

Digital Marketing Strategy, Muslim Consumer Loyalty, and Managerial Decisions on Company Profitability at Batik Jlantir

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Abstract

The company considers many factors and decides digital marketing strategies and non-digital marketing strategies to achieve maximum profit. In addition, the company maintains a good relationship with its environment and offers a good service to its customers. The manager's role also determines the company and its short-term or long-term profit goals. Therefore, this study aims to examine Batik Jlantir's digital marketing strategy, Muslim customer loyalty, and management decisions that affect the company's profitability. This research method uses a quantitative approach to various causal relationships. The population of this research is all stakeholders of Batik Jlantir company and the research sample is 96 people. This study shows that there is a positive and significant relationship between Batik Jlantir's digital marketing strategy, Muslim customer loyalty, and management decisions on company productivity. The study shows the implications for the stakeholders of Batik Jlantir to adopt appropriate policies to maintain good customer service, improve digital marketing and achieve company profitability.

Keywords: Profitability, Digital Marketing, Batik Jlantir

Introduction

The profitability of a company is a very important indicator of financial health. An effective marketing strategy can be a key driver of a company's financial success. In this context, companies need to know and understand market potential and customer needs. By implementing the right marketing strategy, a business can expand its market, increase sales, and ultimately increase profits. Customer loyalty is essential to maintain and increase profitability. Increasing customer loyalty can be done by developing a strong relationship between a company and its customers. In particular, companies should focus on their values and needs when dealing with Muslim consumers. A deeper understanding of the needs and beliefs of Islamic consumers can help businesses build trust, which can increase loyalty and support long-term profits.

Management decisions have a significant impact on profitability. Business managers must be wise when making decisions to optimize resources and minimize risks. Wise strategic decisions regarding manufacturing, supply chain management, and operational efficiency will positively impact a company's bottom line. Therefore, an integrated marketing strategy with a good understanding of Muslim consumer loyalty and smart management decisions can work together to achieve sustainable results.

Businesses must develop smart and effective marketing strategies to achieve competitive advantage. A good marketing strategy not only focuses on increasing sales, but also focuses on factors such as market segmentation, appropriate pricing, effective promotion, and optimal product distribution. By understanding market trends and consumer behavior, companies can design marketing strategies that allow them to enter the market with more focus and deliver sustainable results. In addition, marketing strategies that focus on profitability include technology and data analysis. Using advances in information technology, companies can collect and analyze customer data to understand market needs, trends, and preferences. By better understanding its customers, the company can design more effective marketing campaigns, target the right customers, and optimize resource allocation for maximum results. Therefore, a marketing strategy that focuses on profitability is not just about selling products, but also about building long-term relationships with customers and creating added value for the company.

In the Islamic context, consumers are often more interested in products and services that comply with sharia principles, such as halal and religious practices. Customer loyalty based on these factors will have a positive impact on company profitability. This is because consumers choose brands or companies that meet ethical standards and uphold religion. Companies that understand and embrace religious values in their marketing and management strategies will play an important role in building Muslim consumer loyalty. In this case, understanding customer needs and wants does not create a short-term relationship, but rather the foundation of long-term business life. Therefore, it can be concluded that understanding and addressing religious values when building relationships with Muslim customers is beneficial to business growth and profitability.

Issues related to the financial performance of an organization. First, internal aspects of the company such as management efficiency, marketing strategy and cost management have a significant influence on profitability. Managerial decisions about optimizing operating procedures, selecting the right market, and controlling production costs can increase profits. In addition, external factors also play an important role. Changes in economic conditions, government regulations and industry competition can affect the Company's profitability. Managers must respond to market forces through adaptive and strategic policies. Decisions to invest in research and development, market expansion or business restructuring can be key to achieving and maintaining the company's profitability in the face of external challenges. Therefore, an in-depth understanding of the company's internal and external environment is key to making product-related management decisions.

This also applies to the Batik Jlantir company which uses Islamic values in its business activities. Batik Jlantir's marketing strategy is very effective in increasing business profits and in the end, there will be customer loyalty, especially Muslims. This also affects the manager's decision to increase company revenue. Based on the above arguments, researchers are very interested in finding out the causal relationship between company profitability with marketing strategies, Muslim consumer loyalty and managerial decisions. Therefore, the researcher conducted a study with the title "Digital Marketing Strategy, Muslim Consumer Loyalty and Managerial Decisions on Company Profitability At Batik Jlantir".

Literature Review

Company Profitability

Profitability is a company's ability to generate revenue over a period of time and is a measure of the company's overall operating efficiency (Muhammad & Hakim, 2021). The goal of a company is to increase the value of the company or the wealth of the shareholders.

Maximizing corporate value is considered a legitimate corporate goal because it maximizes the present value of all benefits that shareholders will receive in the future. Corporate value is reflected in fixed stock prices, which increase over time, and the higher the stock price, the higher the corporate value (Prasetyorini, 2013).

The corporate value reflected in the stock price is influenced by various factors such as the stock market index, interest rates, and the fundamental nature of the company. Basic rules are rules that apply to the company's internal rules. The fundamental issues are closely related to the company's situation, which is reflected in the company's financial position and financial performance. For a company to perform basic analysis, it is necessary to have basic company data derived from the company and its financial information, such as sales, distribution, and company profits (Suwardika & Mustanda, 2017).

Digital Marketing Strategy

Digital technologies have changed the way people talk, communicate, act and make decisions. Digital marketing can be defined as marketing activities involving the brand using various online media. Your digital marketing strategy should be aligned with your organization's strategy. In the midst of these advances in digital technology, organizations are sometimes tempted to not listen or see the needs of the market. Often, as today's technology evolves, business organizations are tempted to demonstrate technical sophistication without listening to the market. Organizations can learn to listen by offering customers and communities opportunities to speak up on websites, blogs, or even social networks like Facebook or Twitter. Before deciding to use a blog, businesses consider the following requirements: (1) Information that business owners can easily use to write articles that support and provide product information or product guidance to consumers; (3) The media should also be able to show images that allow exposure or endorsement of the product. (4) The media used must be easy to paste the text contained in the information in PDF or document format. xls, ppt and other formats (Wardhana, 2015).

Digital marketing is a process that promotes and develops online markets through various methods such as social media. Virtual worlds can connect not only people and devices, but also people and other people around the world. Digital marketing is interactive and integrated marketing that facilitates interaction between manufacturers, market intermediaries and potential customers. Digital marketing makes it easy for businesses to monitor and satisfy all the wants and needs of their customers. On the other hand, potential customers simply search the Internet to find and obtain the product information they need. Searching is made easy without leaving your home. Digital marketing can reach everyone without geographic and time limitations, even during the COVID-19 pandemic. You can meet people's needs without having to worry about interacting directly with other people (Hadi & Zakiah, 2021).

Muslim Consumer Loyalty

Consumer loyalty is a deep bond to repurchase or protect a product or company that is liked continuously in the future so that it causes purchasing behavior on the same product or company continuously. Customer loyalty is the urge to make a repeated purchase behavior. Furthermore, there are six indicators that can be used to measure consumer loyalty: repeat purchases, habit of using the product, liking the product, continuing to choose the product, believing that the product is the best and recommending the product. Consumers are both individuals and groups who enjoy, utilize, receive and experience a good or service. Meanwhile, Muslim consumers are consumers who have the provision of Islamic sharia in

their actions to consume a good or service. In its application, Muslim consumers can apply the principle of halalness of a product, the benefits of the product and the use of a product so as not to deviate from Islamic teachings, namely by applying so that the goods owned can benefit others. As Muslims, we are obliged to eat halal food. Knowledge about halal food and beverages is very important for Muslims. Halal or not is a very basic food safety for Muslims (Firli & Stiawan, 2021).

Customer loyalty to a product is influenced by many factors. They include product quality, price, design, promotion, brand message, etc. If the product quality is high, customers will be loyal to the product. In other words, the product can provide customer satisfaction. Other factors that influence customer loyalty are price and brand image. Products with stable prices and a good brand image are easy to attract customers' attention and create second purchases, creating loyal customers. Indonesia, the country with the largest Muslim population, has an obligation to provide Halal certified products. Consumers have the right to receive clear information about the products they consume. Islam teaches that Muslims eat fruits called halalan thaiyiban. This product does not contain pork, perishables, blood or alcohol and is not harmful to health (Izzah, 2019).

Managerial Decision

Managerial decisions are a broad and complex area of research. Several studies have focused on the managerial decision-making process, exploring the factors that influence managers in choosing the most appropriate strategies and actions to achieve organizational goals. Managerial decision theories such as the rational model, political model, and incremental decision model have been the focus of attention in understanding the dynamics behind decision-making in the world of management.

In addition, it also highlights the impact of information technology and big data on modern managerial decisions. Innovations in technology have provided faster access to relevant information, changing the way managers collect and analyze data to support their decisions. There is an emphasis on the importance of data literacy and managers' adaptability to an increasingly dynamic environment. Through this literature, recent trends and developments in managerial decision studies can be identified that help guide practitioners and researchers towards the development of more sophisticated concepts and methods (Dwi Wahyuni et al., 2023).

Research Method

The research method used in this study is a quantitative approach that uses numbers and statistics. This study uses a type of causal relationship study, a study designed to examine the possibility of causal relationships between variables (Gudono, 2006).

According to Sugiyono (2017: 215), population is a general area made up of objects or subjects with specific characteristics and features that researchers use to study and make decisions. In addition to people, objects and other natural objects are also part of the population. This study will use the population to find out whether leadership style, employee commitment and communication are effective in the profitability of Buaran local government enterprises. In addition, respondents are asked to complete a questionnaire. Likert scale from 1 to 5, used as a test to show the relationships between the variables. According to Sugiyono (2017) the sample is part of the population and the data source used in the research and the population has many characteristics. However, the total population of Buaran local government is not known, so the researcher used the Lemeshow method to determine the

sample size. To select the sample in this study, the author uses the non-probability sampling method. According to Riadi (2016) snowball sampling method, which is the collection of respondents by rooting.

This research uses validity testing, reliability testing, classical hypothesis testing, hypothesis testing, and data quality testing.

Result and Discussion

Validity Test Results

Validation tests are conducted to validate the questions posed for the study. This test evaluates the quality of this research in terms of the validity of the theory and other measures of the same subject. To start this experiment, the questionnaire will be distributed to 96 respondents who have worked and are currently working in Buaran local government. The degrees of freedom for this test with 96 respondents is 94, and at a significance level of 5%, the value is 0.2006, as shown in Table 1. The table shows the test results for each variable.

Table 1. Validity Test Result

| Variable | Item | r count | r table | Description |
|----------------------------|-------|---------|---------|-------------|
| Digital Marketing Strategy | Q1.1 | 0.750 | 0.2006 | Valid |
| | Q1.2 | 0.642 | 0.2006 | Valid |
| | Q1.3 | 0.713 | 0.2006 | Valid |
| | Q1.4 | 0.702 | 0.2006 | Valid |
| | Q1.5 | 0.725 | 0.2006 | Valid |
| | Q1.6 | 0.736 | 0.2006 | Valid |
| | Q1.7 | 0.738 | 0.2006 | Valid |
| | Q1.8 | 0.726 | 0.2006 | Valid |
| Muslim Consumer Loyalty | Q2.1 | 0.646 | 0.2006 | Valid |
| | Q2.2 | 0.576 | 0.2006 | Valid |
| | Q2.3 | 0.677 | 0.2006 | Valid |
| | Q2.4 | 0.633 | 0.2006 | Valid |
| | Q2.5 | 0.662 | 0.2006 | Valid |
| | Q2.6 | 0.836 | 0.2006 | Valid |
| | Q2.7 | 0.755 | 0.2006 | Valid |
| | Q2.8 | 0.814 | 0.2006 | Valid |
| | Q2.9 | 0.799 | 0.2006 | Valid |
| | Q2.10 | 0.768 | 0.2006 | Valid |
| | Q2.11 | 0.809 | 0.2006 | Valid |
| | Q2.12 | 0.640 | 0.2006 | Valid |
| | Q2.13 | 0.657 | 0.2006 | Valid |
| Managerial Decision | Q3.1 | 0.775 | 0.2006 | Valid |
| | Q3.2 | 0.578 | 0.2006 | Valid |
| | Q3.3 | 0.785 | 0.2006 | Valid |
| | Q3.4 | 0.870 | 0.2006 | Valid |

| | | | | |
|-----------------------|------|-------|--------|-------|
| Company Profitability | Q3.5 | 0.820 | 0.2006 | Valid |
| | Q3.6 | 0.826 | 0.2006 | Valid |
| | Q4.1 | 0.656 | 0.2006 | Valid |
| | Q4.2 | 0.808 | 0.2006 | Valid |
| | Q4.3 | 0.821 | 0.2006 | Valid |
| | Q4.4 | 0.794 | 0.2006 | Valid |
| | Q4.5 | 0.825 | 0.2006 | Valid |

Reliability Test Results

The main purpose of a reliability test is to determine how similar the measurement results are when an independent variable is measured more than once.

Table 2. Reliability Test

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .858 | 4 |

If you look at the Cronbach's Alpha results, you will see that the value is 0.858. Cronbahand's alpha value and gt; Threshold = 0.60. The table shows 0.858 andgt; With 0.60, it is concluded that variable x (digital marketing strategy, Muslim consumer loyalty, management decision) and variable y (company profitability) are reliable.

Classical Assumption Test Results

Normality Test Results

Test to determine whether the data for the variable follows a normal distribution. The goal is to select appropriate statistical methods to explore the relationships between variables. Data were tested for significance using the Kolmogorov-Smirnov test statistic. SPSS Statistics 25 was used for the test and a significance level of 0.05 was selected. You can assume your data is normally distributed if the p-value is greater than 0.05.

Table 3. One-Sample Kolmogorov-Smirnov Test

| | Unstandardize d Predicted Value |
|----------------------------------|---------------------------------------|
| N | 96 |
| Normal Parameters ^{a,b} | |
| Mean | 17.8229167 |
| Std. Deviation | 2.90935393 |
| Most Extreme Differences | |
| Absolute | .070 |
| Positive | .032 |
| Negative | -.070 |
| Test Statistic | .070 |
| Asymp. Sig. (2-tailed) | .200 ^{c,d} |

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Based on the sig test results. Kolmogorov-Smirnov test, it can be seen that the value is 0.200. Data can be said to be normal if the sig value. Kolmogorov-Smirnov > sig value. = 0.05. The table shows that $0.200 > 0.05$, it is concluded that the data is normally distributed.

Multicollinearity Test

Multicollinearity tests use propensity values and variance inflation factors (VIF). The threshold value used to test for the presence of multicollinearity is using a VIF value of less than 10. (Hamid, R. S., Bachri, S., Salju, & Ikbal, 2020). In this way, the data obtained from the map check can be confirmed:

Table 4. Multicollinearity Test Result

| Model | Unstandardized Coefficients | | Standardized Coefficients | | Collinearity Statistics | | |
|--------------|-----------------------------|------------|---------------------------|-------|-------------------------|-----------|-------|
| | B | Std. Error | Beta | t | Sig. | Tolerance | VIF |
| 1 (Constant) | 2.892 | 1.398 | | 2.068 | .041 | | |
| X1 | .128 | .069 | | .200 | 1.860 .066 | .400 | 2.500 |
| X2 | .124 | .044 | | .304 | 2.805 .006 | .394 | 2.539 |
| X3 | .261 | .078 | | .340 | 3.336 .001 | .446 | 2.242 |

a. Dependent Variable: Y

From the table presented, we obtain the VIF values of each external variable (X), that is, the variables of digital marketing strategy, Muslim customer loyalty, and management decisions. These three external variables have VIF values less than 10, so looking at the VIF values, it can be concluded that the results of the analysis are not affected by the indicators of multicollinearity.

Heteroscedasticity Test

One purpose of heteroscedasticity is to determine whether the residuals of one phenomenon do not have the same variation as the residuals of another phenomenon. There is no heteroscedasticity without similarity. Heteroscedasticity is not present in a good regression model. This is because if the heteroscedasticity assumption is not met, the regression model can be considered bad. The Glejser test is considered valid if the probability number is more than 5% or 0.05 (Sartika & Akhmad, 2023). The test results are shown in Table 5.

In the table shown, point out. Obtain the values of each external variable (X), i.e. digital marketing strategy, Muslim customer loyalty and management decision variables. These three different variables were given signatures. Since its value is 0.05 or higher, it can be determined

as an analytical result by looking at the sig. The values do not affect the heteroscedasticity index.

Table 5. Heteroscedasticity Test Result

| Model | | Unstandardized Coefficients | | Standardized Coefficients | |
|-------|------------|-----------------------------|------------|---------------------------|------------|
| | | B | Std. Error | Beta | t |
| 1 | (Constant) | .590 | .642 | | .919 .360 |
| | X1 | -.020 | .032 | -.106 | -.647 .519 |
| | X2 | -.010 | .020 | -.080 | -.484 .630 |
| | X3 | .025 | .036 | .109 | .706 .482 |

a. Dependent Variable: LN

Multiple Linear Regression

In this research, the analysis used to analyze the effect of two or more exogenous variables (X) on one endogenous variable (Y) and is usually expressed in a model equation:

$$Y = 2.892 + 0.128*X1 + 0.124*X2 + 0.261*X3 + e$$

Description :

Y = Company Profitability

X1 = Digital Marketing Strategy

X2 = Muslim Consumer Loyalty

X3 = Managerial Decision

e = Standar Error

From the known model equation, it can explain the effect of exogenous variables on endogenous variables as follows:

- The constant regression coefficient is known to be 2.892, which means that if the exogenous variables including Digital Marketing Strategy, Muslim Consumer Loyalty, and Managerial Decisions are considered fixed, the Company's Profitability rate is appropriate.
- It is known that the regression coefficient of the digital marketing strategy index has a positive value of 0.128, which means that if the digital marketing strategy increases in the absence of other variables, it indicates that the value of the digital marketing strategy will improve more. The coefficient is good. This means that there is a positive correlation between digital marketing strategy variables and company profitability.
- The regression coefficient of Islamic consumer loyalty index is known to have a positive value of 0.124, which means that if Islamic consumer loyalty increases in the absence of other variables, it is predicted to improve Muslim consumer loyalty. The coefficient is good. This means that there is a good balance between the reliability of Muslim customers and the profitability of the company.

- d. The regression coefficient of the management decision index is known to have a positive value of 0.261, which means that if the manager's decisions increase in the absence of other variables, it indicates that the management decision rate is better. The coefficient is good. This means that there is a positive effect between management decision variables and company profitability.

Results of the t-test

The effect of an exogenous variable on an endpoint variable can be determined by individually (partially) testing its significance (Kusuma, 2019). The result data using SPSS 25 can be seen as follows:

Table 6. Result of T-Test

| Model | Unstandardized Coefficients | | Standardized Coefficients | | |
|-------|-----------------------------|------------|---------------------------|-------|-------|
| | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 2.892 | 1.398 | 2.068 | .041 |
| | X1 | .128 | .069 | .200 | 1.860 |
| | X2 | .124 | .044 | .304 | 2.805 |
| | X3 | .261 | .078 | .340 | 3.336 |

a. Dependent Variable: Y

Digital Marketing Strategy (X1) has a Sig value. $0.066 > 0.05$ and has a t-Statistic of $1.860 < 1.986086$ (t table) which explains the absence of a significant relationship between the Digital Marketing Strategy variable and the Company's Profitability variable. Muslim Consumer Loyalty (X2) has a Sig value. $0.006 < 0.05$ and has a t-Statistic of $2.805 < 1.986086$ (t table) which explains the significant relationship between the Muslim Consumer Loyalty variable and the Company's Profitability variable. Managerial Decision (X3) has a Sig value. $0.001 < 0.05$ and has a t-Statistic of $3.336 > 1.986086$ (t table) which explains the significant relationship between the Managerial Decision variable and the Company's Profitability variable.

F-Test Results

Simultaneous significance testing aims to prove the effect of exogenous variables together which include Digital Marketing Strategy (X1), Muslim Consumer Loyalty (X2), and Managerial Decisions (X3) on endogenous variables, namely Company Profitability (Y). Aji, (2021). The result data using SPSS 25 can be seen as follows:

Table 7. Result of F-Test

| Model | Sum of Squares | | | | |
|-------|----------------|----------|-------------|---------|--------|
| | | df | Mean Square | F | Sig. |
| 1 | Regression | 804.112 | 3 | 268.037 | 41.383 |
| | Residual | 595.877 | 92 | 6.477 | |
| | Total | 1399.990 | 95 | | |

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

From the data results above, joint significance testing can be seen that the F value is 41,383 and the f table is 2.70 and has Sig. which is 0.000 less than 0.05, meaning that the exogenous variables consisting of Digital Marketing Strategy (X1), Muslim Consumer Loyalty (X2), and Managerial Decisions (X3) on the endogenous variable, namely Company Profitability (Y), are declared influential and significant.

Table 8. Determination of Coefficient Test

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .758 ^a | .574 | .560 | 2.54498 |

a. Predictors: (Constant), X3, X1, X2

The coefficient of determination (R²) in the table is the adjusted R² value of 0.560. This means that an endogenous (dependent) variable, i.e. the value of the company's output, can be explained by an external (independent) variable that has been digitally generated. Marketing strategies, Muslim customer loyalty and management decisions increased by 56.0%, while the remaining 44.0% were influenced by factors other than the study variables.

Discussion

The Effect of Digital Marketing Strategy on Company Profitability

The company's profitability is influenced by several factors, one of which is productivity and manufacturing processes that can affect profits (Alsyouf, 2007). Brogi (2019) Using a methodology to compare ESG, measured by Return On Asset (ROA), we show that profitability also depends on ESG and environmental awareness. Bakos (1999) proves that the bundling strategy is very influential on company profits.

This is consistent with the research of Alsyouf (2007), Brogi (2019), dan Bakos (1999) stated that marketing strategy does not significantly affect the company's profitability. Based on the above, the test results of this study can show that the digital marketing strategy variables do not have a positive effect on the company's profit, which is confirmed by the tcount test results more than the table statistics. 1.860 and 1.986086)

The Effect of Muslim Consumer Loyalty on Company Profitability

Muslim consumer loyalty is related to Islamic values, this consumer behavior can be a purchasing decision and when consumers begin to believe in one of the products because of the trust and honesty factor fosters a sense of loyalty (Al-Hyari, 2012). Statement of Dekhil (2017) proves that Muslim consumer loyalty is identical to Islamic religiosity, if it has a negative effect, Muslim consumers boycott the company's products. Companies that have a halal logo increase the purchase intention of Muslim consumers and the sense of trust of Muslim consumers increases the loyalty of Muslim consumers (Quoquab, 2020).

T This is consistent with the research of Al-Hyari (2012), Dekhil (2017), dan Quoquab (2020) stated that Muslim consumer loyalty has a significant effect on company profitability. Based on the above, the test results of this study could show that the Muslim customer loyalty

index has a positive effect on the company's profit, which was confirmed by the test results that count more than the statistics in the table ($2.805 > 1.986086$).

The Effect of Managerial Decisions on Company Profitability

Making the right decision results in the company's growth rising significantly, it is also very good for the company's increasing income and avoiding the company's liquidity (Charnes, 1978). Okoli (2004) The Delphi method has proven to be a widely used tool in information systems research to identify and solve management decision problems. From a management perspective, the most important question is how managers can make decisions about interventions that will lead to greater acceptance and better use of IT. (Venkatesh, 2008).

This is consistent with the research of Charnes (1978), Okoli (2004), dan Venkatesh (2008) states that managerial decisions have a significant effect on company profitability. Based on the above information and the experimental results of this study, it can be shown that management decision variables have a positive effect on the company's profit, and this is stronger than the experimental results without the numbers in the table ($3.336 > 1.986086$).

Conclusion

It is based on research findings on digital marketing strategy (X1), Islamic consumer loyalty (X2) and management decision variables (X3) based on corporate attribute variables (Y). The results show that the digital marketing strategy has no effect and a significant effect on the company's profit with a low value of $0.066 < 0.05$ and the calculated value is greater than the table ($1.860 < 1.986086$). Islamic consumer loyalty has a positive and significant impact on firm profitability with a significant value of $0.006 < 0.05$ and the calculated value is greater than the table ($2.805 > 1.986086$). Management decisions are positive and have a significant impact on the company's profit with a significant value of $0.001 < 0.05$ and the calculated value is greater than the table ($3.336 > 1.986086$).

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