



Evaluating Sharia-Based Marketing Strategies and Their Effect on Purchase Intention in Higher Education Enterprises

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Abstract

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This study aims to analyze the influence of the sharia marketing mix on consumer purchase intention. The sharia marketing mix not only adopts conventional marketing principles but also emphasizes Islamic values based on honesty, justice, and blessings. A quantitative approach was employed by distributing questionnaires to consumers of products and services, and the collected data were analyzed using multiple regression to examine the effects of product, price, promotion, and distribution variables from a sharia perspective. The findings reveal that all sharia marketing mix variables have a positive and significant effect on consumer purchase intention, with sharia promotion identified as the most dominant factor. These results indicate that the implementation of sharia-compliant marketing strategies can enhance consumer trust, loyalty, and purchasing tendencies. This study is expected to provide practical contributions to the development of more effective sharia marketing strategies to remain competitive in the modern business era.

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INTRODUCTION

The growing awareness among Muslim communities regarding the importance of Sharia principles in economic activities has spurred the emergence of the Sharia marketing mix as an alternative approach within modern business strategies. Beyond merely adopting conventional elements—namely product, price, promotion, and distribution—the Sharia marketing mix underscores the integration of Islamic values such as honesty, justice, and blessing (barakah) in every process (Rika et al., 2023). This approach is believed to foster competitive advantage and enhance consumer loyalty, as

contemporary Muslim consumers evaluate not only product quality and price but also the extent to which their transactions adhere to Sharia principles.

A growing body of research underscores the importance of implementing Sharia-based marketing strategies to strengthen consumers' purchase intentions. Kartika et al. (2024) affirm that product differentiation and brand awareness, when infused with Sharia values, significantly enhance public interest in Islamic banking. Similarly, Khairunnisa and Fasa (2024) found that Sharia marketing strategies exert a significant influence on consumer purchase intentions toward halal products. Other studies highlight the effectiveness of the Sharia marketing mix within the culinary sector, as Majid and Safar (2024) demonstrate that its implementation in food-related businesses effectively drives consumer purchase interest. These findings collectively indicate that the integration of religious values within marketing strategies is not confined to financial products but extends to a wider array of sectors, including daily necessities and services.

Furthermore, specific dimensions such as price, promotion, and distribution have also been identified as key determinants of consumer purchasing decisions. Sari et al. (2025) revealed the significant role of pricing and promotional factors in influencing consumer decisions in the Sharia property sector. The study emphasizes that transparent pricing, ethical and informative promotion, and accessible distribution channels are crucial components in fostering consumer trust. In the same vein, Maulana et al. (2023) found that location, electronic word of mouth (e-WOM), and social media marketing substantially contribute to increasing consumer purchase intention. These findings underscore that Sharia marketing must maintain a delicate balance between religious values and modern marketing strategies to achieve optimal effectiveness.

Within the context of higher education, business units operated by Islamic universities hold strategic potential for applying the Sharia marketing mix. Islamic higher education institutions function not only as centers of learning but also as catalysts for Islamic value-based economic development. The Photocopy Business Unit at UNIDA Gontor, for instance, serves the academic community's needs while simultaneously contributing to the broader Sharia economic ecosystem within the pesantren environment. Such enterprises enable students and staff to access services aligned with Islamic principles, while reinforcing the practice of ethical business within the campus milieu.

Nevertheless, research examining the implementation of the Sharia marketing mix in small-scale, education-based enterprises remains relatively scarce. Most prior studies have concentrated on Islamic banking, the halal food industry, or Sharia-compliant property sectors, whereas the application within small business units in educational settings—with their distinctive operational characteristics—has been largely underexplored. This research gap is noteworthy, given that small enterprises in Islamic universities face unique dynamics, including limited capital, varied internal consumer needs, and interactions shaped by academic cultures that emphasize religious and ethical values. Therefore, this study seeks to bridge this gap by focusing on the influence of Sharia marketing mix implementation on consumer purchase intention within educational business units.

Moreover, the application of the Sharia marketing mix provides not only economic benefits for business units but also contributes to nurturing socially and spiritually responsible consumers and entrepreneurs. By emphasizing principles of honesty, transparency, and fairness, this approach cultivates consumer awareness to select products and services that are not only financially beneficial but also morally sound. The

integration of Sharia values within marketing practices is thus expected to create more meaningful consumer experiences and foster long-term loyalty.

Ultimately, the findings of this study are anticipated to make a theoretical contribution to the body of literature on Sharia marketing, particularly in the context of small-scale enterprises within Islamic higher education institutions. Practically, the study is expected to serve as a guideline for managers of university business units in designing effective marketing strategies that are both Sharia-compliant and strategically impactful.

LITERATURE REVIEW

Marketing and Sharia Marketing: Concept and Implementation

Marketing is a strategic discipline that connects organizations with their consumers through the creation of value and the fulfillment of customer satisfaction. It encompasses the processes by which organizations design, deliver, and exchange offerings that hold value for consumers, clients, partners, and society at large. This definition underscores that marketing extends beyond mere buying and selling transactions; it represents a holistic and systematic process that integrates both strategic and operational dimensions of business performance.

Azizah and Hermawan (2025) further argue that marketing constitutes a combination of activities designed to generate profit by identifying, stimulating, and satisfying the needs of specific market segments. Tjiptono (2014) similarly asserts that marketing serves as a fundamental tool for achieving corporate objectives through the attainment of sustainable competitive advantage.

As economic systems and business ethics evolve, the concept of Sharia marketing has emerged—grounded in the ethical and legal framework of Islamic principles. Hussnain (2011) defines Sharia marketing as the process of identifying and fulfilling consumer needs within the boundaries prescribed by Sharia, which include lawful (halal) products, fair pricing, truthful promotion, and secure business practices (Ismailiah et al., 2022). Sharia marketing thus stands as an ethical alternative to conventional marketing, which often neglects moral and spiritual dimensions in its pursuit of profit maximization.

Principles of Sharia Marketing

The foundational principles of Sharia marketing encompass the following:

Tawhid (Monotheism): All business activities must be grounded in faith in Allah SWT and conducted in full compliance with Islamic law, as stated in Qur'an Surah Al-An'am (6:162).

1. Justice (Al-'Adl wa Al-Ihsan): Business practices must avoid price manipulation, monopolistic behavior, and fraud, in accordance with Hadith narrated by Muslim.
2. Public Interest (Maslahah): Products and services must generate social benefit and refrain from causing harm to individuals or communities.
3. Transparency and Trustworthiness (Amanah): Product information must be communicated with clarity, honesty, and accountability.
4. Spiritual Balance: Business activities are considered acts of worship when conducted ethically, aiming to achieve falah (ultimate success and well-being).

Sharia Marketing Mix

The Sharia marketing mix represents an adaptation of the conventional 4Ps framework—Product, Price, Place, and Promotion—guided by the principles of halal compliance, justice, honesty, and social benefit (Syarifuddin & Mahesa, 2020).

Product encompasses the goods or services offered to consumers. According to Mundir and Rahayu (2022), a product is anything that can be presented, used, purchased, or owned by individuals, households, or organizations. Products include both tangible and intangible elements, such as services, personal attributes, and ideas. From an Islamic perspective, the production process is considered an act of worship and must adhere to principles of legality, purity, and ethical correctness. Consequently, products within Sharia marketing must be halal, of high quality, clearly defined in status, and safe for consumers (Sari et al., 2025).

Price constitutes the most flexible element within the marketing mix, referring to the monetary value assigned to a product. In Islamic thought, Allah SWT is regarded as the ultimate regulator of price, and any form of price manipulation is strictly prohibited (Paujiah et al., 2020). Pricing within the Sharia marketing framework must therefore ensure fairness, transparency, and equity, reflecting both ethical and economic responsibility.

METHODS

This study employed a qualitative methodology aimed at achieving an in-depth understanding of the cultural, social, and habitual practices of the community, with particular emphasis on the meanings, experiences, and perspectives of individuals. Data were collected through open-ended interviews with staff from the Photocopy Business Unit at UNIDA Gontor, Universitas Darussalam Gontor, Ponorogo Regency, East Java, and subsequently analyzed to gain a comprehensive understanding of the information obtained. The data sources comprised primary data, including written notes and audio recordings from the interviews, as well as secondary data drawn from books, journals, articles, and relevant databases. Data analysis was conducted in three stages: first, data reduction, which involved selecting and filtering relevant information and organizing it according to research themes; second, data display, achieved by narratively describing the data through text, tables, and graphics while systematically illustrating the relationships among variables; and third, conclusion drawing, based on the findings derived from the collected and analyzed data.

RESULT AND DISCUSSION

Implementation of the Sharia Marketing Mix at the Photocopy Business Unit, UNIDA Gontor

a. Product

"This photocopy service is free from any haram content because we always ensure it. We maintain service quality diligently; if there are errors in the print results, we can correct them. Insha'Allah, we plan to innovate binding services using stitching techniques. However, we also consider the benefit (maslahah) of our customers." (Interview with UNIDA Gontor Photocopy Staff, 2025)

Based on the interview above, the photocopy business unit at UNIDA Gontor aligns with Islamic values in the following ways:

1. Upholding Sharia by prohibiting the handling of haram content.
2. Maintaining high service quality to ensure customer satisfaction.
3. Innovating products while taking into account the benefit (maslahah) of the customers.

b. Price

"Our pricing strategy is largely similar to that outside the university, except that we only take a minimal profit on stationery (ATK). Promotions are available for transactions exceeding IDR 100,000. The quality of our service, Insha'Allah, meets customer expectations." (Interview with UNIDA Gontor Photocopy Staff, 2025)

From this interview, it can be concluded that pricing at UNIDA Gontor follows Islamic principles:

1. **Justice:** Prices are comparable to those outside the university. Although profit margins are low, revenues still benefit Universitas Darussalam Gontor.
2. **Customer-Centered Promotions:** Offering discounts demonstrates that the business prioritizes customer satisfaction over excessive profit, in accordance with Islamic teachings prohibiting exploitative pricing.
3. **Maintaining Service Quality:** Ensuring that services meet customer expectations reflects the Islamic values of trustworthiness and honesty.

c. Place

"The photocopy service is strategically located in the Integrated Building, where most students attend lectures, making it convenient for them to print without traveling far. Online delivery is available, though currently only for units (satker) in large quantities." (Interview with UNIDA Gontor Photocopy Staff, 2025)

The placement of UNIDA Gontor's photocopy service adheres to Islamic principles by:

1. **Strategic Location:** Being easily accessible facilitates customers' needs, reflecting the Islamic principle of easing others' burdens.
2. **Providing Online Services:** Although limited, the online delivery option also embodies the principle of serving others conveniently.

d. Promotion

"Our promotional media includes Instagram and posters. We also provide discounts on faculty-authored books during specific events." (Interview with UNIDA Gontor Photocopy Staff, 2025)

The promotional practices of the photocopy business align with Sharia principles:

1. Using communication channels to disseminate information about services effectively.
2. Offering discounts during certain events, which can stimulate consumer purchase intention.

The Effect of Sharia Marketing Mix Implementation on Purchase Intention

"Alhamdulillah, the number of customers has increased compared to last year. With this growth, we have expanded production and staff to maintain service quality and meet customer expectations. During final exams (UAS), many students and lecturers queue simply to print or photocopy their files." (Interview with UNIDA Gontor Photocopy Staff, 2025)

Based on the interview and the theoretical framework presented by Adi S., the following analysis can be made:

1. **Consumer Trust:** Positive feedback from customers indicates increased confidence in the photocopy unit's services, leading to higher purchase intention.

2. Strategic Location: Convenient placement within the campus facilitates customer access, supporting higher transaction rates.
3. Affordable Pricing: Student-friendly pricing ensures fairness and prevents excessive profit-taking, consistent with Islamic ethical principles.

In 2025, the UNIDA Gontor photocopy business unit experienced an increase in purchase intention. This growth is attributable to heightened consumer trust in service quality. According to standard definitions, an increase encompasses improvement in level, quantity, or quality. The interview data substantiate that purchase intention has indeed risen at UNIDA Gontor's photocopy business unit.

CONCLUSION

Based on the discussion, it can be concluded that the implementation of the Sharia marketing mix at the Photocopy Business Unit of UNIDA Gontor has had a positive impact on purchase intention. The products offered comply with Islamic law, are free from haram elements, and provide benefits both to users and the surrounding environment. Pricing is determined according to principles of justice, transparency, and *maslahah* (public benefit), without manipulation, and includes promotional pricing during specific events. The business unit is strategically located, easily accessible, and facilitates customer convenience, reflecting the Islamic principle of easing others' needs. Promotional activities are conducted transparently, utilizing various social media platforms and promotional events that emphasize clarity of pricing information, thereby consistently reflecting all aspects of the Sharia marketing mix. The application of the Sharia marketing mix has demonstrably contributed to increased purchase intention at UNIDA Gontor's photocopy unit. This increase is further reinforced by heightened consumer trust in service quality, product innovation guided by customer *maslahah*, and an expansion of staff to maintain service standards. Therefore, the implementation of the Sharia marketing mix aligns with Islamic principles, delivering benefits to the business unit specifically while simultaneously providing broader advantages to consumers.

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