

The Effect of the Product, Price, Place and Promotion on the Customer Satisfaction According to the Islamic Perspective

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Abstract

The marketing mix (Product, Price, Place, and Promotion) is essential in achieving buyer satisfaction, especially from the Islamic perspective. This quantitative research study aims to test the effect of the marketing mix on buyer satisfaction from an Islamic perspective, especially in the case of the La Tansa Sandal Factory. This study used multiple linear regression analysis methods and involved 200 respondents. La Tansa Sandal Factory is a business unit of Darussalam Gontor Islamic Boarding School, an Islamic educational institution that has achieved economic independence through a successful economic protection program. The results showed that the product variable (X1) had a significant positive effect on customer satisfaction (Y), while the price variable (X2) had a significant adverse impact on customer satisfaction (Y). The place variable (X3) also has a negative and insignificant effect on customer satisfaction (Y), while the promotion variable (X4) has a positive and significant impact on customer satisfaction (Y). These findings highlight the urgency of the marketing mix on buyer satisfaction, emphasizing the importance of product quality and promotional strategies in improving customer satisfaction from an Islamic perspective. La Tansa Sandals Manufacturers should focus on increasing their products' uniqueness, universality, relevance, and quality. They can research to understand the needs and preferences of their customers and develop products that meet those needs. They can also invest in product design and innovation to differentiate themselves.

Keywords: Marketing Mix 4P, Customer Satisfaction, Islamic Marketing

Introduction

Early competitive marketplace, customer satisfaction is a critical factor for the success of any business. The marketing mix, which comprises product, price, promotion, and place, is a key tool that businesses use to create and deliver value to their customers. However, in Islamic markets, unique ethical and religious values and principles influence customer behavior and preferences, which can impact the effectiveness of marketing strategies (Hussain, 2017). The principles of Islam emphasize honesty, fairness, and justice in business dealings, which can impact the way businesses design and implement their marketing strategies (Khan et al., 2015).

The principles of Islam have a significant impact on consumer behavior and preferences in Islamic markets. Therefore, businesses operating in Islamic markets need to align their marketing strategies with Islamic values and principles to enhance customer satisfaction (Ali et al., 2018). In Islamic markets, there is a growing demand for halal products, which are products that are permissible according to Islamic law. This demand for halal products has led to the emergence of a new type of marketing, known as Islamic marketing (Kotler et al., 2017)

Therefore, it is important to investigate the influence of the 4P marketing mix on customer satisfaction in the context of Islamic principles. In the case of La Tansa Sandal Factory, a manufacturer of halal sandals in an Islamic market, understanding the

impact of the marketing mix on customer satisfaction according to Islamic principles is crucial for enhancing customer satisfaction and gaining a competitive advantage.

Customers form expectations about the value and satisfaction that various market offers will provide and buy accordingly. Satisfied customers buy again and tell others about their good experience. Disgruntled customers often turn to competitors and belittle the product to others. Marketers should take care to set the right level of expectations. If they set expectations too low, they can satisfy those who buy but fail to attract enough buyers. If they set expectations too high, buyers will be disappointed. Customer value and satisfaction are the main building blocks for developing and managing customer relationships. (Kotler et al., 2017)

The foundations of the Islamic economic system were laid centuries ago in the Qur'an and practiced by the Prophet Muhammad in Medina during his short time in this realm of existence. These rules established by Allah are the basis of the Islamic system and provide the necessary effective institutions—the institutional scaffolding of the Islamic economic system shaped by the rules of conduct defined by the Qur'an. As a result, the content and blueprint of Islamic economics are derived by: (1) extracting the rules defining the ideal Islamic economy and their economic implications from the Qur'an and Sunnah; (2) studying these institutions in contemporary economics and determining the degree and degree of deviation between institutional scaffolding and the ideal Islamic economy; and (3) formulate policy recommendations to bridge the gap between the two. (Askari et al., 2015)

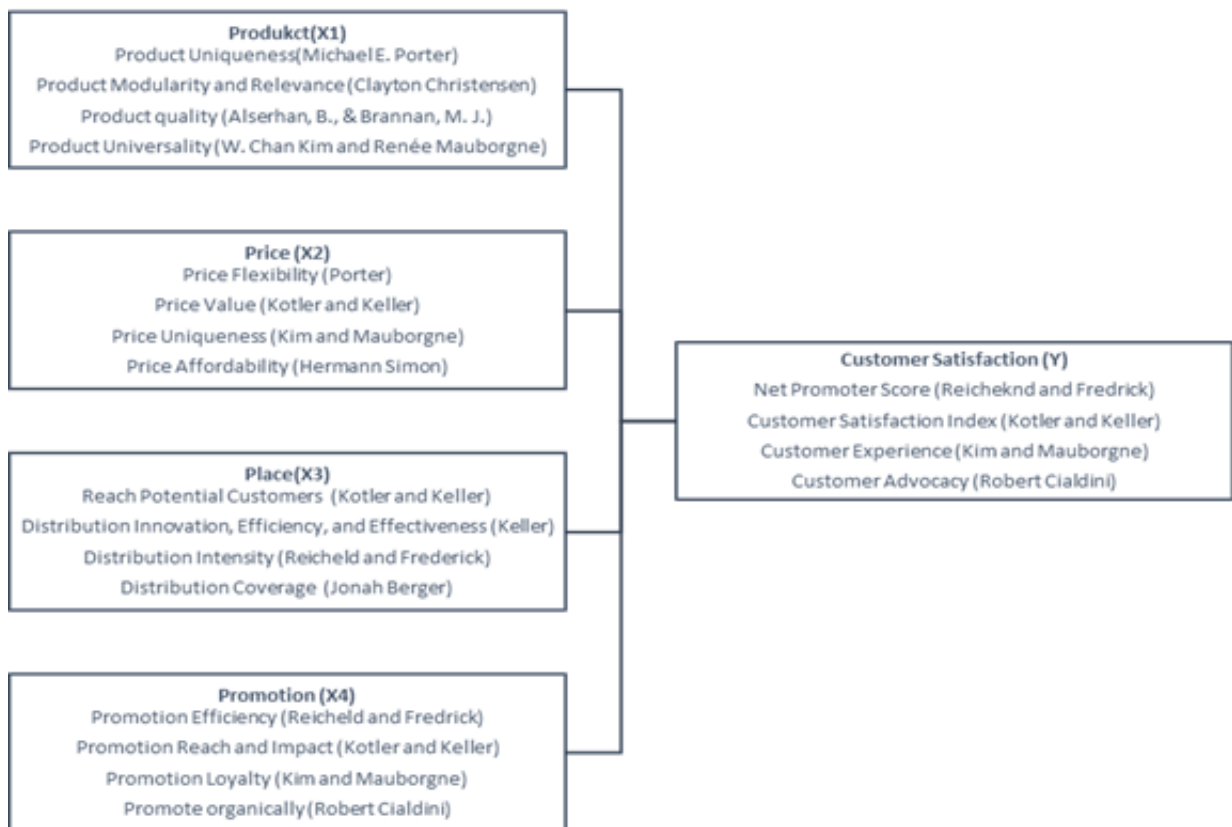
Limited research on the marketing mix and customer satisfaction from an Islamic perspective: Although there is a significant amount of research on the marketing mix and customer satisfaction, there may be a gap in the literature when it comes to exploring these concepts from an Islamic perspective. This could include examining how the different elements of the marketing mix (product, price, promotion, and place) impact customer satisfaction in a way that aligns with Islamic principles.

The marketing mix is part of the science of marketing. Marketing can be interpreted as a socioeconomic activity and inseparable from Islamic rules. Long before the emergence of marketing theory in modern times, the Prophet had taught good marketing through his noble character. His success in trading deserves to be a reference for marketers in marketing their products. (Syukur & Syahbudin, 2020)

Limited research on the impact of marketing mix elements on customer satisfaction in the context of a specific company: While some studies have explored the impact of marketing mix elements on customer satisfaction, there is a lack of research that examines the relationship between marketing mix elements and customer satisfaction in the context of a specific company. This research gap presents an opportunity to investigate how marketing mix elements impact customer satisfaction in La Tansa Sandal Factory.

Need for more research on the role of Islamic principles in shaping customer satisfaction in the manufacturing industry: While there is some research on the role of Islamic principles in marketing, there is a dearth of research on how Islamic principles may shape customer satisfaction in the manufacturing industry. This research gap provides an opportunity to investigate how Islamic principles may influence customer satisfaction in the context of La Tansa Sandal Factory.

La Tansa Sandal Factory is one of the Islamic boarding school business units producing and selling sandals. La Tansa Sandal Factory made a big profit with a relatively small yearly workforce as a form of Islamic boarding schools' efforts to be independent economically.



Source: Private Document, 2022

Figure 1. Research Framework

The independent variable in this study is Marketing Mix according to Islamic Business Ethics, while the dependent variable is Purchasing Decisions. The researcher aims to determine the extent of the Influence of Marketing Mix according to Islamic Business Ethics on Purchasing Decisions chapter describes the problem and background or the motivation of the study; the research gap; objective; and the organization of the study. Motivations should be supported by reputable references and/or data from its authoritative sources.

Literature Review

The previous research helps provide an overview and clarify the thinking framework in the discussion. In addition, it also aims to obtain comparison and reference materials. So, in this literature review, the researcher lists previous research results relevant to the influence of Marketing Mix in marketing goods on purchasing decisions.

Siti Fatimah (2022) conducted a study entitled "The Effect of Marketing Mix on GoJek User Satisfaction" to analyze the effect of marketing mix on Gojek user satisfaction in students of the Faculty of Economics and Islamic Business UIN Alauddin Makassar. The number of samples used was 95 people, determined based on the slovin formula. The data in this study used primary data collected by distributing questionnaires to all respondents. The data analysis that will be carried out is a descriptive statistical test, a research data instrument test

consisting of (a validity test, a reliability test), a normality test, a heteroskedasticity test, a multicollinearity test, and testing of all hypotheses through the coefficient of determination test, partial test (t test) and simultaneous test (f test). The results showed that products, prices, locations, and promotions partially affected GoJek user satisfaction among Faculty of Economics and Islamic Business UIN Alauddin Makassar students.

Meanwhile, people, processes, and evidence partially do not significantly affect GoJek user satisfaction at the Faculty of Economics and Islamic Business UIN Alauddin Makassar. Simultaneously, products, prices, locations, promotions, people, processes, and physical evidence significantly affect GoJek user satisfaction in Faculty of Economics and Islamic Business UIN Alauddin Makassar students. The marketing mix variable that most affects GoJek user satisfaction in the Faculty of Economics and Islamic Business UIN Alauddin Makassar students is the product.

Diani Ajeng Larasati (2019) conducted a study entitled "The Effect of Marketing Mix-7p on Bri Syariah Customer Satisfaction at Malang Branch Office" to determine whether the marketing mix affects customer satisfaction at BRI Syariah Malang Branch Office. This research uses associative quantitative methods. The sample used in this study was 100 respondents from BRI Syariah customers at the Malang Branch Office and used accidental sampling techniques. The questionnaire used uses a Likert scale. The results of this study show that the variables of place, process, and physical evidence affect customer satisfaction. In contrast, products, prices, promotions, and people do not affect customer satisfaction at BRI Syariah Malang Branch Office.

Steve Setio (2020) conducted a study entitled "The Effect of Marketing Mix on Customer Satisfaction and Loyalty of Amaris Darmo Hotel Surabaya," which aims to identify and analyze the influence of the marketing mix variable (7P) on customer satisfaction and loyalty at the Amaris Darmo Surabaya hotel. This research uses a quantitative approach, namely, an objective research approach; this research uses a survey method with a questionnaire or questionnaire, where researchers conduct research directly with customers from the Amaris Darmo Hotel Surabaya. The population used in the study was 400 customers, so the sample used was 80 respondents based on the calculation results using the Slovin formula. Research data are taken by first conducting validity and reliability tests. The method of data collection with questionnaires uses a Likert scale. Data analysis uses classical assumption tests, multiple linear regression, simple linear regression, and hypothesis testing using F tests and t-tests. The results showed that the price and place variables affect consumer satisfaction, while consumer satisfaction is a variable that affects consumer loyalty. The variables product, physical evidence, people, process, and promotion are variables that will support other variables and provide added value but do not affect customer satisfaction. Partially marketing mix affects customer satisfaction, and customer satisfaction affects customer loyalty.

Roni Mohamad (2021) conducted a study entitled "Marketing Mix Strategy in Sharia Perspective" This research aims to provide a study and analysis of marketing mix strategies from a sharia perspective. This type of research is a literature study; data is collected by conducting a definitive study of previous journals relevant to this research.

Yunia Meilda (2022) conducted a study entitled "The Effect of Marketing Mix on Customer Satisfaction (Case Study of Al-Amin Islamic Store Laladon Bogor)," which aims to determine the effect of the marketing mix on the satisfaction of Al-Amin Islamic Store Laladon

and its description. The independent variable in this study is the marketing mix, which consists of product, price, promotion, and place variables, and the dependent variable is customer satisfaction. The method used in this study is quantitative by using two data analysis techniques, namely descriptive statistical analysis techniques to find out and describe data from respondents' answers to statements in answering questionnaires and inferential statistical analysis techniques using the SEM (structural equation modeling) data analysis method with a PLS (partial least square) approach which is processed using the SmartPLS 3 application. The results of this study show that Al-Amin Islamic Store Laladon Bogor has implemented a marketing mix consisting of products, prices, promotions, and places well. Then based on the results of hypothesis testing, product, price, and promotion variables positively and significantly influence customer satisfaction. At the same time, place variables positively but not significantly influence customer satisfaction. Simultaneously, the variables of product, price, promotion and place had an influence of 67.7% on customer satisfaction. The remaining 32.3% were influenced by other variables not studied in this study.

Mohammad Sholehuddin (2022) conducted a study entitled "Analysis of Islamic Marketing Mix Strategies towards Consumer Satisfaction and Loyalty at Al-Ikhwan Stores in Lumajang Regency," which aims to analyze Islamic marketing mix strategies in creating consumer satisfaction at the Al-Ikhwan Store in Lumajang Regency and analyze the implementation of the Islamic marketing mix in creating consumer loyalty at the Al-Ikhwan Store, Lumajang Regency. The writing of this research uses qualitative research methods with a descriptive approach. Presentation/findings of data and discussion of research are presented in the fourth and fifth chapters. In this study, the authors used interview, observation, and documentation methods of relevant and valid data. The results of this study are 1. Islamic marketing mix strategy in creating consumer satisfaction at the Al-Ikhwan Store in Lumajang Regency, a) Products must be halal. b) Price, reasonable profit-taking, and prohibition of ghabn (buying at a high price). c) Place and selection of strategic business locations. d) Promotion, putting forward moral principles. 2. Implementing Islamic marketing mix in creating consumer loyalty at the Al-Ikhwan Store in Lumajang Regency, a) Products must contain benefits. b) Price, a prohibition in price competition between sellers. c) Place, prohibition of hoarding (*Ihtikar*). d) Promotion and prohibition of committing fraud (*tadlis*).

Research Method

This Research is Quantitative with simple linear regression analysis and population data from buyer sandal from La Tansa Sandal Factory through questionnaire. This study used a five-scale response option with a positive statement answer; the answer score was: 1. SS (Strongly Agree) = Score 5 2. S (Agree) = Score 4 3. N (Neutral) = Score 3 4. TS (Disagree) = Score 2 5. STS (strongly disagree) = score.

The researcher takes a sample for an unknown population by multiplying the number of indicator variables by the number 5. the researcher has 5 variables to be studied with each variable being operated into 4 statements, so a representative sample is 5 variables x 4 statements x 5 = 100 Respondents (Zulganef, 2018). However, researchers have not considered this value sufficient and took 200 respondents.

Result and Discussion

Table 1. Result

Model	Unstandardized Coefficient		Standardized Coefficient		
	B	Std Error	Beta	t	Itself
(Constant)	-0.346	1.338		-0.258	0.796
Product (X1)	0.441	0.08	0.369	5.515	0.000
Price (X2)	0.078	0.052	0.096	1.487	0.139
Distribution (X3)	-0.046	0.081	-0.038	-0.57	0.569
Promotion (X4)	0.42	0.089	0.321	4.699	0.000

Dependent Variable: Consumer Satisfaction (Y)

Source: Data Processed

The regression analysis conducted revealed the following regression equation:

$$Y = -0.346 + 0.441X_1 + 0.078X_2 - 0.046X_3 + 0.420X_4 + e$$

Interpretation of the coefficients:

1. The constant value (-0.346) indicates that when all independent variables (Product, Location, Price, Promotion) remain unchanged, customer satisfaction stands at -0.346.
2. Product (X1) has a positive impact, with a coefficient of 0.441, suggesting that an increase in the product variable by 1% leads to a 0.441 increase in customer satisfaction.
3. Price (X2) shows a positive impact but with a smaller coefficient (0.078) compared to the product variable.
4. Distribution (X3) exhibits a negative impact on customer satisfaction, with a coefficient of -0.046.
5. Promotion (X4) has the highest positive impact, with a coefficient of 0.420, signifying a significant contribution to customer satisfaction.

Utilizing the t-test:

1. Product (X1) shows a significant positive effect on customer satisfaction ($p = 0.000$).
2. Price (X2) exhibits a negative and insignificant effect on customer satisfaction ($p = 0.139$).
3. Distribution (X3) has a nonsignificant negative effect on customer satisfaction ($p = 0.569$).
4. Promotion (X4) indicates a significant positive effect on customer satisfaction ($p = 0.000$).

Table 2. Coefficient Data

ANNOVA ^a						
Model		Sum of Squares	df	Mean of Square	F	Itself
1	Regression	1185.359	4	296.34	29.631	0.000 ^b
	Residual	1950.221	0.369	5.515	0.000	
	Total	3135.58	0.096	1.487	0.139	
			-0.038	-0.57	0.569	
			0.321	4.699	0.000	

a. Dependent Variable: Consumer Satisfaction (Y)

b. Predictors: (Constant), Promotion (X4), Price (X2), Distribution (X3), Product (X1)

Source: Data Processed

The F-test, considering all variables simultaneously, reveals a significant effect ($F = 296.340$, $p = 0.000$) on customer satisfaction.

Product Enhancement Strategies

The significant positive impact of product-related factors on customer satisfaction underscores the critical importance of continuous innovation and improvement in product design, quality, and relevance. To align with customer needs and preferences, La Tansa Sandal Factory should invest in research and development, focusing on unique features, adaptability, and superior quality. Moreover, modularity and universality should be considered to cater to diverse customer segments.

Pricing Strategies and Customer Perception

Although the individual effect of price on customer satisfaction is non-significant, it doesn't negate the importance of a well-thought-out pricing strategy. The findings suggest that while customers might not be highly influenced by pricing alone, the perceived value, affordability, and flexibility still play pivotal roles. Thus, La Tansa Sandal Factory should ensure that its pricing remains competitive while emphasizing the value proposition to customers.

Distribution Channel Optimization

While the analysis indicates a non-significant effect of distribution on customer satisfaction, ensuring an effective and efficient distribution network is paramount. It might not directly impact satisfaction levels as much as other factors, but a streamlined distribution strategy is crucial for ensuring product availability and accessibility to target customers. Strategies should focus on enhancing efficiency, coverage, and reaching potential customers through innovative distribution channels.

Maximizing Promotional Impact

The substantial positive impact of promotional activities on customer satisfaction highlights the necessity of robust marketing campaigns. La Tansa Sandal Factory should concentrate on creating impactful promotional strategies, leveraging channels that enhance

reach and impact. Loyalty programs, organic promotion through satisfied customers, and targeted campaigns can significantly contribute to enhancing customer satisfaction levels.

Holistic Marketing Mix Optimization:

Considering all factors simultaneously have a collective significant impact on customer satisfaction. This suggests that an integrated approach to marketing, encompassing product enhancement, strategic pricing, efficient distribution, and impactful promotion, is imperative for ensuring high levels of customer satisfaction.

Continual Adaptation and Customer-Centricity:

The dynamic nature of consumer preferences necessitates a continual adaptation of strategies. Moreover, prioritizing customer-centric approaches by actively listening to customer feedback, monitoring market trends, and promptly adapting strategies accordingly will further solidify La Tansa Sandal Factory's position in meeting customer expectations.

Conclusion

Based on the results of data analysis and discussion on the Effect of Marketing Mix on Consumer Satisfaction at *La Tansa Sandal Factory*, then the results of this study can be concluded as follows:

1. Based on partial test results, product variable (X1) positively and significantly affects consumer satisfaction (Y). variable price (X2) negatively and insignificantly affects consumer satisfaction (Y). the place variable (X3) negatively. It insignificantly affects consumer satisfaction (Y). the promotion variable (X4) has a positive and significant effect on consumer satisfaction (Y).
2. Based on the model test results, each marketing mix component (product, price, distribution, and promotion) simultaneously significantly affects consumer satisfaction.

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