



## Islamic Marketing Values and Their Impact on Sales Volume: Insights from Wahyu Jaya Store, Banda Aceh

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### ABSTRACT

The purpose of this research is to determine the Islamic marketing principles applied to increase sales volume and determine the impact of implementing Islamic marketing principles at Wahyu Jaya Store, Banda Aceh City. This research uses a qualitative method with a descriptive approach. Research data was collected by interviewing the owner, store head, employees and customers at Wahyu Jaya Store. The results of this research explain that the Wahyu Jaya Store really upholds Islamic values in marketing, such as upholding the values of justice and honesty, paying attention to moral values, paying attention to the benefits and satisfaction of consumers or customers, continuing to provide the best service to consumers, providing superior quality, carrying out alms and social good deeds, not being wasteful and saving money, transparency in transactions, and continuing to carry out new and creative innovations. Thus, implementing this principle will certainly really help the store in increasing sales volume with evidence that many customers have returned to shop at store and have become regulars. Wahyu Jaya Store not only pays attention to success in the world but pays attention to and desires success in the world and the hereafter or what is called Al-Falah.

**Keywords:** *Islamic Marketing; Principles; Sales Volume.*

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### INTRODUCTION

Business is a universal human activity. The meaning of business universality means that business is not something that is only owned by a person, nation, or one religion. Everyone, whoever and whatever their background has the right to do business. Everyone has the right to fulfil their living needs from the proceeds of doing business. Then these differences in background make the business world become busier and more complex because each person or nation has different rules or regulations which meet people from other nations who have different regulations (Asnawi, et al., 2017). Islam does not forbid trading, commerce or buying and selling. Of course, people who run a business in an Islamic way are required to use special methods and special rules for how a Muslim should try and have sincere intentions in the business sector, solely to seek sustenance to gain Allah's pleasure in this world and in the afterlife. In His blessing. To retain customers, companies must choose and know which forms of policy and technology are most appropriate to use to achieve their goals. Marketing in a company is very necessary to develop and improve the company's business.

“Fragile goods” refers to any type of item or product that is susceptible to damage or breaking when transported, stored, or used. These items are generally made from materials that are brittle or break easily, such as glass, porcelain, or ceramic materials. Some examples of glassware include plates, glasses, vases, or similar decorative items. According to Asnawi, he explained that Islamic marketing refers to aspects oriented towards worldview (*tasawwur*) and epistemology. *Tasawwur* comes from the concept of strong faith or faith and piety, while epistemology refers to the Al-Qur’an, Hadith, Ijma’ and Qiyas as core references. Currently, marketing is characterized by contemporary approaches that prioritize the importance of relationships, such as relationship marketing and social marketing. Both have a customer focus that is oriented towards delivering to customers and building customer loyalty. Of course, minimizing activities that endanger society, both in production and selling (Asnawi, et al., 2017).

Increasingly fierce competition can be triggered by increasingly advanced technology, one of which is production technology. Advances in production technology have an impact on the difficulty of differentiating between the products of one company and those of other companies. For this reason, things that need to be considered are product policy, price, promotion and distribution. Thus, of course marketing is a function of success and achieving the expected goals so that the company can survive (Fandy, 2015).

A company's marketing initiatives aim to accomplish several short- and long-term objectives. Gaining the hearts of customers is typically the goal in the short term, particularly for recently introduced products. Long-term maintenance of the current items is the reason for this, in the meantime. In general, one must first establish the idea of marketing strategy to comprehend the marketing notion. A business must acknowledge that acquiring clients is a difficult task that requires genuine effort, such as diligent work and the application of effective strategies. A company's ability to successfully reach customers depends in large part on its strategy. Customers now have a wide range of options when it comes to product, brand, cost, and source. Customers will weigh offers that offer the most value and benefits in starting and growing a business to make it profitable and reliable before deciding which ones to accept, rather than focusing only on a select few high-quality goods or services. Good service is a key component that affects customers' happiness with a company's goods or services. "Competition nowadays mostly occurs at the product augmentation level" (Kotler & Armstrong, 2008).

In the research I conducted, the products produced and offered by Wahyu Jaya Store are glassware products in the form of household equipment, which includes four types of products, namely products made of iron, products made of aluminum, products made of glass, and products made of plastic. My intention is to research the Wahyu Jaya Store, which is engaged in the sale of glassware products, in addition to the sales target which is not achieved every year, and I want to know what factors are the most dominant and can provide changes to the sales of this trading business so that it can achieve the expected target from the sales of these products. So, it can be concluded that the problem that occurred at the Wahyu Jaya Store was the failure to achieve the sales targets set by the Wahyu Jaya City Store.

## LITERATURE REVIEW

### *Marketing*

Marketing is the social process by which people and organizations create, develop, and freely exchange valuable goods and services with one another to fulfill their needs and desires. Stanton defines marketing, on the other hand, as a comprehensive system of commercial operations meant to plan, determine pricing, promote, and distribute goods and services that meet the demands of both current and potential customers. It is clear from the definition above that marketing focuses on finding ways to meet customer demands and wants to generate anticipated profits through trade or transaction procedures (Assauri, 2004).

Marketing is defined as an endeavor to offer and supply goods and services to consumers at the appropriate cost together with effective communication. According to this perspective, marketing is a human activity that aims to satisfy needs and aspirations by means of an exchange process (Assauri, 2004). One of the primary tasks that businesses perform to remain viable, grow, and make money from the sale of products and services designed to satisfy customer needs is marketing. The process of marketing is impacted by several social, cultural, political, economic, and managerial variables (Mubarok, 2017).

A company's overall organizational concept, or strategy, guides all its actions with the goal of operating profitably, competing, and generating returns for its investors (Carver, 2010). On the other hand, Assauri defines marketing strategy as a set of objectives and goals, guidelines and regulations that periodically provide guidance to a business's marketing initiatives at every level, references, and allocations, particularly as a business's reaction to the constantly shifting business environment and competitive conditions (Assauri, 2013). In the meantime, Tjiptono Fandy defines marketing strategy as an all-encompassing system of commercial operations that includes organizing, setting prices, advertising, and distributing products and services that meet and fulfill the needs of customers. According to the viewpoint, marketing strategy offers guidance for market segmentation, target market identification, positioning, and marketing mix (Carver, 2010).

The four components of the marketing mix are product, price, promotion, and place. However, to promote services, a marketing mix must include three more components—people, facilities, and processes—making it a seven-point pyramid (Ma'ruf, 2012). To accomplish organizational objectives, these seven interconnected elements can be blended based on the external and internal environment. (Assauri, 2013). The sharia marketing concept emphasizes the need to implement professional management, meaning that by carrying out these activities, all products or services produced can have their own positioning. Competitors are not an obstacle that must be feared or antagonized. Competitors can be used as a source of motivation to improve marketing performance. Competitors can encourage companies, in this case marketers, to work more creatively in marketing products in the form of goods and services.

This is what sets apart business marketing that follows sharia principles from conventional company marketing. The latter provides stakeholders and customers with worldly satisfaction, but it also leads to spiritual satisfaction since it is intended to please Allah SWT. This indicates that the goal of applying ethical principles or being founded on Islamic values as an entity to provide worldly and spiritual fulfillment for the company's stakeholders is the goal of business marketing employing sharia principles.

Marketing is a procedure that can lead businesses or organizations to significant market opportunities to boost sales and reap the desired benefits. Another crucial instrument for businesses to use to prevail in the competition is their marketing plan. Despite the common misconception that rivals are just a threat, competition really serves as a catalyst for businesses to improve their performance and creativity as well as to develop successful new ideas that will make them globally renowned (Prawirosentono, 2004). There are several short- and long-term objectives to be met when doing marketing operations. Typically, the short-term goal is to draw customers, particularly for recently introduced products, and the long-term goal is to keep the current products on the market (Kasmir, 2003). The business must be able to grab customers' attention with its offerings to accomplish this goal. Promotion is one way to accomplish this. Participating in exhibitions and using media like magazines, newspapers, TV, radio, and the internet are two ways to promote.

Allah Swt revealed the Al-Qur'an verse about marketing contained in the Al-Quran surah An-Nisa verse 29, namely:

يَا أَيُّهَا الَّذِينَ ءَامَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِّنْكُمْ وَلَا تَقْتُلُوا أَنْفُسَكُمْ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا  
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It means: "O you who have believed, do not consume one another's wealth unjustly but only [in lawful] business by mutual consent. And do not kill yourselves [or one another]. Indeed, Allah is to you ever Merciful". (QS. An-Nisa [4]: 29).

Islam recommends marketing as a type of *muamalah*, provided that all transaction processes are shielded from items that are forbidden by sharia law. Sharia marketing is a strategic business discipline that guides the creation, provision, and modification of value from an initiator to its stakeholders. The entire process adheres to Islamic contracts and business principles known as *muamalah* (Kertajaya & Sula, 2008). There are 2 main objectives of sharia marketing.

Marketing Sharia is an activity of marketing goods or services that have sharia elements in them. Companies whose management is based on Islamic sharia are required to be able to work and behave professionally in the business world. Apart from that, the level of public understanding of the differentiation offered by sharia-based companies is still low, so a comprehensive marketing program is needed, one of which is regarding the value proposition of sharia products which is expected to be well received by consumers.

Sharia marketing is a wrong understanding of the role of marketing requires an understanding of the importance of ethical values and morality. Islamic Sharia as a complete and comprehensive sharia includes these values, so it is hoped that it will support the role of marketing in maintaining the integrity, identity and image of the company. Apart from that, by implementing sharia marketing, a company will not necessarily run its business solely for personal gain, because marketers will also try to create and offer and even change values to its main stakeholders.

### **Marketing in Islam**

Sharia marketing is a commercial plan that needs to encompass all operations within an organization, such as creating, providing, trading, or connecting with people who adhere to Islamic principles. Sharia marketing is a type of spiritual marketing in which rivals are seen as equal partners rather than as opponents who can spur business innovation and creativity. Since competition will help the industry grow, it is a good thing. The goal of spiritual marketing is to find an equitable and open solution that

benefits all parties (Alma & Priansa, 2014). According to the Islamic perspective, marketing plays a significant role in fostering company success. According to M. Syakir Sula, marketing is defined as a strategic business discipline that guides the process of developing, providing, and altering values from one initiator to its stakeholders. This entire process adheres to the Islamic agreement and principles of *muamalah*. This indicates that if there are no transactions that go against Shari'a, Islam permits all types of *muamalah*. As Allah tells us, we should never engage in unfair business practices, even while creating, giving, or modifying value in marketing (Sula, et al., 2007).

In the meantime, one of the economic processes that contributes to the creation of economic value is marketing. The pricing of commodities and services are determined by their economic value. The three key components that contribute to this value are consumption, marketing, and production. The connection between manufacturing and consumption activities is known as marketing (Asnawi, et al., 2017). Sharia has an impact on marketing, which means that businesses that follow the law must operate and conduct themselves properly in the marketplace since this build's customer trust. Sharia's role in marketing refers to an appreciation of the significance of moral and ethical values in marketing. It is hoped that companies will not run their operations solely for personal gain, but rather will endeavor to create, offer, and even alter values to their stakeholders to maintain a steady pace of business and eventually become sustainable.

The process of producing, offering, and transferring value from the initiator to its stakeholders is guided by the strategic business discipline known as sharia marketing. This entire process adheres to the Islamic agreement and principles of *muamalah*. This implies that every step of the sharia marketing process – including value modification, production, and offering – must not be at odds with Islamic law. According to sharia, the trade and marketing industries provide for basic needs and are therefore acceptable if they are carried out properly, staying clear of aspects of deception. The letter QS. An-Nisa [4]: 29 demonstrates that all economic operations can be carried out with appropriate trading or marketing efforts, which are very different from components of deception (Kemenag, 2014).

### **Sharia Marketing Mix**

According to Bygrave in his book *The Portable MBA in Entrepreneurship* which has been translated into seventeen languages, marketing strategy is a collection of guidelines and policies that are used effectively to match marketing programs (product, price, promotion and distribution) with target market opportunities to achieve business targets. In simpler language, a marketing strategy basically shows how marketing goals can be achieved (Yusanto & Widjajakusuma, 2008). The level that combines the important elements of marketing goods or services, such as product excellence, pricing, packaging, product, advertising, inventory, distribution and marketing budget, to market a product or service is a clear picture of the marketing mix. At this level there are details regarding product, price, place and promotion, or what is more commonly known as the 4Ps in marketing. The use of the marketing mix concept is considered a necessity. Because of this, it is not uncommon for people to view marketing as just a marketing mix. Assuming that marketing is only limited to the marketing mix (Gunaram & Sudibyo, 2008).

Marketing is the process of planning and executing ideas, setting prices, promoting, and distributing ideas, goods and services to create exchanges that meet individual and organizational goals. The implication of this principle is that the

marketing aura in Islam consists of a conventional marketing mix consisting of 7Ps (product, price, promotion, place, people, physical evidence, process) which is then added with promises and patience.

### *Islamic Marketing Concept*

Islamic economics is a branch of science that studies methods for understanding and solving economic problems based on Islamic religious teachings. Islamic economics studies individual behavior guided by Islamic teachings, starting from determining life goals, how to view and analyze economic problems, conventional economics places more emphasis on the analysis of economic problems and alternative solutions. In other words, Islamic economics is different from conventional economics not only in the aspect of how to solve problems, but also in the aspect of how to view and analyze economic problems. Islamic economics covers conscious human economic behavior and strives to achieve *mashlahah* or *falah*, which is called *homoislamicus* (P3EI Universitas Islam Indonesia Yogyakarta, 2008).

The study of marketing is also part of the discussion of Islamic economics. Herman Kertajaya and Muhammad Syakir Sula define marketing from an Islamic economic perspective or can be called *sharia marketing* as a strategic business discipline that directs the process of creating, offering and changing values from one initiator to its stakeholders, which in the entire process is in accordance with the contract and *muamalah* (business) principles in Islam (P3EI Universitas Islam Indonesia Yogyakarta, 2008). Business and marketing practices shift and undergo transformation from the intellectual (rational) level to the emotional and finally to the spiritual. In the end, consumers will consider the suitability of products and services to the spiritual values they believe in. The evolution of the marketing concept is very applicable, marketing evolves as an industry becomes more advanced (Tamaudin, 2014).

Hermawan Kartajaya and Muhammad Syakir Sula said that there are 4 (four) characteristics of *sharia marketing* (Tamaudin, 2014), namely:

- a) Belief in God (*rabbaniyah*). One of the characteristics of *sharia marketing* is its religious nature. The soul of a *sharia marketer* believes that the divine laws of *sharia* are the fairest laws, so they will comply with them in every marketing activity carried out. In every step of the activity carried out, it must always adhere to Islamic law. A *sharia marketer*, even though he cannot see Allah, he will always feel that Allah is always watching him. Because of *sharia*, marketers will always feel that every action they take will be judged, as Allah says in QS. Al-Zalzalah [99] verses 7-8, meaning: "(7) So whoever does an atom's weight of good will see it, (8) And whoever does an atom's weight of evil will see it".
- b) Ethical (*akhlaqiyyah*). Another feature of *sharia marketers* is that they prioritize moral issues in all aspects of their activities. *Sharia marketing* is a marketing concept that prioritizes moral and ethical values regardless of religion, because this is universal.
- c) Realistic (*al-waqi'iyah*). *Sharia marketing* is not an exclusive, fanatical, anti-modernity and rigid concept, but a flexible marketing concept. *Sharia marketing* does not mean that marketers must dress in Arab style and forbid ties. However, *sharia marketers* must still appear clean, neat and modest whatever model or style of clothing they wear.
- d) Humanistic (*insaniyyah*). Another feature is its universal humanistic nature. The humanistic understanding is that *sharia* was created for humans so that their status

can be raised, their human nature is protected and maintained, and their animal characteristics can be restrained by sharia guidelines. Islamic sharia is a humanistic sharia, created for humans according to their capacities without regard to race, skin color, nationality and status, so that sharia marketing is universal.

## METHODS

This type of research uses a qualitative descriptive method. Qualitative methodology is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior (Sugiyono, 2013). To collect the data and information provided in this writing, the author obtained data originating from documents and verbal statements from store owners and employees of Wahyu Jaya Store, Banda Aceh City. Umar defines descriptive as describing the nature of something that was taking place when the research was carried out and examining the causes of a particular symptom. With the nature of this research, researchers can examine problems objectively from the object under study with the necessary data. The nature of the research is intended to describe sharia marketing principles applied at Wahyu Jaya Store (Umar, 2013).

In the data collection process in this research, the author used library research and field research methods. Sunyoto said field research is a method carried out by researchers by directly observing the activities carried out by the company. Field research aims to collect primary data directly from sources, to obtain this data using the interview method (Sunyoto, 2013). Data collection using the field research method was carried out by the author, namely collecting primary data by conducting research interviewing the owner of Wahyu Jaya Store, Store Head, and customers at the Wahyu Jaya Store related to the problem being studied.

## RESULT AND DISCUSSION

### *Wahyu Jaya Store Marketing Principles in Increasing Sales Volume*

The results of the researcher's observations show that Wahyu Jaya Store applies sharia principles in marketing. The sharia marketing principles implemented by the Wahyu Jaya Store are the same marketing principles as the marketing principles that the Prophet taught to Muslims, namely shiddiq, amanah, tabligh and fathanah. The Wahyu Jaya Store really upholds Islamic values in marketing, such as upholding the values of justice and honesty, paying attention to moral values, paying attention to the benefits and satisfaction of consumers or customers, continuing to provide the best service to consumers, providing superior quality, implementing alms and social goodness, not being wasteful and saving money, transparency in transactions, and continuing to carry out new and creative innovations.

The values of justice and honesty are very important in marketing, so that dishonest practices do not occur and even harm consumers by providing clear and honest information about the products being offered. Moral values must also be considered, such as products or services that are in line with Islamic moral and ethical values. Products that violate religious norms or have the potential to harm people's welfare must be avoided. Paying attention to consumer benefits and satisfaction is also very important in marketing, it must focus on providing real benefits to consumers. And you must also ensure the product or service meets consumer needs and expectations to

create long-term satisfaction. The best service is very important in marketing to consumers, by providing good and responsive customer service. And treating consumers politely and kindly and responding promptly to their questions and input is a very important point in marketing to consumers.

Other marketing principles such as providing superior quality to consumers are also important in marketing, prioritizing product or service quality is an important principle in Islamic marketing, good quality products will gain consumer support and trust. Doing alms and carrying out social good deeds is also a marketing principle in Islam, always think about the positive impact that can be generated from a business by giving alms, you can set aside a portion of your income for alms or social good activities that are beneficial to society, in this way you can also provide a positive impact on business. Transparency in transactions is important in marketing, business transactions must be carried out transparently and clearly. All necessary information must be included in the transaction process so that consumers or customers can make wise decisions in transactions. As businesspeople you must also be innovative and creative in marketing. Islam also encourages innovation and creativity in business, by looking for new ways to meet consumer needs while still adhering to Islamic principles.

#### *The Impact of Implementing the Sharia Marketing Mix in Efforts to Increase Sales at Wahyu Jaya Stores*

In the interview process, researchers received information that the implementation of sharia marketing had a positive impact in increasing sales of the Wahyu Jaya Store. Sharia marketing principles provide many benefits that can be felt by Wahyu Jaya Store and customers who shop at Wahyu Jaya Store. The application of sharia principles has a very good effect on the store, because applying sharia marketing principles can increase customer trust in the store. If customers already trust the store, then the customer will become a store regular.

Marketing with sharia principles has a positive impact on efforts to increase sales volume for the Wahyu Jaya Store, because by implementing sharia principles it certainly increases the level of customer trust in the store, so of course because the level of customer trust in the store will increase the sales volume in the store. The level of customer trust in the store is increased by the role of the store and its employees, by providing good and correct service and marketing as taught in the Islamic religion. The positive impact for stores in implementing sharia principles in marketing such as higher consumer trust, the principles of honesty, justice and integrity in Islamic marketing can help build stronger trust between store and customers. Customers will feel more comfortable and confident in transacting with companies that implement these values. Consumer satisfaction will also increase, focusing on providing superior benefits and quality to customers will also result in higher satisfaction. Satisfied consumers tend to return to buying and recommend the store's products or services to others.

Customer loyalty will also increase with the application of Islamic marketing principles which prioritize ethics and moral values which can help create emotional bonds between consumers and stores. This has the potential to result in stronger and more sustainable consumer loyalty. The reputation of the store will also be positive. Islamic marketing principles that uphold quality, fairness and benefits will help build a positive reputation for the store. A store with a good reputation will be more attractive to consumers and has the potential to attract more new customers.

The Wahyu Jaya Store really upholds Islamic values in marketing, such as upholding the values of justice and honesty, paying attention to moral values, paying



attention to the benefits and satisfaction of consumers or customers, continuing to provide the best service to consumers, providing superior quality, implementing alms and social goodness, not being wasteful and saving money, transparency in transactions, and continuing to carry out new and creative innovations.

The values of justice and honesty are very important in marketing, and moral values must also be considered, such as products or services that are in line with Islamic moral and ethical values. Paying attention to consumer benefits and satisfaction is also very important in marketing, then the best service is very important in marketing to consumers, by providing good and responsive customer service. Furthermore, providing superior quality to consumers is also an important thing in marketing, and not forgetting giving alms and carrying out social good deeds is a marketing principle in Islam, always thinking about the positive impact that can be generated from business by giving alms. Transparency in transactions is important in marketing, business transactions must be carried out transparently and clearly. Furthermore, businesspeople must also be innovative and creative in marketing, Islam also encourages innovation and creativity in business, by looking for new ways to meet consumer needs while still adhering to Islamic principles.

The Wahyu Jaya Store in marketing not only applies sharia marketing principles but also applies modern principles that do not deviate from the teachings of the Islamic religion. Applying these principles will certainly really help Wahyu Jaya Store in increasing sales volume with evidence that many customers have returned to shop at Wahyu Jaya Store and have become regulars. Wahyu Jaya Store not only pays attention to success in the world but pays attention to and desires success in the world and the hereafter or what is called *Al-Falah*. Marketing with sharia principles has a positive impact on efforts to increase sales volume for the Wahyu Jaya Store, because by implementing sharia principles it certainly increases the level of customer trust in the store, so of course because the level of customer trust in the store will increase the sales volume in the store. The level of customer trust in the store is increased by the role of the store and its employees, by providing good and correct service and marketing as taught in the Islamic religion.

The positive impact for stores in implementing sharia principles in marketing such as higher consumer trust, the principles of honesty, justice and integrity in Islamic marketing can help build stronger trust between store and customers. Customers will feel more comfortable and confident in transacting with companies that implement these values. Consumer satisfaction will also increase, focusing on providing superior benefits and quality to customers will also result in higher satisfaction. Satisfied consumers tend to return to buying and recommend the store's products or services to others.

## CONCLUSION

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