measurement of Scientific and Technological Activities: Guidelines for Collecting and Interpreting Innovation Data*, 3rd ed., Oslo manual, OECD Publishing, Paris.



companies in achieving good performance by paying attention to the work process<sup>10</sup>.

### 3. Sharia Economic Law

Sharia economic law regulates economic activities in accordance with Islamic principles, including prohibitions on usury (riba), gharar (uncertainty), and maysir (speculation), as well as requiring halal products and fair transactions. In the Aceh context, Qanun No. 8 of 2014 concerning the Principles of Islamic Sharia serves as a reference for business management, including in the culinary and beverage sectors<sup>11</sup>.

Sharia economic law is a legal system that regulates economic activities based on Islamic sharia principles, which aims to realize justice, equality, and balance in the distribution of wealth, as well as ensuring business continuity without elements of usury, gharar, or maysir<sup>12</sup>. This theory explains that Sharia economic law functions not only as a normative rule, but also as a practical instrument in equitable economic development. The implementation of this law is realized through instruments such as zakat, infaq, sedekah, waqf, Islamic banking, and sukuk, which serve as a means of managing and distributing resources in accordance with sharia.

### 4. Customer Satisfaction

Customer satisfaction is a consumer's subjective evaluation of the experience of purchasing and using a product or service<sup>13</sup>. Factors such as product quality, speed of service, fair pricing, and cultural/religious alignment influence satisfaction levels. Studies in the food and beverage industry show that innovation and adherence to local values can increase satisfaction and build customer loyalty<sup>14</sup>.

Satisfaction is a key factor in maintaining customer loyalty. Therefore, customer satisfaction can be defined as the feeling a consumer experiences after experiencing the impact of a purchase decision. To ensure customer satisfaction, companies must consider five aspects.<sup>15</sup>

Consumer satisfaction can be measured through consumer satisfaction indicators. Consumer satisfaction is the feeling of joy or disappointment created by

<sup>10</sup> Polder, M., Leeuwen, G., Mohnen, P. and Raymond, W. (2018), "Product, process and organizational innovation: drivers, complementarity and productivity effects", UNU-MERIT, Maastricht Economic and Social Research and Training Centre on Innovation and Technology, Maastricht, pp. 1-46.

<sup>11</sup> Qanun No. 8 of 2014 concerning the Principles of Islamic Sharia

<sup>12</sup> Mahipal, Yudi Wahyudin, Anzu Elvia Zaharadan Askar Patahuddin, (2024), Sharia Economic Law: Theory and Implementation. Publisher: PT Sonpedia Publishing Indonesia

<sup>13</sup> Panca Winahyuningsih, (2018), The Influence of Trust and Service Quality on Consumer Satisfaction at the Gripta Hotel Kudus, ISSN 1979-6889

<sup>14</sup> Vista Efanny Fillayata, Mukaram (2020), The Influence of Product Innovation on Consumer Satisfaction (A Study at Road Café Steak & Pasta Bandung), Proceedings of the 11th Industrial Research Workshop and National Seminar Bandung, 26-27 August 2020

<sup>15</sup> Wariki, G., Mananeke, L., & Tawas, H. (2018). The Influence of Promotion Mix, Price Perception, and Location on Purchasing Decisions and Consumer Satisfaction at Tamansari Metropolitan Housing Complex, Manado. Journal of Economics, Management, Business, and Accounting Research.

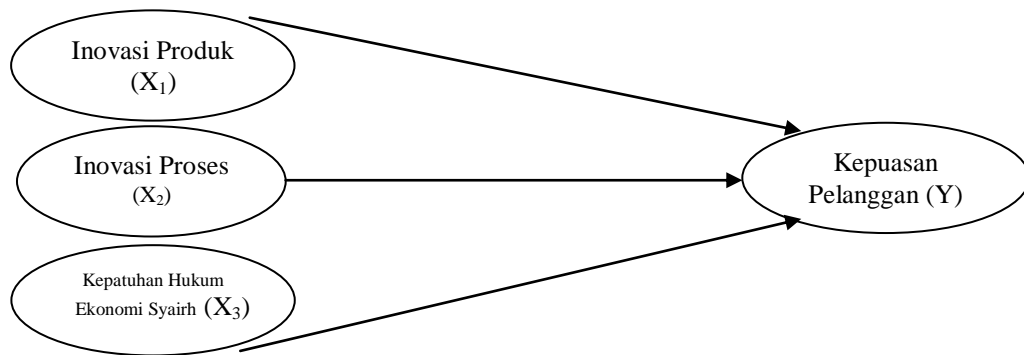


comparing product performance to consumer expectations <sup>16</sup>. Based on this definition, it can be concluded that consumer satisfaction can be measured by comparing product performance to consumer expectations. indicators of consumer satisfaction <sup>17</sup>are:

1. The desire to recommend to others, consumers spread positive news about the product/service and have the desire to recommend it to others.
2. Intention to return, consumers will make repeat purchases on products/services and increase the quantity of purchases.
3. No complaints, consumers have no complaints about products or services and have a desire to give appreciation to the provider of goods or services.

### 5. Research Gaps

Although extensive research has been conducted on product and process innovation, studies integrating these two concepts with compliance with Islamic economic law, particularly in *mobile coffee shop businesses* in Banda Aceh, are rare. This study aims to fill this gap by providing a comprehensive analysis combining perspectives from innovation management, Islamic economic law, and consumer behavior.



**Figure 2.1**  
**Thinking Framework Model**

## Research methodology

### 1. Type of Research

This research uses a qualitative approach with a case study strategy. ( *case study* ). This approach was chosen to allow researchers to conduct an in-depth exploration

<sup>16</sup> Yunita Sari , SettingsYetty Oktarina, Munajat, Mardiah Kenamon (2022), The Role of Innovation Capability in MSME Sustainability During the Covid-19 Pandemic , International Journal of Social Science and Business Volume 6, Number 4, 2022, pp. 502-511 .

<sup>17</sup> Supriadi , B., Astuti, W. and Firdiansyah, A. (201 9 ) 'Green Product And Its Impact on Customer Satisfaction', IOSR Journal of Business and Management (IOSR-JBM), 19(8), p. 1 9.





of product and process innovation practices in *mobile coffee shop operations* in Banda Aceh City, as well as to examine their relationship to compliance with Islamic economic law and its implications for customer satisfaction. Case studies allow researchers to understand phenomena in a holistic, real-life context <sup>18</sup>.

## 2. Location and Context of the Research

The research was conducted in Banda Aceh City, Aceh Province, which has the uniqueness of implementing Islamic Sharia Qanun so that the principles of Islamic economic law become an integral part of business activities, including *mobile coffee shops*.

## 3. Research Participants

Participants were determined using **purposive sampling techniques** with the following criteria:

1. Owner or manager of a *mobile coffee shop* that has been operating for at least 1 year in Banda Aceh.
2. Customers who regularly make purchases at least twice a month.
3. Have an understanding or experience related to product innovation, service processes, and sharia compliance aspects in *mobile coffee shops*.

The number of participants is adjusted to the principle of *data saturation*, which is when the data obtained is repeated and no new information appears.

## 4. Data Collection Techniques

- In-depth Interview ( *In-depth Interview* )  
Used to dig up detailed information from *mobile coffee shop owners/managers* regarding product innovation strategies, process innovation, and the application of Islamic economic law principles.
- Participatory Observation  
Researchers directly observed operational processes, interactions with customers, and the application of sharia principles at *mobile coffee shop locations*.
- Documentation  
Collect photos, notes, or supporting documents such as menu lists, service SOPs, halal certificates, or promotional materials.

## 5. Data Analysis Techniques

The analysis was carried out using an interactive analysis model which includes <sup>19</sup>:

1. Data Reduction – sorting, summarizing, and focusing data on aspects relevant to the research question.
2. Data Presentation – arranging data in the form of a matrix, narrative, or diagram to facilitate drawing conclusions.
3. Conclusion Drawing and Verification – interpreting findings in depth and verifying validity by double-checking data sources.

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<sup>18</sup> Umar, Husein, ( 2018 ), Research Methods for Theses and Dissertations. Jakarta: Rajawali.

<sup>19</sup> Nasution (2019), Qualitative Naturalistic Research Methods. Bandung: Tarsito.



## 6. Research Ethics

This research upholds the principles of research ethics, including:

- Obtaining informed consent from participants .
- Ensure the confidentiality of participant identity by using codes or pseudonyms.
- Communicate the research objectives clearly and ensure participants can withdraw at any time.
- Comply with research principles that are in accordance with sharia norms and values, considering that the research location is in an area that applies Islamic law.

## Research result

### 1. Product Innovation

*Mobile coffee shop* operators in Banda Aceh are developing menus with distinctive flavors and attractive packaging to differentiate themselves from competitors. Adjustments are made based on local preferences, such as the use of palm sugar, traditional spices, and seasonal menus during Ramadan.

### 2. Process Innovation

The use of digital cashier applications and non-cash payments speeds up transactions. The service SOP is designed to be concise so that customer waiting time is a maximum of 3–5 minutes. Sellers organize their raw material stocks every morning to avoid running out during peak hours.

### 3. Compliance with Sharia Economic Law

All raw materials are guaranteed halal and have official certificates or labels. Prices are posted openly on the menu board, and promotions are conveyed without being excessive or misleading. Business actors realize the importance of Islamic Sharia Law and consider it as a guide to business ethics.

### 4. Customer Satisfaction

Customers say they are satisfied not only because of the taste of the coffee, but also because of the fast service, affordable prices, and the belief that the product is Sharia-compliant. Some customers recommend this business to friends and family, creating a *word-of-mouth marketing effect* .

## Summary of Findings

Variables	Main Theme	Implications
Product Innovation	Menu creativity & local cultural adaptation	Increase differentiation and attractiveness
Process Innovation	Service & technology efficiency	Reduce waiting time, increase satisfaction
Sharia Compliance	Integrity & halal assurance	Increase customer trust and loyalty
Customer	Sense of security, comfort,	Strengthening long-term customer



Variables	Main Theme	Implications
satisfaction	loyalty	relationships

**Discussion**

**1. Product Innovation and Customer Satisfaction**

Research findings indicate that *mobile coffee shop operators* in Banda Aceh are innovating their products through menu variations, distinctive flavors, and attractive packaging, adapting to local tastes and cultural values. This strategy aligns with the view <sup>20</sup>that product innovation is key to differentiation in a competitive market.

Adapting menus to local tastes, such as using palm sugar or distinctive spices, also strengthens customer engagement. This aligns with findings <sup>21</sup>that adapting products to cultural contexts can increase customer satisfaction and loyalty.

In contrast to the study by Hurley & Hult (1998) which emphasized the importance of *radical innovation* to create new markets, the findings of this study show that *incremental innovation* which focuses on adapting local values is more effective in the context of *mobile coffee shops* in Banda Aceh.

**2. Process Innovation and Service Efficiency**

The use of digital cashier technology, cashless payment systems, and simplified standard operating procedures (SOPs) has been shown to speed up service, reduce waiting times, and increase customer convenience. These findings align with the OECD (2005) process innovation model, which emphasizes the role of technology and procedural efficiency in enhancing business competitiveness.

Tidd & Bessant (2018) stated that process innovation often has a direct impact on customer satisfaction because it influences the speed, quality, and consistency of service. In this study, process efficiency is also enhanced by personalized approaches, such as direct communication and rapid responses to online orders, which are rarely discussed in quantitative studies but frequently appear in qualitative research in the service sector (Parasuraman et al., 1991).

**3. Compliance with Sharia Economic Law as Business Differentiation**

The research revealed that business operators not only comply with halal requirements for raw materials but also maintain pricing transparency and promotional ethics. This compliance creates a sense of security and trust among customers, particularly in Banda Aceh, which implements Islamic Sharia law.

In the Islamic economy, product halalness and transaction fairness are not only moral obligations but also strategies for building consumer *trust*. This study

<sup>20</sup> Kotler , P & Keller . (2019). Principles of Marketing, twelfth edition, Volume 1. Jakarta: Erlangga

<sup>21</sup> Sekardia Pratiwi (2018), The Role of Innovation: Product Quality Development and Business Performance. 14, 63–90.





supports this by showing that halal perceptions significantly influence customer loyalty in the food and beverage industry <sup>22</sup>.

An interesting distinction of this study is that Sharia compliance in Banda Aceh is not merely an additional factor, but rather *a core value* that shapes business identity. This distinguishes this local context from other cities in Indonesia that do not strictly enforce Sharia regulations <sup>23</sup>.

#### **4. Integration of Innovation and Sharia Compliance to Customer Satisfaction**

This study found that customer satisfaction is shaped by a combination of product innovation, process innovation, and adherence to Sharia principles. This supports the concept of *service quality*, which positions satisfaction as a result of product quality, service quality, and alignment with customer values <sup>24</sup>.

In the context of Banda Aceh, satisfaction is influenced not only by functional factors such as coffee taste or speed of service, but also by *value-based factors* such as belief in halal (halal) and business ethics. These findings add to the literature by demonstrating that integrating innovation and religious values can create a *sustainable competitive advantage* in a culturally homogeneous market.

#### **5. Research Contribution**

Theoretically, this research broadens understanding of the role of innovation and Sharia compliance in shaping customer satisfaction in the culinary services sector, particularly in the *mobile coffee shop business model*. Practically, these findings provide recommendations for businesses to integrate menu creativity, process efficiency, and Sharia values as an integrated marketing strategy.

#### **Conclusion**

This study reveals that the success of *mobile coffee shops* in Banda Aceh City in building customer satisfaction does not only depend on the quality of coffee taste, but also on the synergy between product innovation, process innovation, and compliance with Islamic economic law.

First, product innovation in the form of menu variations, distinctive flavors, and creative packaging tailored to local tastes has been proven to increase business appeal and differentiation. Second, process innovation through the implementation of service technology and simple operational procedures can accelerate service and provide convenience for customers. Third, compliance with Islamic economic law includes the use of halal raw materials, price transparency, and promotional ethics become an added value that strengthens customer trust, especially in the context of the implementation of Islamic Sharia Law in Banda Aceh.

The integration of these three aspects results in customer satisfaction that is not only functional but also value-based, thus encouraging loyalty and word-of-mouth promotion. This research confirms that in culturally and religiously homogeneous

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<sup>22</sup> Rizky Valeo Nugraha,. (2019). The Influence of Product Innovation, Information Quality, and Innovation on Operational Performance. Islamic University of Indonesia

<sup>23</sup>Antonio M. Syafii. 2001. Sharia Banking: From Theory to Practice . Jakarta: Gema. Insani.

<sup>24</sup>Zeithaml, VA, MJ Bitner, DD Gremler. 2013. Services Marketing: Integrating Customer Focus Across the Firm 6 th ed. Mc. Graw-Hill. Boston



markets, competitive advantage can be built through innovation that aligns with local values and Sharia regulations.

## Suggestion

### 1. Practical Advice

#### a. For Business Actors:

Developing sustainable product innovation while maintaining distinctive local flavors and ensuring all raw materials are halal-certified. Leveraging simple yet effective technology to expedite service without sacrificing personal interaction with customers.

#### b. For Local Governments:

Providing Sharia-based entrepreneurship training and creative innovation for micro-entrepreneurs, as well as facilitating halal certification for beverage products and supporting raw materials.

#### c. For Coffee Associations or Communities:

*mobile coffee shop* business actors in sharing menu innovations, brewing techniques, and marketing strategies based on sharia values.

### 2. Academic Suggestions

a. Further research could expand the focus on *mobile coffee shops* in other regions with different cultural and regulatory characteristics, to observe variations in innovation practices and Sharia compliance.

b. Combining qualitative and quantitative approaches ( *mixed methods* ) to more broadly measure the relationship between innovation, sharia compliance, and customer satisfaction.

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