

ANALYSIS THE IMPLEMENTATION OF ISLAMIC STORE ATTRIBUTES AND MARKETING MIX FROM ISLAMIC PERSPECTIVE(Survey at La-Tansa Gontor Department Store Ponorogo)

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Abstract: This arrangement aims to find out the Implementation of Islamic store attributes and marketing mix from Islamic perspective at La-Tansa Gontor Department Store. Implementation of Islamic store attributes and marketing mix from the Islamic perspective in the store is highly recommended that Muslim business people still maintain the norms of religion in business and establish a business strategy in accordance with Islamic Shari'a. La-Tansa Gontor Departement Store is one business unit owned by Darussalam Gontor Islamic Boarding School which aims to get the profit used for development and meet all the needs of Darussalam Gontor Islamic Boarding School. In addition, the establishment of La-Tansa Gontor aims for educational means for teachers of Darussalam Gontor Islamic Boarding School and as a means of dakwah for the employees and the community. This arrangement raises the formulation of the problem: does La-Tansa Gontor Department Store have implemented Islamic Store Attributes and marketing mix from Islamic perspective? With a qualitative approach, data collection with observation, interview and documentation techniques. The data analysis used is descriptive analysis technique with the aim to describe the data that researcher collect about Implementation of Islamic store attributes and marketing mix from Islamic perspective in La-Tansa Gontor Department Store.

Keywords: Islamic Store Attributes and marketing mix from Islamic perspective, La-Tansa Gontor Department Store.

1 INTRODUCTION

1.1 Introduction

The business currently is the form of economic activities that can develop and promote the economy of the State. People life can't be separated from economic activity. From the creating of retail business, servise business, manufacturing, etc. This condition would make the rise of competition among businesses to survive and thrive.

In Indonesia, where the most of community was predominantly muslim it is on obligation for muslim businessmen to build a business based on the Sharia. The people who pleasure in shopping would choose and visit the shop or shopping malls that sell variety of needs ranging from halal food, hygienic, clean place, bought the muslim/muslimah clotes and other needs.

In its activities, the muslim businessman have to keep religious norms when having a business. Not only thought to seek the profit but as a means of worship to obtain blessings and ridlo from Allah Almighty. One of the businesses that are developing at the moment is retail business. Retail business in Indonesia contribute greatly on the result of gross domestic product (GDP) and also absorb the workforce in large numbers . According to Gilbert, retail is the kind of business that market had to satisfied the consumer based on organization sales goods and services as the core of the distribution. Thus, the retail business is the last of distribution relation between producers and consumers .

Retail business provides convenience for consumers in obtaining their needs with achievable price, good service, much variation of product, etc. So that perpetrators of the retail should be able to build a positive image on the customer, excellent service, clean and comfortable place, do justice and do not cheat and the other elements. One thing that is interesting from a business especially retail business, compared to retail in general is the application attribute of Islamic store, and a marketing that apply Islamic themes. almost in the all road in Ponorogo city, there is retail businesses ranging from food, clothing, fruits, gold shops, electronic stores, and so on. The retail business that different than other businesses is La-Tansa Gontor Department Store that had identical to the nuances of islamic, which is located on street of Soekarno-Hatta, Ponorogo.

The form of retailing at La-Tansa Gontor Department Store consists of three floors. There are three business units in the first floor, those are: La-tansa Sports, La-Tansa Restaurant (Food Court) and La-Tansa pharmacies. While the second floor is only La-tansa books, and the third floor is the room for the staff and employees.

La-Tansa Gontor Department Store is one of the business unit of Darussalam Gontor Modern Islamic Boarding school based on protection system management. The meaning of protection system management is the business unit managed independently by the teachers and some student institutions, to develop a sufficient development, and everything teachers and students of Darussalam Gontor Modern Islamic Boarding school need and not for the personal benefit of the Manager. It is also including the values of spirits that has been applied by founders of Darussalam Gontor Modern Islamic Boarding school, which confirms to all the teachers and students to infuse the soul with sincerity, simplicity, self sufficient, Islamic brotherhood, and freedom .

From the background above, researchers interested to analyze the implementation of Islamic store attributes and Islamic marketing mix applied in La-Tansa Department Store. Thus the researchers lifted the title on this research, namely: "Analysis the Implementation of Islamic Store Attributes and Marketing Mix from Islamic Perspective" survey at La-Tansa Gontor Departement Store Ponorogo

1.2 *problem Formultion*

Based on the introduction above, problem formulation in this research is:

- a. Is La-Tansa Gontor Departemen Store has implemented the Islamic store attributes?
- b. Is La-Tansa Gontor Departemen Store has implemented the marketing mix from Islamic perspective?

1.3 *The Purpose of Research*

Based on the outline of issue, the purpose of this research is:

- a. To describe the implementation of Islamic store attributes in La-Tansa Gontor Department Store.
- b. To describe the implementation of marketing mix from Islamic perspective in La-Tansa Gontor Department Store.

2 **Literature Review**

2.1. Previous Researches

The Paper of Waida Irani Mohd Fauzi, et al, student business management, University of Utara Malaysia doing research on "What Motivate the Consumer to Muslim Islamic Patronage Based – retail Store?". The discussion in this paper aims to meet the expectations of Malaysian muslim consumer to consume at retail stores based on the Sharia and applying the Islamic store attributes such as Muslim Product, Islamic Store Atmosphere, Halal Product, Humanistic, Islamic Values. In this study the researcher will take the theory of Islamic Store Attributes as the foundation of the research that will be conducted in La-Tansa Gontor Department Store (Kurniawan, 2018).

Muhammad Ihsan Maulani thesis, the student of Da'wah Management at Sunan Kalijaga National Islamic University in Yogyakarta had conducted a study on "Implementasi Syariah Marketing di Waroeng Steake and Shake Yogyakarta". This thesis explains that the application of Sharia marketing must be based on the Qur'an and the Hadith of prophet Muhammad SAW. This thesis explains about sharia marketing on companies should implement the characteristics of sharia marketing that consists of: Teisis (Rabbaniyah), ethical (Akhlaqiyyah), realistic (Al-Waqi'iyah), Humanistic (Insaniyyah). This thesis explains about sharia marketing on companies should implement the principles of sharia marketing that consists of: Change, Segmentation, Competitor, Customer, Marketing Mix, Targeting, Positioning, Selling, Brand, Process, Service, Scorecard, Inspiration, Culture, Institution. This research is different with the previous research although there are similarities in the research that is discussing about the marketing in Islam, in this study discusses the implementation of Islamic Store Attributes and Islamic Marketing Mix in La-Tansa Department Store.

2.2. Theoretical Framework

Theoretical framework of this research is Islamic Store Attributes and Islamic Marketing Mix that will be elaborated as follows:

2.2.1 Islamic Store Attributes

Islamic store attribute such as Muslim product, Islamic atmosphere, humanistic, halal product and Islamic values .

a) Muslim Product

The product is everything that is offered to the public for viewing, held, purchased or consumed. Muslim product refers to a product that is produced by the Muslim producers that is saleh and taqwa to Allah Almighty. They will use a product that is not only lawful in terms of logo, but they are very mindful of the halal and tayyib concept. Muslim customers will ensure that purchase products is clean, ethical, healthy, and does not conflict with the values of Islam .

b) Islamic Store Atmosphere

Islamic Store Atmosphere is the atmosphere that comes from the culture, customs, and the atmosphere of the environment that accordance with the Islamic Shari'a .As an example is using Islamic music able to lead customers remember to Allah. Choose the music that can bring closer to Allah, chanting the verses of the Qur'an, Stakeholders use the simple clothes and not excessive, and also creating an Islamic theme in decoration of store.

c) Humanistic

Humanism is a way of thinking for a reconsideration of the concept of humanity as the focus and purpose only. Humanism as a system of thought based on a range of values, characteristics, and action is believed to be the best thinking system for humans .

Humanist attitude on Islamic Store is important and it must be applied at the store. The businessmen is expected to have a strong desire to prosper the people and be friendly in interacting with consumers, it can strengthen the religious brotherhood (Tussifah, 2017). Moreover, the concept of brotherhood and compassion strongly supported by the teachings of Islam, with creating the unity and encourage consumer groups to appreciate in interacting with others. Businessmen are expected to treat the consumers with the humanitarian values that are prescribed in Islam .

d) Halal Products

Halal products are products that are declared halal according to Islamic sharia . Halal product is a product that is free of prohibited elements in Islam and derived from the tayyib materials, does it means that the product is good for consumption, do not cause the damage or danger, not intoxicating, and does not contain elements of porn. The ingredients in halal products include the plants, animals, microbes, and materials produced through chemical processes, biological process, or the process of genetic engineering .

In Indonesia, the assurance of halal products refers to the halal logopassed by the Indonesian Ulama Council (MUI : Majelis Ulama Indonesia). Which only the products that only the halal certified products that can be sold directly will be able to .

e) Islamic Values

Yusuf Qordhawi expressly separating the values and behavior in trade. The norms or Sharia values as follows:

- a. Prohibition of trade in illegitimate goods
- b. Be true, amanah, and honest
- c. Establishing justice and denounce the interest
- d. Carry out the affection and denounce the monopoly
- e. Upholding tolerance and brotherhood
- f. Holding the principle that the trading is stock towards the akherat

2.2.2 Marketing Mix from Islamic Perspective

Philip Kotler defined the marketing mix as a series of variables that can be controlled and variable rates used by the company to influence goal in marketing. On the marketing mix contained four elements or variables such as: Product, Price, Place, and Promotion . But Islam has own perspective towards the marketing mix that is based on the values and the concept of Shariah.

a) Product

The paper of Samir Ahmed Abuznaid sets forth that product mix must compliance with Islamic Sharia law include: the products in accordance with Sharia law, there is no product packaging that is weak, the products is halal, do not use God's name in its branding and labeling, good impact to the environment, There is no damage to the product, the product is durability, not dangerous, no dullness of mind, and accurate labeling .

b) Price

In the study by H Muhammad Birusman Nuryadin mention that a wide range of pricing methods not prohibited by Islam have to meet terms as follows: The price that set by the businessmen are not dzalim to buyer do not take the advantage exceed the normal or exceed the natural level, there is not to pricing which is forced against the entrepreneurs as long as they set a fair price with a reasonable level of profit taken (not exceed the

normal), the price is approved by each party either buyer or seller, the price is determined by the forces of supply and demand, the traders have to accept the pricing set by Government to inflict a justice for all community .

c) Promotion

Based on Islamic view, Islamic promotional mix, must comply Islamic sharia as follows: In doing the promotion it is not allowed to violate Islamic Sharia, women should not be used to attract or lure customers, do not use suggestive language and behavior, there is no women elements in advertising, do not hide the facts and information, do not manipulative, there is no sexual attraction, not to swear in the name of God, not to overboard the attribute, no wrong statement, no false advertising, no scams, notify the errors and lack of product

d) Place/Distribution

In Islam, the mix of place or distribution channel must obey and in accordance with Islamic Shari'a such as channel distribution does not make the burden until the end customer, does not cause delay for the customer, the distribution of goods does not cause broken packaging, closing shop at Friday prayer .

3 Research Method

3.1. Types of Research

This study uses the type of descriptive study with a qualitative approach. According to Sugiyon the descriptive method is a method that used to describe or analyze a research, but it is not used to make broader conclusions . Whereas the definition of qualitative research according to Stauss and Corbin is the type of research that produces inventions that cannot be obtained by using the statistical procedure or qualitative method . Then Bogdan and Biklen explained that the qualitative approach is one of the research procedures that eventually can generate descriptive data in the form of speech or writing and the behavior of people who become the object of research .

The steps to collect data in this study use the concept of qualitative research. Researcher collects the data from the field observation, qualitative interviews, collecting the data with the document, as well as triangular . In this study the researcher collect the data related with the implementation of the Islamic store attributes and Islamic marketing mix in La-Tansa Gontor Department Store.

4. Discussion

4.1 Implementation of Islamic Store Attributes in La-Tansa Gontor Department Store

a) Muslim Product

La-Tansa Gontor Department Store not 100% obtained from Muslim producers or distributors. While at the restaurant La-Tansa all products from Muslims. Nevertheless, La-Tansa Gontor Department Store guarantees that all its products are halal by choosing the right ingredients and choosing the right materials maker according to Islamic law, there are MUI label and health department label on the product.

b) Islamic Store Atmosphere

The things that support Islamic Store Atmosphere in La Gontor Department Store are the a chant of Quranic verses, Islamic music, Islamic store design, polite attire, simple appearance, Islamic products, responsiveness of employees, discipline of prayer together, Islamic management and others.

c) Humanistic

Service model at La-Tansa Gontor Department Store is using by 5 S concept, that mean the concept of service is greeting, smiling, polite. Moreover, La-Tansa Gontor Department Store incorporates Islamic values in service, helping to find the goods that customers need, well-dressed men and women covering aurat, friendly and disciplined.

To be able to prosper the community, La-Tansa Gontor Department Store is reading the market first, submitting a survey of goods needed by the community as well as student, providing the needed goods, expanding goods, expanding the network, and always stacking goods before the goods provided are exhausted, La-Tansa Gontor always provide the product needed by consumer but did not complete to provide the size of product.

d) Halal Products

Overall production on La-Tansa Gontor Department Store is halal and safe for consumption. La-Tansa Gontor's restaurant selects the good ingredients even though it has not obtained the halal label of MUI, Pharmacy Latansa has been labeled MUI halal and get the label from health department.

e) Islamic Value

La-Tansa Gontor Department Store in conducting business activities that prioritize honesty, being true and trusty is speaking good words, discipline, spirit in work and prohibit violating the Shari'a such as stealing, lying.

La-Tansa Gontor Department Store avoids usury by saving its finance at Administration of Darussalam Gontor Islamic Boarding School and Muamalat bank, not taking bank interest if any, and being careful in setting product prices.

La-Tansa Gontor Department Store tolerate, establish brotherhood and affection to the community by way of friendly to customers who come to the store and make many programs of community activities such as handing out koko clothes to the parking man, compensation for orphans, breaking the fast together, joining the morning prayers with the community, following various community activities such as khutbah and imam (Tussifah Hamidah 2017).

Doing business in La-Tansa Gontor Department Store not only to get advantages of the world but as a provision for life in akherat. The routine of La-Tansa Gontor Department Store is praying 5 times of congregation, and learning to read Al-Qur'an, in recruiting employees, La-Tansa staff Gontor hitting the basics of employee worship, dismissing activities when adzan, conducting study associations and so on.

4.2 *Implementation of marketing mix in Islamic perspective in La-Tansa Gontor Department Store*

a) Product (Product)

La Tansa Gontor Department Store requires that the products entering La-Tansa stores are halal, La-Tansa Gontor has received assurance from the health department that the products in La-Tansa pharmacies are safe and halal. Food products should use halal ingredients by selecting ingredients and knowing the ingredients maker, La-Tansa Gontor prohibits selling books that can mislead aqidah, La-Tansa Gontor selects products by looking at packaging.

The product quality in La-Tansa Gontor Department Store depends on adjust to the quality needed by consumers, La-Tansa Gontor selling many products that are in great demand of the community, selling product that is good to use, selling halal food products, selling products with good packaging, and choose good product ingredients.

La-Tansa Gontor Department Store sells goods by considering the benefit to the community, guarantee halal products, sell goods that are beneficial to the environment, and do not give harm if used.

b) Price

La-Tansa Gontor Department Store is careful in pricing to avoid gharar and riba, La-Tansa Gontor provides lasting discounts to attract customers, La-Tansa Gontor does not take the profit more than 50%, and determine a reasonable price.

La-Tansa Gontor Department Store inform the price of the product on each product promotion, and sticking the price tag in each product, La Tansa Gontor set the price of the product according to market price, La-Tansa Gontor taking profit according to statement from producer, La-Tansa Gontor tries to maintain its customers, the buyer at La-Tansa Gontor is pleased with the price offered, otherwise the customer can find his needs at another store.

La-Tansa Gontor Department Store sell goods according to the quality of goods, the price of broken goods are not equal to the price fine goods, La-Tansa Gontor sells the goods in accordance with market prices, La-Tansa Gontor sells the goods according to the price set by the producer, La-Tansa Gontor sells with the price according to the scarcity of the product, La-Tansa Gontor set the price according to the taste of the food.

c) Promotion

La-Tansa Gontor Department Store does not use people in advertising, La-Tansa Gontor does not use women in promotions, La-Tansa Gontor sometimes uses women with covered aurat on goods for women, Promotional design on La-Tansa Gontor adapts to product colors, adjusts product images, and advertising on La-Tansa Gontor does not use female voice.

Promotional sentences must be in La-Tansa Gontor Department Store accordance with the goods promoted, The design of La-Tansa Gontor simple and interesting, and the promotion design on La-Tansa Gontor clear to see, La-Tansa Gontor listed Gontor's values in promotions. Promotions on La-Tansa Gontor use of Islamic sentences, the language in adverting on La-Tansa Gontor simple and interesting.

La Tansa Gontor Department Store prohibits fraud, and prohibits exaggeration of promotion on the quality of the goods, La-Tansa Gontor will promote in accordance with the goods, La-tansa Gontor examine the design or advertising before promoting to avoid errors in promotions.

d) Place / distribution channel

La-Tansa Gontor Department Store is trying to serve the consumers as comfortable as possible by always maintaining cleanliness, convenient store appearance, employee friendliness to add convenience, putting goods for easy looking and easy to find by consumers, providing various facilities to consumers and providing space for consumers to choose the goods.

La-Tansa Gontor Department Store La-Tansa Gontor guarantees an ethical distribution channel and does not cause any damage to the goods by using box cars for short distance and using JNE and karbo services for long distances, La-Tansa Gontor spending the car effectively and efficiently, La-Tansa Gontor packs the shipment well, and arranging goods on the box car well.

La-Tansa Gontor Department Store began to open the store at 08.00 am until 21.00 pm. La-Tansa Gontor close the shop if there is event at Darussalam Gontor Islamic Boarding school. La-Tansa Gontor close the shop at the time of the Muslim holiday, La-Tansa Gontor close the shop at Friday prayer time, La-Tansa Gontor closes the transaction every prayer time, but sometimes late to open the transaction after prayer.

5. CLOSING

a) Conclusion

Based on the results of the research it can be concluded that:

1. Implementation of Islamic store attributes and Islamic marketing mix on La-Tansa Gontor Department Store runs based on the values of Darussalam Gontor Islamic Boarding School that is applied to all operational of La-Tansa Gontor Department Store which is putting the best service quality for its consumers, the Islami atmosphere, the halal product, and manager that always educates the employees to behave well and piety to Allah SWT.
2. La-Tansa Gontor Department Store implements all Islamic Store Attributes: Muslim Product, Islamic store atmosphere, Islamic Product, Humanistic, Islamic Value.
3. La-Tansa Gontor Department Store implements all marketing mix in Islam perspective consist of product mix, price mix, promotion mix, distribution mix.

b) Suggestions

Based on the results of the research, researcher has some suggestions as follows:

1. La-Tansa Gontor Department Store should further improve the implementation of Islamic store attributes and marketing mix in the perspective of Islam that has been applied in accordance with the provisions of Islamic sharia.
2. La-Tansa Gontor Department Store should further improves SOP (Standard Operational Prosedure) which has been determined to the manager and employees for better development of the store.
3. La-Tansa Gontor Department Store should more complete products offered to consumers so that the needs of consumers can be met.

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