ihatec
marketing research

Your Trusted Research Partner



About Us

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



IDE-JETRO
Japanese Research Company

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.

kopi kenangan

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.

LPPOM
Leading in Halal Assurance Solutions

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.

ABC

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.

RAINFOREST ALLIANCE

A highly trustworthy and professional team to work with.

AQUILA

A remarkably efficient and professional team, consistently handing over outstanding deliverables.

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: Qualitative research, moderation, service quality monitoring, service performance evaluation, insight analysis and strategic reporting.

Industries: Banking and financial services, telecommunications, insurance, FMCG, automotive, electronics, healthcare, and cigarettes / tobacco industry.



Dr. **Wahyu T. Setyobudi,** 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**
2. **Extracting Insights That Matter**
3. **Turning Insights Into Actionable Plans**
4. **Measuring the Business Impact**



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



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

FMCG 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 2,100 respondents in Jakarta, Surabaya, Semarang, Medan, Makassar, and Balikpapan. Multistage Random Sampling, May 2026.

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

FMCG B2C

Consumer Preference & Product Acceptance Study

Objective:

- Understand consumer preferences, habits, and perceptions regarding health drink products.
- Evaluate market acceptance for new product variants.
- Identify key consumption drivers, barriers, and varying needs across different consumer segments.

Method:

- **Qualitative Focus Group Discussions (FGDs):** Conducted across 5 distinct groups (totaling 30 respondents) segmented by age, family profile, and usage habits.
- **In-Depth Exploration:** Covered consumption patterns, brand choices, variant experiences, and feedback on new concepts.

Key Insights:

- Comprehensive understanding of consumer needs and decision-making factors across diverse demographics.
- Clear identification of growth opportunities: acquiring non-users, retaining existing consumers, and win-back strategies for lapsed users.
- Actionable recommendations to guide product development, brand messaging, and targeted marketing strategies.

Projects We've Delivered

Multifinance B2C

Customer Experience & Satisfaction Study

Objective:

- Measure customer satisfaction and experience across all touchpoints (onboarding, financing process, and post-financing).
- Identify key service strengths and customer pain points to drive continuous service improvement.

Method:

- **Quantitative**: Multi-channel surveys via QR Code, WhatsApp, email, mobile app, and phone interviews.
- **Qualitative**: Focus Group Discussions (FGDs) and In-Depth Interviews (IDIs) to gain deeper insights into customer sentiment.

Key Insights:

- Clear visibility on satisfaction levels and primary drivers of brand advocacy (NPS/recommendation).
- In-depth understanding of customer needs, expectations, and friction points across the customer journey.
- Actionable recommendations to sustain service excellence and target critical areas for enhancement.

Projects We've Delivered

Bank B2C

Strategic Service Excellence Audit & Customer Experience Evaluation

Objective:

- Evaluate Bank Sinarmas' service quality from the customer perspective.
- Assess frontliner interactions, service processes, and branch facilities.
- Identify service gaps and improvement opportunities to enhance customer experience.

Method:

- Mystery Shopping & CX Audit across 70 outlets in 10 regions.
- Service Quality and Experience Quality Framework.
- In-depth audit across 3 priority outlets.
- Observation of Security, Customer Service, Teller, service processes, and physical evidence.

Key Insights:

- Comprehensive service quality assessment across People, Process, and Physical Evidence.
- Performance scoring supported by photo and video evidence.
- Voice of Customer analysis to identify key customer pain points.
- Prioritized improvement areas and actionable recommendations for a more consistent, responsive, and customer-centric service.

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

BFSI B2C

Customer & Community Experience Optimization

Objective:

- Identify qualified DANA users based on predefined segmentation criteria
- Screen and validate active users with genuine community interest
- Build a secure database of qualified users per city

Method:

- Multi-channel sourcing across 30 rural cities
- Quantitative screening to verify active DANA usage, communication skills and community mindset
- Direct invitation and structured RSVP management

Key Outputs:

- Validated database of qualified members by city
- Confirmed attendance lists meeting event participation targets
- Verified active DANA user profiles aligned with segmentation
- Community conversion metrics from attendance to membership

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:

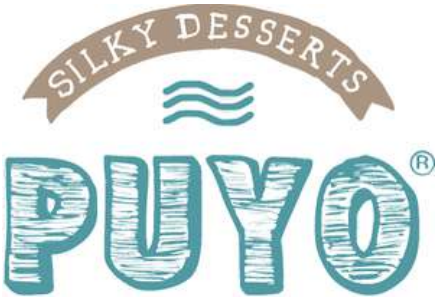
- Mystery shoppers visit the outlet as regular customers and conduct structured observations throughout the operational flow.
- Target: 13 HAKA Dimsum restaurants across the cities.

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

Food & Beverages | B2C



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: 200 outlet 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 products, service, outlet, and grooming.
- Insights & Recommendations: Actionable improvement points to enhance outlet operations and customer experience.

Projects We've Delivered

Food & Beverages | B2C

Consumer Tasting Survey for Konjac (Shirataki) in Indonesia

Objective:

- To evaluate consumer acceptance of two konjac-based product variants.
- To identify taste preferences and feedback across different locations.
- To gather demographic insights that influence product perception and purchase intent.
- To provide actionable recommendations for product development and market entry.

Method:

- Central Location Test (CLT) in strategic retail locations.
- Product tasting conducted among qualified target consumers.
- Digital survey collection and face-to-face interviews.
- Measurement of taste preference, product acceptance, and purchase intent.

Key Outputs:

- Product acceptance and preference insights.
- Location-based consumer feedback analysis.
- Demographic drivers of product perception.
- Purchase intent and market potential assessment.
- Strategic recommendations for product launch and growth.

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 examines 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

Financial Services | B2C

Research on Market Readiness, Public Awareness, and Consumer Perceptions of Electric Vehicles in Major Indonesian Cities

Objective:
To establish a baseline understanding of public awareness, perceptions, and readiness toward electric vehicles across major cities in Indonesia to support market understanding and guide strategic planning for electric vehicle initiatives.

Method:
- Face-to-face interviews with respondents across 5 major cities: Jakarta, Semarang, Yogyakarta, Medan, and Bali.

Key Insights:
- Baseline data on public awareness levels regarding electric vehicles across five target cities.
- Public perceptions and general attitudes toward adopting electric vehicle technology.
- Assessment of community readiness and key drivers/barriers for EV adoption in various regional contexts.
- Strategic foundational data to support future electric vehicle programs and market entry initiatives.

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

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

Our Insight Reports



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

Our Other Businesses

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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