

Analysis of Consumer Behavior Factors in Purchasing Woven Bag Craft Products in the Perspective of *Maqāṣid Al-Sharī'ah* (Case Study of Presidio Village, Grabag District, Magelang Regency)

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Abstract

Behind a large number of enthusiasts and the increase in handicraft businesses, various kinds of consumer behavior occur when the process of purchasing a product, for example, consumer behavior in assessing or comparing the advantages of one product to another. Consumer behavior is a destination instrument where consumer behavior will be directed. Consumer behavior is a preference that is relative by characterizing one's experience in interacting with several objects. The purpose and benefits of this research are to find out consumer behavior, what are the reasons and motivations for consumers in making purchasing decisions for handicraft products from the perspective of Maqosid Syariah so that in the future they can better manage strategies in developing businesses. This study used a type of qualitative research. The research data is primary data and secondary data obtained directly by informants at the location of the object of research including woven bag craft business owners, consumers, and the community in Presidio Village, Grabag District, Magelang Regency

Keywords: *Consumer Behavior, Handicraft Products, Maqāṣid Al-Sharī'ah*

Abstrak

Dibalik banyaknya peminat dan meningkatnya usaha kerajinan, terjadilah berbagai macam perilaku konsumen ketika proses pembelian suatu produk contohnya seperti perilaku konsumen dalam menilai atau membandingkan keunggulan satu produk dengan produk lainnya. Perilaku konsumen merupakan instrument tujuan kemana perilaku konsumen akan diarahakan, Perilaku konsumen merupakan preferensi yang bersifat relative dengan memberi ciri pada pengalaman seseorang dalam berinteraksi dengan beberapa objek. Tujuan dan manfaat penelitian adalah untuk mengetahui perilaku konsumen, bagaimana alasan dan motifasi konsumen dalam mengambil keputusan pembelian produk kerajinan dalam perspektif Maqosid Syariah agar kedepannya bisa lebih mengatur strategi dalam mengembangkan usaha. Dalam penelitian ini menggunakan jenis penelitian kualitatif. Data penelitian ini adalah data primer dan data skunder yang didapatkan langsung oleh narasumber dilokasi objek penelitian meliputi pemilik usaha kerajinan Tas Anyaman, Konsumen, dan masyarakat di Desa Pesidi Kecamatan Grabag Kabupaten Magelang.

Kata-kunci : Perilaku Konsumen, Produk Kerajinan *Maqāṣid Al-Sharī'ah*

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INTRODUCTION

Along with the times, there are more and more unemployment rates due to social problems in life which result in the community's economy declining. One way to revive the economy of many people is to use handicrafts as and for business opportunity (Poedyastuti & Winata, 2021). Crafts are the result of works of art with the skills of human hands, from this skill, it produces beautiful and beautiful objects with a unique artistic touch so that they produce high-quality objects and are in great demand so their business is increasing (Hotima, 2019).

Woven crafts are one of the businesses that are closely related to economic and cultural development, as one of the efforts to improve the quality of people's lives. Handicrafts produced from various regions in Indonesia generally produce a variety of traditional styles, patterns, motifs, and colors. Each craftsman has a characteristic in the craft that is made and will maintain his distinctive characteristics so that there will be more enthusiasts and more products so that the business will progress and develop (Yusria, Said, Studies, & Communication, 2019).

Behind the many enthusiasts and the increase in handicraft businesses, various kinds of consumer behavior occur when the process of buying a product, for example, consumer behavior in assessing or comparing the advantages of one product with another, the benefits of one product with another. So that

consumers will make repeat purchases when they already know the benefits of products that suit their needs (Saksono, 2022). Consumer behavior is a destination instrument where consumer behavior will be directed, consumer behavior is a preference that is relative by characterizing one's experience in interacting with several objects. There is an influence between value, loyalty, and profit. The higher the perceived value, the higher the loyalty and profit obtained by consumers (Salmah, 2019).

According to Berkman & Gilson, consumer attitudes usually have an impact on consumers' conscious or unconscious purchase decisions. Although other elements can influence the purchase decision, the final decision is still determined by the attitude of the customer. In other words, because the typical attitude tends to be consistent, attitude is one of the key factors in predicting purchases. Similar to McCarty's view, which argues that attitudes influence how consumers learn to make judgments. The findings of this study are also consistent with the theory which argues that in individualistic cultures, attitudes have a stronger influence on intentions than subjective norms and behavioral controls (Sam, Dilla, & Musa, 2019).

Individual environmental cognition, according to Pulvers and Dierkhoff, also have a role in decision-making. The findings of the Ajzen and Fishbein studies respectively provide empirical evidence that, as predicted by the Theory of Reasoned Action (TRA),

attitudes and subjective norms can predict consumer buying behavior through purchase intention. The model variables show a strong relationship with strong predictive ability. According to Brown and Stayman, brand familiarity can directly influence beliefs and attitudes. Moreover, intention is influenced by beliefs and attitudes, which in turn affect purchases (Putri Nugraha et al., 2021).

The reasons why studying consumer behavior is so important, Dr. Ujang Sumarwan explains in his book that there are several reasons for studying consumer behavior. First, consumer analysis is the basis for marketing management which will help managers design marketing mixes and segment business markets, differentiate and position products, conduct business environment analysis, and develop market research studies. Second, playing an important role in the development of public policy as an effort to deal with consumer behavior. Third, making consumers more active from the results of consumer behavior studies. Fourth, gain a thorough knowledge of human behavior from the results of consumer behavior analysis. And fifth, the analysis of consumer behavior provides three types of information, namely consumer orientation, facts about human behavior, and theories that serve as guidelines for thought processes. (Ujang Sumarwan, 2021).

The diverse behavior exhibited by customers is what differentiates one consumer from another as well as the different models.

As an illustration, buyers will consider the substance of the furniture, the level of long-term durability, price, usability, and even appearance before making a purchase. This is according to the Concept of Consumer Behavior (Aulia, 2020). The most important element is that the consumer will engage in what is known as consumer behavior. There are two types of consumer behavior, namely rational consumer behavior and illogical consumer behavior according to Peter and Olson. Each of the two forms of customer behavior has unique characteristics. The characteristics of rational consumer behavior include:

- a. Choose items based on needs.
- b. Consumers receive the benefits of the product that is best for them.
- c. Consumers ensure high-quality products when they are awake.
- d. Product prices are set according to the ability of consumers.
- e. Characteristics of irrational consumer behavior:
- f. Consumers are very easily lured by advertisements and promotions from print and electronic media.
- g. Customers are interested in buying branded or branded goods that are well-known and liked by many people.
- h. Consumers buy goods not because of necessity but because of high-class status and high prestige (Brainware, 2022).

From the explanation above, it can be concluded that rational consumer behavior is an act of consumer behavior in buying an item or service that prioritizes consumer aspects in general, such as the level of urgent needs, primary needs, and the resources consumers use to use the product itself. In addition, illogical consumer behavior is when someone makes a purchase decision based solely on attractive discounts on a product rather than considering their actual needs (Putri, Sari, & Rahmah, 2022).

The range of Indonesian consumers is very large, including other consumers from other regions of the world. Their customs, culture, age, education, occupation, marital status, and way of life all differ. They also engage in various pastimes and interests, such as participating in various musical activities and dressing differently (Dumarçay & Baicy, 2003). What if manufacturers or marketers succeed in convincing these various consumers to buy the products they are advertising? How can marketers identify the customers they want to convince? Know where to find them and how to communicate with your target audience effectively. The solution is that marketers must be able to understand consumers and try to understand their behavior, actions, and thoughts (Hotima, 2019).

Consumer behavior is a dynamic interaction between influence and cognition, which is related to the behavior of human life.

behavior and events around us where humans carry out aspects of their lives (Ujang Sumarwan, 2021). Understanding consumer behavior is applied in several ways including designing a good marketing strategy, consumer behavior can help in making public policy decisions, and the third application in social marketing is that understanding consumer attitudes in purchasing decisions can accelerate and reproduce better and more effective ideas. Saksono, 2022).

Consumer behavior is also the behavior shown by consumers every time they purchase several goods or services. Consumer behavior consists of consumer decisions in purchasing, whether or not the purchase occurs, when the purchase occurs, and where and how to buy. Consumers here are divided into two parts, namely organizational consumers and individual consumers. Most and marketers recognize that consumer behavior is a continuous process (Ujang Sumarwan, 2021).

The definition of consumer behavior given by Schiffman and Kanuk is as follows: "The term consumer behavior refers to the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs (Putri Nugraha et al., 2021). The definition of consumer behavior given by Engel, Blackwell, and Miniard is "We define consumer behavior as activities that are directly involved in obtaining, consuming, and spending products

and services, including the decision processes that precede and follow these actions" including the decision processes that precede and follow this action (Ujang sumarwan, 2021)

Kotler and Keller concluded that several factors influence consumer behavior in the decision to buy goods or products, in which these factors have a different impact on each consumer (Saksono, 2022). These factors consist of cultural, social, personal, and psychological. Consumer behavior factors in purchasing products are influenced by two factors including. Cultural factors (Culture FactKotler and Keller concluded that several factors influence consumer behavior in the decision to buy goods or products, in which these factors have a different impact on each consumer (Saksono, 2022). These factors consist of cultural, social, personal, and psychological factors of consumer behavior in product purchases are influenced by two factors including.

Cultural factors (Culture Factors) include culture, sub-culture, and social class. Culture is a basic determinant of one's interests. There are 2 parts to the cultural factor, namely the first is the culture. In this part, they are very concerned about marketing their products. They are very concerned about finding opportunities for new products. Both Subcultures consist of groups, religions, races, regions, and nationalities. In this section, they pay attention to designing marketing programs according to their need.

Social Factors Social factors that influence buying behavior consist of reference groups, family, and status. Reference groups are all groups that have a direct and indirect influence on buyers' behavioral attitudes (Putri Nugraha et al., 2021). Personality factors include age, life cycle stages, position, economic conditions, lifestyle, self-principles, learning processes and learning processes, and self-attitude (Syam et al., 2019).

Psychological factors, psychological factors, of course, are some things that influence consumers in purchasing decisions, these factors include. Perception is a process that influences all experiences, motivations, and stimuli. Learning, which is a process in which every consumer purchases will take wisdom in consuming a product. If the wisdom of the product purchased is disappointing, consumers will not start buying again. Vice versa, if the wisdom of the product purchased is good, consumers will repeat purchases with the same product. Trust and attitude, whether a product is good or not will produce an image of trust that emerges from consumers. assessing by accepting or rejecting a product is an image of consumer attitudes. so attitude is the consumer's response to a product based on the experience it has acquired, which is directly or indirectly influenced by consumer behavior.

Motivation, according to Sigmund Freud and Frederick Herzberg, 3 theories influence consumer behavior in purchasing a

product. He said that consumers are driven by urgent or less urgent needs for each product purchase. These needs are psychological, safety needs, social needs, self-esteem needs, and self-actualization needs. Selection, purchase, use, and use of products, services, ideas, or experiences by individuals, groups, or organizations to satisfy their needs and preferences. Studies and research in marketing are centered on their needs and preferences. The consumer purchasing decision-making process can be used as a model for consumer behavior. Kanuk and Schiffman emphasized that the decision-making process consists of three interconnected stages, namely the input stage, the process stage, and the output stage (Nur Alimah, 2019).

Identification of consumers who need a product is part of the input stage, which involves collecting data from two main sources, namely the company's marketing initiatives (product, promotion, price, and distribution) and sociological influences that are outside the consumer. consumer base (family, friends, neighbors, informal and other non-commercial sources, social class, culture, and subculture). Both of these sources of information will have an impact on what people buy and how they use those products. The process stage, which begins with need recognition, pre-purchase research, and evaluation of alternatives, describes how consumers decide whether to buy a product or not. Individual customers are responsible for several psychological elements such as

motivation, perception, insight, and personality, and consumers are influenced by attitudes when making decisions.

Customer buying behavior and post-purchase evaluation are included in the output stage of the decision-making model. When buyers are satisfied with the buying experience, they are more likely to make additional purchases, which is one indication that they like the item. Consumers can gain experience from post-purchase product evaluations to be used in subsequent decision-making. Engel, Black Ward, and Miniard claim that the consumer decision-making process begins with need recognition, followed by information search, alternative evaluation, purchase, and so on. satisfaction or dissatisfaction with the purchase (purchase) Ujang Sumarwan, 2021).

Furthermore, in choosing goods and services, consumers are free to choose according to their wishes and needs. However, in the shopping process, consumers have a responsibility to pay attention to the assets used, they can choose between halal and haram and what is good or bad to use. because in essence, a Muslim can achieve a good level of consumption if it is following the teachings of Islam. As Allah SWT has said in His book in Surah Al-Sra 'verse 29 which reads:

لَا تَجْعَلْ يَدَكَ مَغْلُولَةً إِلَىٰ عُنُقِكَ وَلَا تَبْسُطْهَا كُلَّ الْبَسْطِ
فَتَقْعَدَ مَلُومًا مَّحْسُورًا

Meaning: "And don't make your hands shackled around your neck and don't stretch it

too much (very generously) later you will be reprehensible and regretful".

وَالَّذِينَ إِذَا أَنْفَقُوا لَمْ يُسْرِفُوا وَلَمْ يَقْتُرُوا وَكَانَ بَيْنَ ذَلِكَ قَوَامًا

Meaning: "And when people spend (wealth), they are not extravagant, nor stingy, and are (spending) in the middle between such things."

From these verses, we can understand that Allah SWT always gives the best of His servants, and shows good ways to use wealth. Allah SWT forbids us to behave extravagantly and excessively in spending wealth. Which results in negligence of the capabilities possessed. Avoiding miserliness and not being extravagant is the way to spend wealth properly. According to Imam Al-Ghazali, needs are the desire of each individual to maintain survival and utilize its functions. Such as the need for food and clothing which are basic human needs. So that each individual must be able to distinguish desires (lust) and needs.

Based on previous research, there were differences in the use of theory. The theory that will be used in this research is the factor theory of consumer behavior according to Kotler and Keller which states that marketing and environmental stimulants in consumer awareness and psychological processes are problems that influence consumer behavior. which produces consumer characteristics in deciding to buy a product (Syam et al., 2019). This is the reason for using this theory so that they can understand market conditions and consumer awareness in purchasing woven bag craft products.

The objects that will be the focus of the research are consumers, producers, and woven bag craftsmen in Presidio Village, Magelang district. As the results of an interview with one of the owners of the woven bag craft said that this craft has been running since 1998 until now. From the results of this craft, it can revive the economy of Presidio Village because the employees are taken from the surrounding community. In addition, consumers who are customers of this woven bag craft do not only come from the region but outside the region and even from abroad. Therefore we are very interested in conducting research in this place. The purpose and benefits of this research are to find out consumer behavior, and what factors influence consumers in making purchasing decisions for handicraft products according to the perspective of Maqosid Syariah so that in the future they can set strategies for developing businesses.

RESEARCH METHOD

This study uses a type of qualitative research. According to (Ahyar et al., 2020) in his book, it is stated that qualitative research is data processing that is descriptive through interviews, field notes, drawings, photos, videos, and other documentation. The technique of collecting data for this research was by conducting interviews directly between researchers and informants at the location of the object of research including woven bag craft business owners, consumers, and the

community in Presidio Village, Grabag District, Magelang Regency. Collecting the results of interviews adjusted to the theory used by researchers. The data that has been adjusted is then interpreted and elaborated to get an overview of consumer behavior in purchasing woven bag handicraft products from the perspective of the Maqosid Syariah case study of Presidio Village, Grabag District, Malang Regency.

RESULTS AND DISCUSSION

It consisted of 90 respondents who had filled out the questionnaires distributed by the researchers and had passed the selection screening questions according to the criteria the researcher wanted. The characteristics of the respondents in this study were grouped based on gender, age, type of business being run, and average monthly income. The following are the characteristics of the respondents which are described in the form of a descriptive analysis table. Consumer Behavior in Purchasing Woven Bag Craft Products. Consumer behavior is an action that results from consuming and disposing of products or services. The word behavior has something to do with the study directed at an object in human problems in the field of marketing, there are several concepts developed regarding consumer behavior including. Moven and Minor state that consumer behavior is a process of making decisions regarding purchases, acceptance, and

determination of goods, services, and ideas (Putri Nugraha et al., 2021).

Decision-making whether individual, group, or organization is a form of study of consumer behavior. both in the decision to buy product and consume it. Dynamic interactions and cognition of thoughts are part of consumer behavior where humans make exchanges in life in their environment (Ujang Sumarwan, 2021). From some of these concepts, we can see how consumer behavior towards the purchase of woven bag handicraft products shows that consumer behavior is an action that is directly involved in the production of consumption and the end of products/services, including how the process is carried out before and after acting. Consumer behavior is an individual's learning and decision-making process in the acceptance, use, purchase, and disposition of goods/services and ideas. This is evidenced by the results of interviews conducted by researchers.

From the results of the research conducted and related to this concept, consumer behavior in purchasing woven bag craft products can be concluded that consumer behavior in purchasing woven bag craft products is the behavior carried out by consumers to achieve and fulfill their needs both in use, consumption, and product end use, including processes and decisions before and after. Factors influencing consumer behavior towards the purchase of Woven Handicraft Bags. Cultural, social, personal, and psychological factors are factors of consumer

behavior toward purchasing a product (Lestarini & Astutiningsih, 2022) following an explanation of several factors according to Kotler including. Cultural Factors: Culture is the basic values, perceptions, desires, and behaviors that are understood by the local community are factors contained in culture.

Subculture division of cultural groups based on environmental factors, namely based on religion, group, race, and geographical area. Social class: social class is a permanent and tiered group, where group behavior is based on social class (Syam et al., 2019). Most consumers of woven bag crafts who have become customers in this village are due to cultural factors that have become a local community habit such as the Tasyakuran culture by distributing groceries or food to neighbors using woven bags as a practical place for gifts. This woven bag is a craft that has been passed down from generation to generation from the ancestors and developed since 1998.

Social Factors: Factors that consist of groups, namely groups of two or more people based on similar activities to achieve a goal. Family is the most influential social group in consumer behavior. And the role of status as the position of each person in a social group. In this factor, most consumers buy woven bag crafts due to social factors that have occurred through friends, relatives, and organization
Personal Factors: These include age and the stage of influence on the criteria for goods to be purchased, the economic situation

influences the number and quantity of product purchases according to economic ability, activity at work, mobility, and characteristics also affect them in purchasing products. Not much different from consumers of woven bag crafts who buy them for personal needs. Most consumers consist of mothers who like this woven bag craft to fulfill their lifestyle because these bags come in various shapes and styles that can meet the needs of each consumer's lifestyle tastes. Lifestyle reflects the pattern of life of a consumer in buying consumers. As well as the personality of a consumer who influences product purchases by following how to respond to the situation around him.

Psychological Factors: Starting from the motivation of a consumer to take action to buy a product. Selecting, organizing, and presenting information to express a meaningful picture, is the perception of a consumer. The experience of buying woven bag handicraft products is a lesson for interaction, encouragement, stimulation, response, and reinforcement for consumers. As well as the beliefs and attitudes that arise in consumers who are held in their lives to reach the truth (Salmah, 2019).

Consumer Behavior of Woven Bag Craft Customers in the Perspective of *Maqāṣid Al-Sharī'ah*

Islamic consumer behavior is a behavior that studies how consumers choose goods or services according to their needs (Fatimah & Islam, 2023) The theory of Islamic

behavior is based on Islamic law, different from conventional. Islamic law teaches consumers to spend their wealth solely for the sake of seeking the pleasure of Allah SWT. Consumer behavior is built on two things, namely needs and benefits or uses. Consumer behavior always reflects his relationship with Allah SWT (Razali, 2020). Consumers cannot be separated from the role of faith, because faith is a benchmark that can provide perspectives according to personality and forms of behavior, lifestyle, tastes and attitudes of fellow human beings, quantity, and quality of good consumption.

From the results of interviews with consumer behavior in purchasing Aanaman Bag craft products according to the perspective of Maqosid Syariah, it is stated that each customer has certain reasons and motivations in buying handicraft products that are not far from the provisions of Maqosid Syariah in fulfilling their needs, including the following: Maqosid Syariah in protecting assets (Hifz al-maal) This can be seen from the consumers of Woven Bag Crafts who maintain the terms of sale and purchase that are appropriate and do not deviate from the provisions of Islamic law by fulfilling the conditions and pillars so that they can maintain the halalness of assets or goods.

Maqosid Syariah in protecting Offspring (Hifz al-nasal). All Muslims are taught to comply with provisions in consuming, using, and utilizing goods and services from the prohibition, because illicit

assets will hurt those who use them, such as not getting blessings, will lead to disobedience, and their prayers will not be answered. Therefore, consumers who buy woven bag handicrafts always keep the goods purchased guaranteed to be halal. so that goods will be more blessed when their offspring take advantage of Halal goods.

***Maslahah* Concept in Islamic Consumer Behavior**

Islamic consumption is primarily driven by two factors: requirements (hajat) and use or satisfaction (benefits). Rational individuals will never consume anything if they do not need it or benefit from it. Spending money to satisfy demand is consumption. In addition to norms related to intake recommendations, there are many important norms related to consumer prohibitions, such as ashraf and tabzir. To fulfill one's consumption, one must adhere to the standards set in Islamic teachings. Because consumption involves spending money to support the family and meet basic needs in this world (spending is done to fill the world but has an impact on rewards in the hereafter). Islamic eating is always supervised (Liling, 2019).

According to conventional wisdom, consuming seeks to satisfy consumer needs regardless of needs. Islam refers to consumer satisfaction as *maslahah*, and in its fulfillment, it prioritizes needs over simple desires. Islamic law aspires for humans to achieve and maintain their welfare through understanding

maslahah. Imam Asy-Syatibi uses the term "*maslahah*" which is more broadly defined as "the application of the concept of *maslahah* in consumption to achieve maximum utility" rather than the more commonly used economic definitions of utility and satisfaction (Naqiah, Itang, & Sunardi, 2019).

Maqasid Syari'ah aims to achieve *masala*. In contrast to the concept of *maslahah* which is based on normative and pro-rational considerations, utility is very subjective because it is based on the satisfaction of one's desires, while utility has criteria that determine whether or not an economic good is problematic. Because it will differ from one person to another, utility is more determined subjectively (Achmad Ridwan & Jubaedah, 2022). According to Imam Shatibi, *maslahah* is the ability of goods or services to support the elements of human needs. These elements include soul or life (Al-nafas), property (Al-mal), reason (Al-Aql), and family and offspring (An-nasal) (Hariyadi & Misidawati, 2020). of these five elements shows that Islam pays great attention to the five elements that are taught so that the satisfaction of consumption that we use is beneficial for the world and the hereafter. (Ridwan, Ulum, Muhammad, & Indragiri, 2021).

Prioritizing needs rather than wants is the goal of Islamic economic activity, and achieving goals is a religious obligation. There are several characteristics of *maslahah* including: First, *Maslahah* which is subjective in that each individual becomes a determinant

in determining a *maslahah* for himself. Second, consistent individual *maslahah* in public *maslahah*. And third, the concept of *maslahah* underlies all economic activity. Prioritizing needs over wants is the goal of Islamic economics, the main obligation in religion is to try to achieve a goal. *Maslahah* characteristics include. *Maslahah* is arbitrary in the sense that each person decides for himself whether an action qualifies as *maslahah* or not. different from the Utility idea and standard *maslahah* has been established by sharia and is obligatory for every Muslim. For example, if someone's consideration of bank interest causes problems for you and your business, but Islamic teachings have determined that bank interest is forbidden, then someone's judgment will be invalidated.

Many individual *maslahah* and individual *maslahah* will be consistent. This notion is in stark contrast to the Pareto Optimum, which refers to an ideal situation in which a person cannot increase their level of pleasure or well-being without degrading others. All community economic activities, including increased production and consumption as well as exchange and distribution, are based on the concept of *maslahah*. There are differences or comparisons in the concept of satisfying needs. Among the comparisons of the levels of syara' law, namely with *dharuriyah* which is the fundamental goal of creating world welfare and towards the hereafter. *Hajiyyah* is giving ease in life and preventing difficulties.

Tahsiniyah, namely wanting a beautiful, comfortable, and prosperous life (Razali, 2020)

The concept of craft (excessive) in spending wealth and assets was introduced in Islam in a very beautiful way. Islam issued a warning against greedy entrepreneurs (at-Takamatsu). Islam creates souls and individuals who believe, have fear, have gratitude, and have acceptance. Consumerist life is inappropriate for people who believe and fear. The only proper way of life is to live simply in the traditional sari sense (Liling, 2019). It is suggested by Islam that Muslims place a high priority on the cost of living of Muslims to meet their fundamental needs in line with the injunctions of the Sharia. There are at least three basic requirements. For humans to achieve the five objectives of the Shari'a, namely protecting the soul, mind, religion, lineage, and honor, their basic needs must be fulfilled. These needs include the need for food, water, housing, health, security, information, and marriage.

Humans need secondary demands to simplify their lives and prevent problems. Until primary needs are met, these needs cannot be satisfied. Regarding the five objectives of the shari'ah, this need still exists. c. Needs that can foster goodness and well-being in human existence are known as complementary needs. Fulfillment of this need is based on how other needs, both primary and secondary. This is also related to the five main goals of Sharia (Putri Nugraha et al., 2021).

CONCLUSION

Consumer behavior is an action that results from consuming and disposing of a product or service. Factors that influence consumer behavior in purchasing woven bag handicraft products include cultural factors, social factors, personal factors, and psychological factors. Islam has established a concept in the matter of consumption to stay awake from things that are not desirable. The concept of *maslahah* consumer behavior includes protecting the soul or life (*Al-nafas*), protecting property (*Al-mal*), protecting the mind (*Al-Aql*), and protecting family and offspring (*An-nasal*). Customers of comfortable bag crafts in Presidio Village, Grabag District, Magelang Regency apply the concept of consumer behavior that is following Maqosid Syariah, namely by protecting assets (*Hifz al-maal*) and protecting offspring (*Hifz al-nasal*).

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