

**THE INFLUENCE OF SHARIA MARKETING TOWARDS SATISFACTION OF  
CUSTOMERS OF PURCHASE DECISIONS AS A MEDIATION VARIABLE  
(A STUDY ON SOFIE LOCAL FOOD IN PALU CITY)**

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**ABSTRACT**

This research aims to find out the influence of sharia marketing which consists of sharia products, sharia prices, sharia places, and sharia promotions towards customers' satisfaction of purchase decisions as a mediation variable at Sofie local food in Palu City. There were 96 respondents of customers at Sofie local food in Palu City involved in the research sample through the purposive sampling technique. Data were analyzed using SEM analysis assisted by the SmartPLS3 application. The results of the research show that sharia marketing has a significant influence directly towards customers' satisfaction, sharia marketing has a significant influence on purchasing decisions, and purchasing decisions have a significant influence on customers' satisfaction. While customers' satisfaction indirectly has a significant influence through purchasing decisions, namely sharia products, sharia prices, and sharia places, the sharia promotion indirectly does not have a significant influence towards customers' satisfaction of purchasing decisions.

**Keywords:** Sharia Marketing, Customers' Satisfaction, Customers' Decision

**INTRODUCTION**

Global forces will affect the way we live, the direction of business, consumption, lifestyle, and human life (Asmawidan Fanani, 2019). Marketing can be seen as an attempt by marketers to regulate and manage the market to meet the needs of consumers by satisfying their needs or wants about a product through exchanges and value-for-money transactions between buyers and traders. The exchange process is not an easy task, marketers need to find buyers, according to their needs, design good products, set prices, promote products, store and send them to consumers. This requires constant planning and evaluation and staying on the path and pleasure of Allah (Hasan, 2009:160).

Consumer purchasing behavior is influenced by social, personal, psychological, and cultural factors. Studying all these factors is very important for marketers to learn and understand, such as how to make people become consumers and serve them well. (Kotler dan Keller, 2006).

In the general decision-making process, consumers will try to find information about how to make the right purchase decision. Consumers today are very important in researching and seeking information about the product to be used. In terms of quality, every Muslim must pay attention to whether a product is halal and good (tayyib). A better understanding of religion gives Muslims more choices in choosing the products they consume (Alfiandan Marpaung, 2017).

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The concept of sharia marketing includes sharia product variables. (Bahari et al., 2012) emphasizes that sharia products are realistic (creativity results), humanistic (humanitarian products are delivered politely and proportionally), and transparent (business partners are very aware of product characteristics).

Islamic marketing is the same as conventional marketing, but the difference lies in its implementation. This is because all elements of sharia marketing are based on an Islamic perspective. Sharia marketing prioritizes the values of justice and honesty and is following the Qur'an and Hadith so that all transaction processes are protected from things prohibited by Sharia law. In Islamic marketing, the company does not only focus on profit but also other goals, namely the blessing of Allah SWT (Huda et al., 2017).

One of the typical Palu souvenir shops that have been operating for a long time is Sofie local food, which is located at St. Jati Super in Tawanjuka Village, South Palu Subdistrict, Palu City, Central Sulawesi Province. This shop provides various types of typical souvenirs from the city of Palu and the province of Central Sulawesi. There are souvenirs in the form of food, snacks, and other souvenirs. To maintain a stable market share at Sofie local food and continue to increase, they improve good relations with customers, both new customers, and old customers by providing convenience in transactions, comfort in being in Sofie local food, and providing maximum service.

Based on the results of interviews with several respondents, M, TN, N, and JI who are consumers who regularly buy products at Sofie local food and are satisfied with the product, Subject M revealed that M is satisfied with the products at Sofie local food because Sofie local food products are guaranteed to be halal so that they are safe for consumption.

From the results of these 4 interviews, it can be concluded that sharia marketing which includes sharia products, sharia prices, sharia places, and sharia promotions is the main reason for consumer satisfaction to make purchases.

Based on these problems, sharia marketing which includes sharia products, sharia prices, sharia places, and sharia promotions is important to analyze in this research, especially the role of these four variables in making purchase decisions to increase consumer satisfaction. Consumers believe that sharia marketing prioritizes the values of justice and honesty and can obey the Qur'an.

Based on the problems described above, therefore researcher is interested in conducting research on the influence of Islamic marketing on consumer satisfaction through purchasing decisions as a mediation variable.

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## METHOD

### Types of research

This type of research is explanatory (Explanatory Research). Explanatory research is a research method that intends to explain the position of the variables studied and the influence between one variable and another (Sugiyono, 2017).

### Population and Sample

The population in this research includes all consumers from Sofie's local food souvenir shop in Palu City. The sampling technique used was purposive sampling. According to Sugiyono (2018:138), the Purposive Sampling technique is a sampling technique with certain considerations and criteria. The sample selection in this research was carried out by selecting Sofie local food consumers in Palu City based on specific characteristics to be used as samples in the research. As for the characteristics or criteria of respondents who will be sampled in this research, namely:

1. Have a minimum age of 18 years

2. Consumers who buy products from Sofie local food in Palu City at least 4 times
3. Willing to fill out questionnaires given by the researcher

### Data analysis technique

The data analysis technique used in this research is the SEM (Structural Equation Model). SEM is a statistical technique that can analyze the relationship between latent constructs and their indicators, latent constructs with each other, as well as direct measurement errors. SEM is a multivariate dependent statistical family; SEM allows analysis between several dependent and independent variables directly.

## RESULTS AND DISCUSSION

### Instrument Test

Validity test.

To meet the validity is 0,3 ( $r \geq 0,3$ ) then the instrument is declared valid. The results of the research to test the validity of the sharia product variable in this research used 30 respondents with the help of software (Statistical Package for the Social Sciences).

Reliability test.

An instrument is declared reliable if the reliability coefficient is at least 0,6 ( $\alpha \geq 0,6$ ). This research contains six variables, namely sharia products, sharia prices, sharia places, customer satisfaction, and customer decisions. The value shows Cronbach's Alpha for all variables is greater than 0,6 ( $\alpha \geq 0,6$ ).

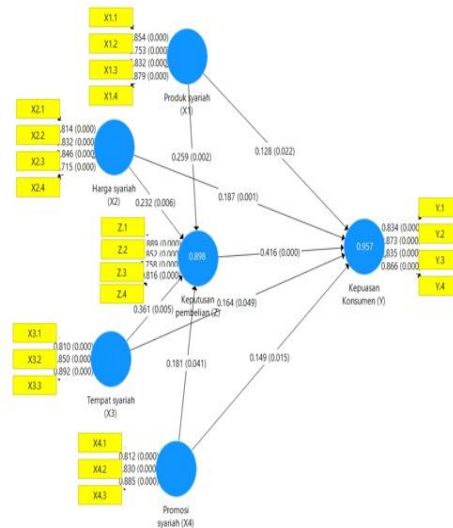
**Table 1 Reliability Test**

Variable	Cronbach's Alpha	Status
Sharia Products	0.646	Reliable
Sharia Price	0.858	
Sharia Place	0.858	
Sharia Promotion	0.877	
Customers' satisfaction	0.885	
Customers' decisions	0.826	

The table above shows that the value of Cronbach's Alpha for all variables is greater than 0,6 ( $\alpha \geq 0,6$ ). So that all statement items in this research instrument are declared reliable and suitable for use as a data collection tool.

### Characteristics of Respondents

Data information obtained from the field through respondents' answers to the questionnaires distributed is presented in the form of tabulated percentages of tables and graphs. These questionnaires consist of 22 statements; customer perceptions of Sofie local food from 96 respondents, and 44 customers agree that Sofie local food has an expiration date. 38 customers agree that the price of Sofie local food could be reached by customers, and 43 customers agree that the promotion carried out by Sofie local food does not violate morality. In the sharia place variable, 46 customers agree that there is no coercion in making purchases.



**Figure 1 Bootstrapping Results**  
(Source of Processed SmartPLS)

Based on the picture above, the results of this research hypothesis are as follows:

**H1. Sharia Products have a Significant Influence on Customers' Satisfaction.**

The results of hypothesis testing show that the influence of sharia products has a significant influence on customers' satisfaction, showing a p-value of (0.022) is smaller than (0.050). It means that sharia products have a significant influence on customers' satisfaction. So, hypothesis 1 is confirmed.

**H2. Sharia Prices have a Significant Influence on Customers' Satisfaction.**

The results of hypothesis testing show that the influence of sharia prices has a significant influence on customers' satisfaction, showing a p-value of (0.001) is smaller than (0.050). It means that sharia prices have a significant influence on customers' satisfaction. So, hypothesis 2 is confirmed.

**H3. Sharia Places have a Significant Influence on Customers' Satisfaction.**

The results of hypothesis testing show that the influence of sharia places has a significant influence on customers' satisfaction, showing a p-value of (0.049) is smaller than (0.050). It means that sharia places have a significant influence on customers' satisfaction. So, hypothesis 3 is confirmed.

**H4. Sharia Promotion has a Significant Influence on Customers' Satisfaction.**

The results of hypothesis testing show that the influence of sharia promotion has a significant influence on customers' satisfaction, showing a p-value of (0.015) is smaller than (0.050). It means that sharia promotion has a significant influence on customers' satisfaction. So, hypothesis 4 is confirmed.

**H5. Purchasing Decision has a Significant Influence on Customers' Satisfaction.**

The results of hypothesis testing show that the influence of purchasing decisions has a significant influence on customers' satisfaction, showing a p-value of (0.000) is smaller than (0.050). It means that purchasing decisions have a significant influence on customers' satisfaction. So, hypothesis 5 is confirmed.

**H6. Sharia Products have a Significant Influence on Purchasing Decisions.**

The results of hypothesis testing show that the influence of sharia products has a significant influence on purchasing decisions, showing a p-value of (0.002) is smaller than (0.050). It

means that sharia products have a significant influence on purchasing decisions. So, hypothesis 6 is confirmed.

**H7. Sharia Prices have a Significant Influence on Purchasing Decisions.**

The results of hypothesis testing show that the influence of sharia prices has a significant influence on purchasing decisions, showing a p-value of (0.006) is smaller than (0.050). It means that sharia prices have a significant influence on purchasing decisions. So, hypothesis 7 is confirmed.

**H8. Sharia Places have a Significant Influence on Purchasing Decisions.**

The results of hypothesis testing show that the influence of sharia places has a significant influence on purchasing decisions, showing a p-value of (0.005) is smaller than (0.050). It means that sharia places have a significant influence on purchasing decisions. So, hypothesis 8 is confirmed.

**H9. Sharia Promotion has a Significant Influence on Purchasing Decisions.**

The results of hypothesis testing show that the influence of sharia promotion has a significant influence on purchasing decisions, showing a p-value of (0.041) is smaller than (0.050). It means that sharia promotion has a significant influence on purchasing decisions. So, hypothesis 9 is confirmed.

**H10. Sharia Products have a significant influence on Customers' Satisfaction through Purchasing Decisions.**

The results of hypothesis testing show that the influence of sharia products has a significant influence on customers' satisfaction through purchasing decisions, showing a p-value of (0.044) is smaller than (0.050). It means that sharia products have a significant influence on customers' satisfaction through purchasing decisions. So, hypothesis 10 is confirmed.

**H11. Sharia Prices have a significant influence on Customers' Satisfaction through Purchasing Decisions.**

The results of hypothesis testing show that the influence of sharia prices has a significant influence on customers' satisfaction through purchasing decisions, showing a p-value of (0.039) is smaller than (0.050). It means that sharia prices have a significant influence on customers' satisfaction through purchasing decisions. So, hypothesis 11 is confirmed.

**H12. Sharia Places have a significant influence on Customers' Satisfaction through Purchasing Decisions.**

The results of hypothesis testing show that the influence of sharia places has a significant influence on customers' satisfaction through purchasing decisions, showing a p-value of (0.011) is smaller than (0.050). It means that sharia places have a significant influence on customers' satisfaction through purchasing decisions. So, hypothesis 12 is confirmed.

**H13. Sharia Promotion has a significant influence on Customers' Satisfaction through Purchasing Decisions.**

The results of hypothesis testing show that the influence of sharia promotion has no significant influence on customers' satisfaction through purchasing decisions, showing a p-value of (0.101) is more than (0.050). It means that sharia promotion has no significant influence on customers' satisfaction through purchasing decisions. So, hypothesis 13 is rejected.

## CONCLUSIONS

Based on the research, it can be concluded as follows:

1. Sharia products have a significant influence on customers' satisfaction at Sofie local food
2. Sharia products have a significant influence on purchasing decisions at Sofie local food
3. Sharia Prices have a significant influence on customers' satisfaction at Sofie local food
4. Sharia Prices have a significant influence on purchasing decisions at Sofie local food

5. Sharia places have a significant influence on customers' satisfaction at Sofie local food
6. Sharia places have a significant influence on purchasing decisions at Sofie local food
7. Sharia promotion has a significant influence on customers' satisfaction at Sofie local food
8. Sharia promotion has a significant influence on purchasing decisions at Sofie local food
9. Purchasing decisions have a significant influence on customers' satisfaction at Sofie local food
10. Sharia products have a significant influence on customers' satisfaction through purchasing decisions at Sofie local food
11. Sharia prices have a significant influence on customers' satisfaction through purchasing decisions at Sofie local food
12. Sharia places have a significant influence on customers' satisfaction through purchasing decisions at Sofie local food
13. Sharia promotion has no significant influence on customers' satisfaction through purchasing decisions at Sofie local food; this means that the customers' decision variables are not significant enough to increase the influence of sharia promotion on customer satisfaction, because of the direct influence of sharia promotion on customers' satisfaction is already significant.

Based on the results and conclusions of the research, several things need to be recommended to the parties involved in this research as follows:

1. Sofie local food as a typical souvenir food business in Palu City is expected to maintain the cleanliness of the equipment used and the quality of the raw materials used so that consumers feel that the products produced by Sofie local food are safe for consumption.
2. Sofie local food as a typical souvenir food business in Palu City is expected to maintain the application of sharia marketing in its business operations by not deceiving consumers to seek profit and setting prices according to the market both at Sofie local food outlets and at Supermarket and Alfamidi throughout Palu City because this can attract the attention of consumers to buy local food products at Sofie local food.
3. Sofie local food as a typical souvenir food business in Palu City is expected to maintain the cleanliness of goods storage areas and transportation facilities in the halal process from the beginning to customer this can create satisfaction for the customer.
4. The owner of Sofie local food to develop a sharia promotion strategy that is designed to be more attractive and not boring, this is also useful as an attraction for customers to make purchasing decisions on products at Sofie local food.
5. Researchers who want to research Sharia marketing are expected to add other variables that are following the problem that in the future customer satisfaction through purchase decisions is made to create a differentiator, where it can produce wider and more interesting information.

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