Ethical Digital Marketing and Product Quality Management in Enhancing Muslim Fashion Accessibility: An Islamic Business Ethics Perspective

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Abstract

The development of digital technology has encouraged businesses to utilize digital marketing as a strategy to expand their market reach. Through various digital platforms, digital marketing enables businesses to reach consumers more widely and efficiently. This study aims to examine the implementation of digital marketing strategies and product quality management from the perspective of Islamic business ethics at Pramitha Store Solo in 2025. This study uses a qualitative research method. Data collection was conducted through observation, in-depth interviews, and documentation. The data obtained was analyzed using the Miles and Huberman model, which includes the stages of data reduction, data presentation, and conclusion drawing and verification. Data validity was maintained through triangulation techniques. The results of the study show that Pramitha Store Solo has implemented a digital marketing strategy based on Islamic business ethics through the use of social media and marketplace platforms to increase product accessibility and build more intensive communication with consumers. In terms of product quality, the store strives to maintain the quality of materials, design, and production processes in order to meet consumer expectations and satisfaction. However, there are still several obstacles, particularly related to limited human resources and consistency in product quality control. This study

is expected to contribute academically to the development of digital marketing studies based on Islamic business ethics and serve as a practical reference for business practitioners.

Keywords: Digital Marketing, Product Quality, Islamic Business Ethics

Abstrak

Perkembangan teknologi digital mendorong pelaku usaha memanfaatkan digital marketing sebagai strategi untuk memperluas jangkauan pasar. Melalui berbagai platform digital, digital marketing memungkinkan pelaku usaha menjangkau konsumen secara lebih luas dan efisien. Penelitian ini bertujuan untuk mengkaji penerapan strategi digital marketing dan pengelolaan kualitas produk ditinjau dari perspektif etika bisnis Islam pada Pramitha Store Solo pada tahun 2025. Penelitian ini menggunakan metode penelitian kualitatif. Pengumpulan data dilakukan melalui observasi, wawancara mendalam, dan dokumentasi. Data yang diperoleh dianalisis menggunakan model Miles dan Huberman yang mencakup tahap reduksi data, penyajian data, serta penarikan kesimpulan dan verifikasi. Keabsahan data dijaga melalui teknik triangulasi. Hasil penelitian menunjukkan bahwa Pramitha Store Solo telah menerapkan strategi digital marketing yang berlandaskan etika bisnis Islam melalui pemanfaatan media sosial dan platform marketplace untuk meningkatkan aksesibilitas produk serta membangun komunikasi yang lebih intensif dengan konsumen. Dari aspek kualitas produk, toko berupaya menjaga mutu bahan, desain, dan proses produksi guna memenuhi harapan serta kepuasan konsumen. Ditinjau dari perspektif etika bisnis Islam, penerapan digital marketing dan pengelolaan kualitas produk secara umum telah sesuai dengan prinsip kehalalan, kejujuran, amanah, keadilan, dan tanggung jawab. Namun demikian, masih terdapat beberapa kendala, terutama terkait keterbatasan sumber daya manusia dan konsistensi dalam pengawasan kualitas produk. Penelitian ini diharapkan dapat memberikan kontribusi akademis dalam pengembangan

kajian digital marketing berbasis etika bisnis Islam serta menjadi referensi praktis bagi pelaku usaha.

INTRODUCTION

The rapid development of digital technology has fundamentally transformed contemporary marketing practices across various industries, including the Muslim fashion sector. Digital platforms such as social media, e-commerce marketplaces, and live-streaming applications enable businesses to expand market reach, enhance customer engagement, and improve transactional efficiency (Pujianto & Muzdalifah, 2022, Padli, 2025). For micro, small, and medium enterprises (MSMEs), digital marketing has become a strategic instrument for competitiveness and sustainability in increasingly dynamic markets (Zaroni & Norvadewi, 2023). In the context of Muslim consumers, marketing practices are not merely economic activities but also moral undertakings guided by Islamic values. Islamic business ethics emphasizes principles such as ṣidq (honesty), amānah (trustworthiness), 'adl (justice), and the prohibition of gharar (uncertainty) and tadlis (deception) (Akmala & Ridlwan, 2021).

Therefore, the implementation of digital marketing in Muslim-oriented businesses must not only pursue profit maximization but also uphold ethical accountability and social responsibility (Hermawansyah & Mansah, 2025). Recent studies have examined digital marketing effectiveness in Islamic contexts, highlighting its role in influencing purchase intention, consumer trust, and satisfaction (Sani et al., 2023, Ahmad Syaichoni & Sahara, 2025). Other research has explored the impact of product quality and halal attributes on Muslim consumer behavior (Hermawansyah & Mansah, 2025). However, most previous studies tend to analyze digital marketing, product quality, or Islamic business ethics separately. Limited research integrates these three dimensions into a unified analytical framework, particularly within the Muslim fashion MSME sector. Moreover, while digital marketing enhances accessibility and market expansion, ethical risks such as misleading advertisements, exaggerated claims, and inconsistency between online descriptions and actual products remain prevalent challenges.

These practices may contradict Islamic ethical principles and potentially weaken consumer trust (Zaroni & Norvadewi, 2023). Thus, examining how digital marketing strategies are implemented ethically and how product quality management supports accessibility becomes highly relevant. This study addresses this research gap by analyzing the integration of digital marketing strategies and product quality management within the framework of Islamic business ethics at Pramitha Store Solo. The study aims to explore how ethical digital marketing practices contribute to increasing Muslim fashion product accessibility while maintaining compliance with Islamic ethical principles. The novelty of this research lies in its integrative approach, combining digital marketing strategy, product quality management, and Islamic business ethics as a comprehensive analytical model in the context of Muslim fashion retail. This integrative framework contributes theoretically to the development of Islamic marketing studies and practically to the formulation of sustainable and ethical digital business strategies for Muslim entrepreneurs.

LITERATURE REVIEW
Digital Marketing in Contemporary Business
Digital marketing refers to the use of digital technologies and online platforms to promote products, build brand awareness, and maintain customer relationships. The evolution of marketing toward Marketing 5.0 emphasizes the integration of advanced technologies with human-centered values, enabling personalized engagement and data-driven decision-making (Kotler et al., 2021). In practice, digital marketing includes social media marketing, search engine optimization (SEO), content marketing, influencer collaboration, and live-streaming commerce. For MSMEs, digital marketing reduces geographical barriers and operational costs while enhancing accessibility and responsiveness (Pujianto & Muzdalifah, 2022).

Digital platforms allow real-time interaction between businesses and consumers, thereby increasing engagement and purchase intention (Sani et al., 2023). However, the flexibility and speed of digital communication also create ethical vulnerabilities, particularly when promotional content lacks transparency or ex-

aggerates product claims (Zaroni & Norvadewi, 2023). Thus, while digital marketing offers efficiency and competitiveness, its implementation requires ethical regulation to prevent misleading information and exploitation. The implementation of digital marketing at Pramitha Store Solo is part of the business's adaptive strategy in response to technological advancements and changes in consumer behavior in the digital era.

Digital marketing is utilized as the primary means of introducing Muslim fashion products, expanding market reach, and enhancing product accessibility for consumers. Social media platforms such as Instagram and TikTok, as well as e-commerce platforms including Shopee, Tokopedia, and Lazada, serve as the main channels for the digital marketing activities carried out by Pramitha Store Solo. The use of social media as a digital marketing strategy functions not only as a promotional tool but also as a medium for two-way communication between the business and consumers. Through visual content in the form of product photos and videos, Pramitha Store Solo is able to present product details in a more engaging and informative manner. The uploaded content highlights not only the design and style of the clothing but also provides information regarding materials, sizes, and usage, thereby helping consumers gain a clear understanding of the products prior to making a purchase and reducing uncertainty in online transactions.

In addition to social media, the use of e-commerce platforms provides greater convenience and accessibility for consumers in the purchasing process. Pramitha Store Solo's presence on various marketplaces allows consumers to access products anytime and from anywhere. Features such as customer reviews, product ratings, and secure payment systems further enhance consumer trust in the offered products. Consequently, digital marketing acts as a bridge that connects products with consumers in a broader and more efficient manner. From a strategic perspective, the digital marketing implemented by Pramitha Store Solo is not solely oriented toward increasing sales but also toward building long-term relationships with consumers. Interactions through comment sections, direct messages, and customer service on digital platforms create a sense of closeness between the business and consumers. Prompt and courteous responses to consumer inquiries and complaints serve as important factors in maintaining customer trust

and satisfaction. From the perspective of Islamic business ethics, the implementation of digital marketing at Pramitha Store Solo is carried out with careful attention to the principles of honesty and transparency. Product information conveyed through digital media accurately reflects the actual condition of the products in terms of quality, color, and materials.

This practice aligns with the principles of ṣidq (honesty) and tablīgh (truthful communication), which emphasize the importance of delivering accurate and non-misleading information. Thus, digital marketing functions not only as a promotional tool but also as a medium for conveying ethical values. Based on the results of the analysis, it can be concluded that digital marketing plays a strategic role in supporting the success of Pramitha Store Solo. Digital marketing not only enhances product visibility and market reach but also strengthens consumer trust through open communication, responsive service, and honest dissemination of product information. By integrating digital marketing strategies with Islamic business ethics, Pramitha Store Solo is able to create a marketing system that is not only economically effective but also compliant with halal principles and oriented toward business sustainability and blessing. Based on the theoretical framework proposed by Kotler and Keller (2016), digital marketing is a marketing strategy that utilizes digital media and the internet to create, communicate, and deliver value to consumers in an interactive and measurable manner.

In the context of this study, digital marketing is understood not merely as a promotional tool, but as a strategic means to build long-term relationships with consumers through two-way communication, information personalization, and ease of product access. The key characteristics of digital marketing such as interactivity, wide reach, cost efficiency, and ease of performance measurement play an important role in supporting increased accessibility of Muslim fashion products to consumers.

Islamic Business Ethics

Islamic business ethics refers to a set of moral principles and values derived from Islamic teachings that guide business activities to distinguish between right and wrong behavior. According to Fauzia in *Islamic Business Ethics*, ethics in business is not merely a general moral standard but a normative framework rooted

in the Qur'an and Sunnah, aiming to ensure that business practices align with Sharia principles. Business activities in Islam are not solely profit-oriented but are also directed toward achieving social responsibility, justice, and spiritual accountability to Allah SWT. In the Islamic perspective, business is understood as an exchange of goods and services that must provide mutual benefit to all parties involved.

Islamic business differs fundamentally from conventional business practices, as it integrates worldly objectives with spiritual values. Fauzia emphasizes that Islamic business ethics are grounded in core principles such as honesty (*sidq*), trustworthiness (*amanah*), justice (*'adl*), transparency, and responsibility. These principles ensure that business operations are conducted fairly and ethically while avoiding deception, exploitation, and injustice. Furthermore, trust is considered a fundamental element in Islamic business ethics. Trust is not only a functional relationship between sellers and buyers but also a moral and spiritual obligation, as every business action is believed to be under divine supervision.

Therefore, ethical behavior in business reflects an individual's moral character, including fulfilling contracts (*akad*), providing accurate product information, maintaining product quality, and ensuring halal compliance. Operationally, the application of Islamic business ethics includes several key principles: (1) honesty in marketing and communication, particularly in conveying truthful product information; (2) trustworthiness in fulfilling promises and business agreements; (3) justice in pricing, product quality, and service; (4) transparency to enable consumers to make informed decisions; and (5) social responsibility by considering the social and environmental impacts of business activities.

These principles serve as ethical guidelines to achieve sustainable and trustworthy business practices. In the context of this research, Islamic business ethics provide an essential theoretical foundation for analyzing digital marketing strategies and product quality at Pramitha Store Solo. The integration of ethical values into digital marketing practices is expected to enhance consumer trust and improve the accessibility of fashion products in a sustainable and Sharia-

compliant manner. The principles and moral values of Islamic business ethics are used to guide business actors in conducting economic activities.

These ethical principles regulate not only the relationship between producers and consumers but also position business activities as a form of human accountability to Allah SWT. As explained in the theoretical framework, Islamic business ethics are derived from the Qur'an, Hadith, and the principles of *fiqh muamalah*, which emphasize honesty, justice, trustworthiness, and the prohibition of practices that cause harm to others. In the context of modern business, particularly in the digital era, the application of Islamic business ethics has become increasingly important. The ease of technology and the wide reach of digital marketing may potentially give rise to manipulative practices, lack of transparency, and consumer exploitation if not guided by ethical values. Therefore, the principles of honesty (*ṣidq*) and transparency (*tablīgh*) serve as the fundamental foundations in digital marketing activities and transactions.

Business actors are required to convey product information accurately, clearly, and in accordance with the actual condition of the products, including aspects related to quality, price, and product characteristics. The principle of *amanah* (trustworthiness or responsibility) is also a crucial aspect of Islamic business ethics. *Amanah* is reflected in the commitment of business actors to maintaining consumer trust, fulfilling promises that have been communicated, and taking responsibility for the products being marketed. In practice, *amanah* is not only manifested during the sales process but also in after-sales services, the handling of consumer complaints, and the willingness to provide fair solutions in the event of transaction-related issues.[1] This sense of responsibility plays a significant role in building long-term relationships between business actors and consumers. Furthermore, the principle of justice (*ʿadl*) requires a balance between the interests of producers and consumers. Islam strictly prohibits all forms of injustice in transactions, including *gharar* (uncertainty), *riba*, *tadlīs* (fraud), and exploitation of weaker parties. In digital marketing practices, the principle of justice is reflected in fair pricing, consistency between promotional messages and the actual condition of products, and the absence of coercion or psychological manipulation of consumers.

/1/ Ibid p,35

By applying the principle of justice, business activities not only generate economic profit but also contribute to the overall welfare (*maslahah*) of all parties involved. The views of prominent Islamic economic thinkers such as Al-Ghazali, Ibn Taymiyyah, and Umer Chapra further reinforce the importance of ethics in business activities. Al-Ghazali emphasized that concealing product defects or providing misleading information constitutes fraud and is prohibited in Islam. Ibn Taymiyyah highlighted the obligation to fulfill contracts and ensure consistency between what is promised and what is delivered to consumers.

Meanwhile, Umer Chapra viewed business ethics as an essential instrument for safeguarding *maslahah* and preventing inequality and harm within the economic system. Islamic business ethics must be implemented in everyday business practices, and these perspectives demonstrate that it should not remain symbolic. In conclusion, Islamic business ethics are not solely oriented toward achieving financial profit but also toward attaining business blessings (*barakah*), consumer trust, and broader societal welfare. The application of Islamic business ethics in marketing and trade activities, including digital marketing, serves as a key factor in creating a halal, just, and sustainable business system. The integration of these ethical values is expected to foster a healthy business environment and contribute positively to the development of the Islamic economy in the digital era. Islamic business ethics is derived from the Qur'an and Sunnah and regulates economic behavior based on accountability before Allah and society. Unlike conventional profit-oriented frameworks, Islamic ethics integrates spiritual, moral, and social dimensions into business conduct.

Core principles include: Ṣidq (Honesty): truthfulness in communication and transactions, Amanah (Trustworthiness): responsibility in fulfilling promises and obligations, 'Adl (Justice): fairness in pricing and treatment, Prohibition of gharar (uncertainty), tadlis (deception), and manipulation. Business success in Islam is not solely measured by financial gain but also by barakah (blessing) and maṣlaḥah (public welfare). Ethical marketing practices enhance consumer trust and long-term loyalty (Akmala & Ridlwan, 2021; Ahmad Syaichoni & Sahara, 2025). In digital contexts, Islamic business ethics demands transparency in product descriptions, fairness in pricing, and responsible communication.

Misleading digital content contradicts the prohibition of deception and undermines trust, which is a central pillar of Islamic commercial relationships.

Product Quality Management in Islamic Perspective

Product quality in Islamic economics encompasses both tangible and moral dimensions. Beyond physical durability and functionality, quality includes honesty in representation and compliance with halal standards. Concealing product defects is strictly prohibited in Islamic jurisprudence. Previous studies indicate that product quality significantly influences Muslim consumer satisfaction and purchasing decisions (Hermawansyah & Mansah, 2025). Halal attributes and transparent labeling further strengthen trust and loyalty among Muslim consumers (Sani et al., 2023). In the digital marketplace, the alignment between online presentation and actual product condition becomes critical. Any discrepancy may constitute gharar or tadlis, which are ethically unacceptable in Islamic transactions. Therefore, product quality management must ensure consistency between promotional content and delivered goods.

RESEARCH METHODS

This study employs a qualitative descriptive, The research was conducted at Pramitha Store Solo between August and October 2025. Data were collected through: In-depth interviews (owner, marketing staff, customer service), Observation of digital marketing content, Documentation analysis. Data analysis follows Miles and Huberman's interactive model: Data reduction, Data display, Conclusion drawing and verification, Data validity was ensured through triangulation of sources and techniques.

DISCUSSION

Ethical Digital Marketing Practices in Muslim Fashion MSMEs

The findings indicate that Pramitha Store actively utilizes digital platforms such as Instagram, TikTok, WhatsApp, and online marketplaces to expand market reach and enhance consumer interaction. These platforms are used not only for promotional purposes but also for real-time communication and customer engagement. From an Islamic business ethics perspective, the implementation reflects

adherence to the principles of ṣidq (honesty) and amānah (trustworthiness). Transparent product descriptions, clear pricing information, and responsive customer service demonstrate ethical accountability in digital transactions. This aligns with previous studies emphasizing that Islamic marketing ethics significantly influence consumer trust and loyalty (Akmala & Ridlwan, 2021; Ahmad Syaichoni & Sahara, 2025). Unlike businesses that prioritize aggressive promotional tactics, Pramitha Store avoids exaggerated claims and misleading advertising. Such practices are crucial in preventing gharar (uncertainty) and tadlis (deception), which are strictly prohibited in Islamic commercial jurisprudence. This supports findings by Zaroni and Norvadewi (2023), who highlight the ethical risks associated with unregulated digital marketing. Thus, ethical digital marketing in this case functions not only as a promotional tool but also as a mechanism for trust-building and long-term relationship development.

Product Quality Management
Product quality management at Pramitha Store emphasizes material selection, durability, and conformity between online representation and physical products. The consistency between digital display and actual goods reduces the risk of consumer dissatisfaction and aligns with Islamic prohibitions against defect concealment. This finding is consistent with research demonstrating that product quality and halal compliance significantly affect Muslim consumer purchase decisions (Hermawansyah & Mansah, 2025, Sani et al., 2023). The integration of quality control processes strengthens credibility and reinforces ethical marketing claims. Moreover, the study reveals that quality assurance contributes directly to product accessibility. Accessibility in this context does not merely refer to digital visibility but also to reliability and confidence in product integrity. When consumers trust that online descriptions reflect actual conditions, perceived risk decreases, thereby increasing purchase intention.

Ethical Impact on Accessibility and Trust
Ethical digital marketing practices combined with reliable product quality management significantly influence consumer trust and perceived accessibility. In the context of Muslim fashion businesses, trust is not merely a transactional factor

but a moral expectation rooted in Islamic commercial principles. When promotional content reflects honesty (ṣidq), pricing transparency demonstrates fairness ('adl), and businesses consistently fulfill promises (amanah), consumers perceive lower risk in online transactions. This reduction of perceived risk plays a crucial role in strengthening purchase intention and long-term loyalty.

Accessibility in this study extends beyond digital visibility or platform presence. It encompasses informational clarity, price fairness, product reliability, and ethical assurance. Ethical digital communication ensures that consumers receive accurate and comprehensive product information, including material specifications, sizing details, and visual representation. Such transparency reduces uncertainty (gharar) and prevents deceptive practices (tadlis), thereby creating a secure transactional environment. As a result, consumers are more confident in making purchasing decisions without physical product inspection, which is particularly important in online fashion retail. Furthermore, consistent product quality reinforces digital credibility. When the delivered product matches the online description, customer satisfaction increases, leading to repeat purchases and positive electronic word-of-mouth.

In Islamic business ethics, maintaining consistency between promise and delivery reflects moral accountability not only to customers but also to religious values. This ethical consistency strengthens brand credibility and contributes to sustainable business growth. However, the findings also reveal structural challenges. Limited human resources may affect response time, content management, and quality monitoring processes. Inconsistent quality control can potentially weaken the ethical positioning that the business strives to maintain. Therefore, ethical digital marketing must be supported by systematic internal management to ensure that moral commitments are operationally sustainable.

Overall, the integration of ethical communication and responsible product quality management creates a trustworthy ecosystem that enhances Muslim fashion accessibility. Accessibility, in this sense, becomes multidimensional combining digital reach, informational transparency, product reliability, and ethical assurance thus reinforcing both consumer trust and long-term business sustainability within an Islamic framework.

Integrative Framework: Ethical Digital Marketing and Accessibility

Although digital marketing, Islamic ethics, and product quality have been widely studied independently, limited research integrates these elements into a unified model within the Muslim fashion MSME sector. Accessibility in this context refers not only to physical availability but also to digital reach, informational clarity, affordability, and ethical reliability. Ethical digital marketing enhances accessibility by: Providing transparent information, Ensuring honest promotional communication, Strengthening consumer trust, Supporting sustainable business growth. When combined with effective product quality management, ethical digital marketing creates a trustworthy ecosystem that benefits both businesses and consumers. Based on the theoretical discussion above, this study proposes that: Ethical digital marketing practices integrated with responsible product quality management enhance Muslim fashion product accessibility and consumer trust within an Islamic business ethics framework. This integrative perspective forms the conceptual foundation for analyzing the case of Pramitha Store Solo.

CONCLUSION

Digital marketing at Pramitha Store is applied ethically by prioritizing honesty, transparency, and trustworthiness in digital communication and transactions. Through the use of a pre-order system, promotional vouchers, and live streaming, the store ensures that products are aligned with consumer needs while maintaining fairness and accountability. These practices contribute positively to consumer satisfaction and trust, in accordance with Islamic business ethics.

The application of Islamic business ethics in maintaining product quality at Pramitha Store Solo improves the accessibility of fashion products by ensuring honesty, transparency, and responsibility throughout the production and marketing process. Product quality is maintained through accurate product descriptions, conformity between displayed and received products, and the use of a pre-order system that minimizes defects and stock inefficiencies. These ethical practices increase consumer trust and confidence, making consumers more willing to access, purchase, and recommend the products. As a result, fashion products become more accessible not only in terms of availability but also in terms

of consumer acceptance and trust, in accordance with Islamic business ethics principles.

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