

A Sharia Digital Marketing : Triggering the Distributors' Improvement of Sales

Ifa Nurul Islamiah^{1a)}, Nurhayati Lubis^{2b)}, Mahyarni^{3c)},
Astuti Meflinda^{4d)}, Anjelina^{5e)}, Yosep Adi Saputra^{6f)}, Okfalisa^{7g)}

^{1,2,3,4,5,6,7} Universitas Islam Negeri Sultan Syarif Kasim Riau

^{a)} Corresponding Author's Email: Mahyarni@uin-suska.ac.id

^{b)} Another Author's Email: ifanurulislamiyyah@gmail.com

^{c)} Another Author's Email: yosepadisaputra9@gmail.com

^{d)} Another Author's Email: anjelinaanjel404@gmail.com

^{e)} Another Author's Email: lubisnurhayati3108@gmail.com

^{f)} Another Author's Email: astuti.meflinda@uin-suska.ac.id

^{g)} Another Author's Email: okfalisa@gmail.com

Abstract. This research was conducted to determine digital marketing in increasing the sales volume of the Ratu Glow Skincare as one of skincare business distributor according to an Islamic Economic perspective. This paper also aims to determine the problems faced in increasing the sales volume of the Ratu Glow Skincare business. This study applied a qualitative research using observation and interview methods for data collection. The study found that the Sharia digital marketing strategy that carried out by Ratu Glow Skincare triggers the increasing of the sales product volume. Herein, the social media such as Facebook, WhatsApp, Instagram and Shopee were applied as media in transforming the product sales and marketing which intertwining a sharia economical perceives including honesty service strategies and competitive prices, good product quality, direct distribution channels, and massive online promotions. This reveals that sharia digital marketing has proven can boost the consumer interest in buying Ratu Glow Skincare products repeatedly.

INTRODUCTION

The digital era has entered daily practice in modern life, the emergence of digital user markets and producers that are easily accessible to everyone. The benefits of digital have been felt and united by what is called a global village, namely a wide range of users from various nations and throughout the world. This existence makes each community as an object of the market as well as the producers who run the market itself. Digital in the business world has a very rapid impact, especially in terms of digital marketing. The superiority of technology is able to market it as widely as possible to all people at home and abroad. Digital business opportunities provide great concerns for business actors in encouraging the personal economy and economic growth in Indonesia. The efforts to satisfy and fulfill consumers' needs and demands for goods or services are significant to be more explored in order to obtain the loyal customers and repeat purchases. A consumer can turn into a loyal customer due to his satisfaction, thus the consumer never switches into another company's product or service for similar nature. The customer satisfaction causes companies to place an orientation on customer satisfaction. Management must be able to read consumer behavior and be able to carry out strategies that suit the needs of the business or company. As a part of consumer behavior, entrepreneurs are capable to be an observant in seeing the entire possible opportunities or threats that their products will reach on the market demand. The maintenance of a company's existence depends on the company's ability to see existing market opportunities and anticipate possible market threats from competitors.

The sales rise defines as the expansion of buying and selling activities for several goods or services. According to Mubarak, consumers conduct the trading activities in order to complement their needs according to the agreement¹. Generally, marketing is an individual and groups of social process that triggering the transaction through the creation and exchanges of new products values². The most considered element of marketing is business competition. The sales commonly breaks down in smoothly selling due to the high competitors. The world business competition requires a marketer to find an effective and efficiency of marketing activities in order to grab a high demand values from the customers. These marketing activities require a basic marketing concept in accordance with the marketer's interests and the needs and desires of customers. An appropriate marketing strategies as well a mixing Islamic values in trading could increase the competitiveness and the potential in capturing the attention of prospective purchasers. These strategies are then analyzed to describe in detail of market segmentation, target market determination strategies, and market positioning strategies and marketing mixing. The meaning of marketing in Islam can be interpreted as a socio-economic activity by within the Islamic provisions. Previously, the emergence of marketing theory and implementation in modern times, Rasulullah Shallallahu Alaihi wa Sallam taught us on how to carry out a valuable marketing strategies through his noble morals. This is supported by the

provisions of Islam in fiqh rules of a Hadith explains that Muslims are bound by the business agreements which concern on halal and haram activities (H.R. Bukhori).

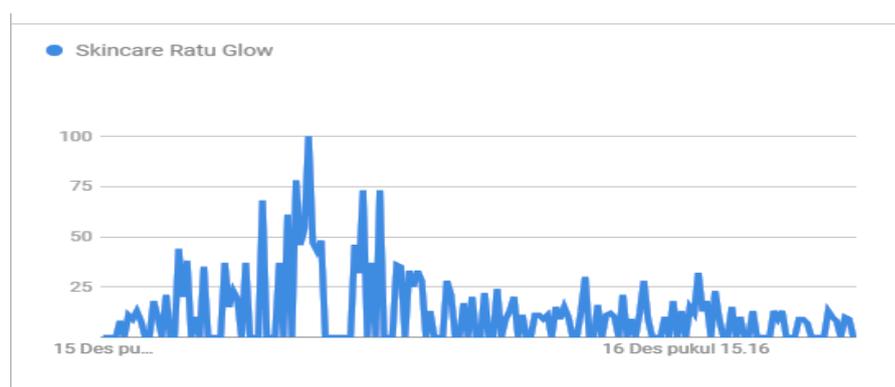
Apart from that, another fiqh rule says that the entirety of the forms of muamalah (business) may be conducted, unless there is a compelling argument that prohibits such action.³ This rules of fiqh concludes that sharia marketing vouching for the entire trading process activities, whether the creation process, the offering process, or the value change process, must not contain anything that contradicts with the agreement and muamalah principles. Allah Subhanahu Wa Ta'ala reminds us to always avoid any unjust acts in business, including during the process of creating, offering and the changing value in marketing.⁴ As Allah Subhanahu wa Ta'ala says in Surah Shaad: 24, with the meaning: "He (Dawud) said, "Indeed, he has done wrong to you by asking for your goat to be (added) to his goats. Indeed, many of these people are allies do injustice to others, except those who believe and do good deeds; and only a few of them are like that." And Dawud suspected that We were testing him; so he asked forgiveness from his Lord then fell down and repented." (Q.S Shaad: 24)

Marketing according to a sharia perspective is a business activity that allows everyone to carry out and use its benefits based on an attitude of honesty, fairness, openness and sincerity in accordance with the principles of the Islamic agreement or business transaction in Islam. The purpose of Sharia in marketing is for the benefit of humanity, because Allah Subhanahu Wataala has sent down the commands and prohibitions so that balance is maintained in life and humans obtain benefits for themselves. A Sharia perceives that the marketing sector is a sector that fulfills the needs of life which is permissible, as long as it is done in the right way which is far from elements of falsehood. The use of technology and Islamic marketing strategies makes a major contribution to the succession of a business, thereby impacting sales and increasing income.

Both of small and large industrial scale community businesses provide a positive impact on community welfare. Small and household industries have three significant contribution for their existence in Indonesia. Firstly, the performance of small industries and households tends to be better in producing a productive workforce. Secondly, as a part of the dynamics ecosystem, small industries and households often achieve increased productivity through the investment and technological changes. Thirdly, small and household industries have advantages in terms of flexibility compared to the large businesses.

During the first semester of 2023, the cosmetics and health industry growth are increased by 5% that expect reach into 9% in 2026.⁵ Ratu Glow skincare as one of cosmetics subsector category is a beauty care brand that has been clinically tested and has received POM certification. Apart from that, Ratu Glow is a beauty and facial care product that is suitable for various skin types especially for Indonesia citizen. Such products are produced by a factory that has a CPKB certificate and uses quality tools and raw materials which was established since 2020. Ratu Glow Skincare becomes one of a skincare brand whose product marketing uses sharia digital marketing concepts. In the digital marketing concept implemented by Ratu Glow, the interest of Ratu Glow skincare buyers increased in a short period of time. However, it is also found an insignificant decrease in buyer interest as explained in Figure 1.

Figure 1
The buyer sales interest of Ratu Glow Skincare in Pekanbaru City



Source. Distributor of Ratu Glow Pekanbaru 2023

The sales decline was due to several internal and external factors, for example is the lack of socialization regarding the benefits of Ratu Glow skincare thus it triggers the public's lack of knowledge about Ratu Glow products. For some skincare brands competitors with bigger and more well-known brands, glow queen skincare has become less attractive for several consumers. Apart from that, many of Ratu Glow's distributors are housewives who are not up to dated and familiar in utilizing the marketing digitalization. The marketing strategy formulation applies the segmentation, target, positioning (STP) and other supporting factors in promotional concepts, provides

the excellent customer service, affiliation or partnership and social capital. Therefore, the lack of research exploration on the digital marketing strategy aspect prompt this paper to find out how is the application and impacts of digital marketing strategy at Ratu Glow Skincare Pekanbaru.

RESEARCH METHODOLOGY

This research conducts a qualitative field research with the object of Ratu's digital marketing strategy to increase sales. The situation is then described in the form of words and language, in a special natural context and by utilizing various scientific methods.⁶ This research contains valid data related to analysis of Ratu Glow's digital marketing strategy in increasing sales. The optimizing digital marketing strategy concept used to include the digital assets development, the rise of website visits, the optimizing social media accounts, the email marketing activities, and broadcast messages. Data collection techniques in this research include interviews and documentation. Moreover, the triangulation techniques are utilized to justify the validity of the data.⁷ Besides, the entire documents from the main distributors and customers as well as the social digital marketing transaction documents activities are observed to strength the analysis.

RESULTS AND DISCUSSION

A. Ratu Glow Skincare Profile

Ratu Glow Skincare is a local brand cosmetics industry that was founded in 2020 and has helped enliven the world of skincare. Ratu Glow Brand itself comes from the name of our owner's child which means female leader, in accordance with the company's vision and mission, namely to become the leading brand of the many cosmetic brands and be the answer for Indonesian women. Ratu Glow has a BPOM permit and has passed Good Manufacturing Practice or GMP testing, a government procedures system that commonly used to ensure that products are continuously and consistently produced and monitored according to good quality standards.

This testing procedure is conducted to minimize any pharmaceutical or beauty production risks that cannot be eliminated through the final product testing. Ratu Glow achieves halal certification that guarantee the skin care product does not contain intifa which ingredients from pigs or ingredients that are prohibited in the production and processing of the product. The Glow Queen Guaranteed 100% Halal. The products are complete and provide solutions for the entire skin care needs. Currently Ratu Glow has thousands of customers with positive reviews, such as the positive treatment reviews at the clinic, the customers testimony on using the products, the delivery and packaging services. These products provide a very grateful to all customers, agents and resellers both in Indonesia and abroad who have purchased products and collaborated with Ratu Glow.

To increase sales volume, Ratu Glow Skincare provides the opportunities for people who want involves as distributors with special prices. Ratu Glow Skincare support many distributors from Pekanbaru and outside the city. For customers who come from Pekanbaru itself, the COD (Cash on Delivery) system will usually be implemented. Distributors who are outside the city will usually use expedition delivery services and pay via a transfer system. Ratu Glow skincare consists of three treatment packages, the details are as follows:

Table 1

Ratu Glow Skincare Product Price List

Product name	Product Price
Ratu Glow Skincare Platinum	310.000
Ratu Glow Skincare Reguller	235.000
Ratu Glow Skincare Economy	165.000

Source. Distributor of Ratu Glow Pekanbaru 2023

Based on the table above, there are three types of packages from Ratu Glow Skincare products. Ratu Glow Skincare can treat seven facial skin problems such as oily face, acne, blackheads, dry and dull skin, black spots, acne scars, large pores and striped facial skin. Before buying Ratu Glow Skincare products, consumers usually ask the seller first which package is suitable for use.

B. Digital Marketing Strategy for Ratu Glow Skincare

Herein, Ratu Glow Skincare starts to apply the digital marketing strategy through the exploration of digital assets development such as a website in order to provide the digital business services. The list of activities carried out by Ratu Glow Skincare includes the setting up websites and social media, such as Facebook, Instagram, Tiktok,

Shope and other social media platforms. In fact, several distributors has Facebook and some doesn't. Like Yirsa's main Facebook distributor, Rahma Yani. Apart from having a Facebook account, she also has an Instagram account, namely @yaniiryu.kosmetik, which contains information about her and her husband's achievements due to the rewards given as successful Ratu Glow distributors, as well as posts related to product closings. Next strategy used is conduct to increase website visits so that when you search for keywords, for example "Ratu Glow", several sources and information will immediately appear. Just like what Yirsa's main distributor did, if you type his name on Google, information will immediately appear in the form of his Instagram, and several articles containing information about Yirsa's main distributor.

Now, the strategy is focused on the optimizing the social media accounts. In this digital marketing strategy, the optimization is significant as apart for finding new prospective consumers, maintaining old consumers using a creative and attractive content in aligning into the right platform. Applying digital marketing techniques correctly will crucial impact into the increasing income. Therefore, a proper digital strategy techniques are necessary in ensuring the success targeted product marketing. By using the social media optimization enhance the reach of digital advertising.

Sharia marketing is carried out based on Islamic concepts taught by the Prophet Muhammad SAW. The core values of sharia marketing are integrity and transparency, so that marketers must not lie and people buy because they need it and according to their desires and needs, not because of discounts or the mere lure of gifts. As in QS. Jonah verse 59 means: Say (Prophet Muhammad), "Explain to me about the sustenance that Allah has sent down to you, then you make some of it haram and some of it halal." Say, "Has Allah given you permission (about this) or are you making it up in the name of Allah?"

The verse above explains that in muamalah we must avoid everything that is haram, means the prioritize must be on the halalness of the process and results. Because Sharia marketing believes that we will be asked for responsibility in the afterlife. As in surah Al-Zalzalah verses 7-8, the following means: "Whoever does good deeds weighing as much as a particle, he will see (the reward). Whoever teaches evil as heavy as a particle will see the reward too."

Islam also teaches that muamalah must be based on the principle of mutual consent so that no party is wronged or harmed in it. Both parties get the same benefits as in surah An-Nisa' verse 29, namely:

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِّنكُمْ وَلَا تَقْتُلُوا أَنْفُسَكُمْ إِنَّ اللَّهَ كَانَ
يَكُ رَحِيمًا ﴿٢٩﴾

Meaning: O you who believe, do not consume your neighbor's wealth in a vanity (unrighteous) manner, unless it is in the form of commerce based on mutual consent between you. Don't kill yourself. Indeed, Allah is Most Merciful towards you

The sharia marketing concept itself is actually aligning with the marketing concept. The marketing concept is a science and art that leads to the process of creating, conveying and communicating values to consumers as well as maintaining good relations with its stakeholders.

Digital marketing has become a company weapon in doing business throughout the world. Human lifestyles have also experienced drastic changes, in the past many people only used PCs (personal computers) and internet networks for communication only. The internet is now a staple for transactions in social and economic activities in society. Changes in consumer behavior to get what they want easily have brought about compelling changes in marketing.

Quoted from an interview with Rahma Yani, distributor of Ratu Glow, Pekanbaru. "Ratu Glow Skincare applies the principles of a sharia marketing system, namely the taawwun method, which means a mutual help system, for example, Ratu Glow Skincare only opens pre-orders to its distributors, once every three months, if the sellers have not finished their stock. products, then other sellers help by selling products from sellers whose goods have not yet run out. So that the goods do not pile up, causing hoarding of goods." ⁸

The distributors use several social media accounts which are used to run the Ratu Glow skincare business and market their products. One of the most widely used social media accounts is Whatsapp and TikTok Shop.

C. OBSERVATION RESULTS OF DIGITAL MARKETING FOR RATU GLOW SKINCARE PRODUCTS

The results of this research were obtained from the opportunity to directly interview with one of the distributors of Ratu Glow Skincare Pekanbaru on Jalan Kartama, Pekanbaru City, namely Rahma Yani. The researchers not only conducted an interview with one of the Ratu Glow Skincare distributors, but also made direct observations on the sales activities carried out. This was done by researchers to complete the data obtained from

interviews and observations. Whereby this research focuses on digital marketing strategies in increasing sales of Ratu Glow Skincare products.

At this time, every company or business certainly needs a strategy to increase in sales volume. By implementing a Digital Marketing strategy, Ratu Glow Skincare product can be reached and seen by everyone. Digital Marketing platform can be in the form of Facebook, Marketplace, Instagram, Whatsapp, Tiktok, shopping platform Shopee, Tokopedia and others. Commonly, the distributors will carry out promotions through this platform which can then be seen by everyone.

In implementing digital marketing, Ratu Glow Skincare distributors combine the use of digital in products, prices, promotions and marketing channels.

1. Products

A product is anything physical or non-physical that is offered by a manufacturer to be requested, searched for, or purchased.⁹ In a competitive market, successful sales of a product are based on whether the goods and services produced are able to meet consumer wants and needs or not. Furthermore, companies must continue to improve the quality of their products or services because this can make customers satisfy with the products or services they buy and persuade other customers to make repeat purchases or regularly.¹⁰ In the Islamic economic aspect, marketing a product must of course be based on a sense of honesty. Honesty is wrong one way that can be done to gain trust from consumers. Apart from the necessary honesty, the products sold must be truly new and halal so that they are good and safe to use. Quoted from an interview with Novita Ratu Glow Skincare Pekanbaru Consumer:¹¹

"I have been using Ratu Glow Skincare for more than the last two years, because of its benefits, which can remove black spots, acne scars, and brighten the face, and Ratu Glow products are also BPOM and have a halal label, therefore, until now I still use Ratu Glow skincare."¹²

From the results of the consumer statements above, it can be concluded that certainty about the halalness of the products used is also needed to prevent consumers who are predominantly Muslim from feeling anxious.¹³ In this case, Ratu Glow Skincare conveys information about products according to their composition and benefits. Ratu Glow Skincare distributors also always remind employees not to exaggerate about the composition and benefits. This is important to avoid disappointment from consumers and to maintain the product's good image in the eyes of consumers. Efforts to maintain product image are also carried out by the company through products that are safe to use and have passed the BPOM test and are halal certified so that the quality is guaranteed and very profitable for consumers. Creativity and innovation in terms of products are also something that Ratu Glow Skincare always presents, this is what makes it different from other brands of skincare products. So consumers are always interested in the products offered by Ratu Glow Skincare. Apart from that, the Ratu Glow Skincare Distributor in its service is always friendly to consumers, this is done so that consumers are always comfortable and always like Ratu Glow Skincare products.

2. Price

The price of a product can affect the number of products that will be sold and will influence the demand for orders on sales of that product.¹⁴ Price is a reflection of the value that potential consumers are willing to pay, this value is not just the costs incurred to manufacture the product or service provided.¹⁵ Quoted from an interview with consumer Linda:

"The reason I chose this Ratu Glow product is because of its economical price and its benefits which are very influential for my facial skin. Currently I am using Ratu Glow in regular packaging, because this packaging is much sought after by students."¹⁶

From the results of the statement above, price can also influence consumer interest in buying a product. And understood as the amount of money that consumers are willing to pay or exchange to obtain or own an item that has benefits and uses. To set prices for businesses and companies, it is first necessary to identify the target market. Consider placing a product base price, determining discounts, financing shipping costs, and other price-related factors when implementing pricing policies. To compete in the market, entrepreneurs can apply a pricing strategy that is related to the market, namely whether to follow prices below or above the market. Ratu Glow Skincare's pricing is based on the price agreed upon by the center. However, there is no need to worry, the prices set by Ratu Glow Skincare also tend to be affordable for the public and quality is still prioritized. The pricing at Ratu Glow Skincare is honest and straightforward. The prices set by Ratu Glow Skincare are also in accordance with quality standards without harming consumers or sellers.

3. Marketing Channels (Distribution)

Marketing channels are efforts made to obtain information, develop communication with consumers and to stimulate purchases.¹⁷ Location and reach must also be considered carefully, strategic locations certainly have better opportunities for public access. So that interested customers and consumers can easily find a place to sell. However, strategic alone is not enough, there must also be the word right or right, because a strategic location that is not right or right has no effect. In terms of product distribution, Ratu Glow Skincare is more

focused on digital market channels, so location is not that influential. The digital network factor is actually an important concern in the marketing of Ratu Ratu Glow Skincare, therefore installing wifi is one thing that has been done by Ratu Glow Skincare so that in serving consumers there are no signal problems. This kind of distribution channel model is also a key implemented by Ratu Glow Skincare so that it can avoid distribution chains that are too long which affect product prices. Maximum service through speed of delivery and admin response to orders are also supporting elements for the successful marketing of Ratu Glow Skincare.

4. Promotion

Promotion is one way that business actors can introduce their products to the wider community who are the target market for these products. A product may be useful, but if it is not known to consumers, the benefits of the product will not be known, and consumers will not be interested in buying it. Therefore, promotion is an important thing for companies to do so that their products can be known by the wider community. The promotional mix is part of the marketing process which aims to influence consumers directly or indirectly.¹⁸

Ratu Glow Skincare distributors carry out promotions to introduce their products using digital as a promotional medium. Usually, the Distributor will first post the Skincare products being sold to their social media account specifically for selling such as Facebook marketplace, Instagram, WhatsApp, and the Shopee shopping platform. Optimizing social media is important because the young millennial generation is very interested in social media.¹⁹

Social media, apart from being a medium for interacting with other netizens, offers features to promote sales of a product. In social media interactions, media admins must of course be able to offer products and hold attractive promotions to retain old consumers and attract new consumers. This can also help to increase sales volume. From a sharia perspective, promotion is an effort to convey accurate information about goods or services to potential consumers. In this case, Islamic teachings emphasize the importance of avoiding *tadlis* (fraud) or providing inappropriate information to potential consumers.²⁰ Quoted from an interview with Asty Ratu Glow Skincare Pekanbaru Consumer:

"Ratu Glow skincare is able to overcome the acne problem that I have faced in the last few years, after I found out about Ratu Glow products, and saw from other consumer reviews on market places such as Instagram, TikTok and Shopee, that this Ratu Glow can get rid of acne, then I intend to try, after trying for several months, it turned out that Ratu Glow was good on my face, and so far I have been using Ratu Glow for the last seven or eight months."²¹

From the results of consumer expressions above, Ratu Glow Skincare is a good product for consumers to use. This is also what the Ratu Glow Skincare admin does, providing clear information regarding product specifications as an effort to avoid fraud that could harm consumers. When running a business, especially an online business, there are many conveniences for both sellers and buyers. Because now there are lots of people and companies who do marketing through digital marketing. However, behind all these conveniences, there are definitely problems to be faced. In using Digital Marketing, business actors often face obstacles or problems in their business.

In the Ratu Glow Skincare business, they often face problems including insufficient costs or capital, competition in online business which is currently very high, there are still many frauds that occur in online business, target markets that are often inappropriate, poor implementation of marketing mix strategies. optimal, less thorough planning preparation, less than optimal money circulation.

CONCLUSION

Based on the results presented above, the digital marketing strategies in increasing the sales volume of Ratu Glow Skincare products as follows.

1. Marketing Ratu Glow Skincare is conducted through social media platforms such as Facebook, WhatsApp, Instagram and Shopee. Distribution channels are also the most significant part of Ratu Glow Skincare, the use of internet marketing is an important element to avoid distribution chains that affect into the product prices. Maximum service through speed of delivery and admin response to orders are also supporting elements for the marketing success of Ratu Glow Skincare. In the promotional aspect, promotions are carried out through various social media platforms such as Facebook, WhatsApp, Instagram and Shopee. Ratu Glow Skincare Admin tries to convey appropriate product specifications so as to avoid elements of *tadlis* and *gharar* (fraud) which can be detrimental consumer. Efforts like this have proven to be able to increase consumer interest in purchasing Ratu Glow Skincare products.
2. From an Islamic economic perspective, Ratu Glow tries to present quality products that are MUI halal certified and BPOM certified. Apart from that, delivering product quality and appropriate product benefits without exaggeration is an important point in the marketing of Ratu Glow Skincare. Many Muslim consumers repeatedly

buy their products because they are proven to be good for their skin and get maximum results as consumers expect.

3. In the price aspect, the determination has also been adjusted to product quality. Ratu Glow Skincare realizes that in the internet marketing era, price competition is very tight, and consumers can easily compare one product with another, therefore determining the right price is the key to marketing Ratu Glow Skincare.
4. Likewise, Ratu Glow promotes its products through social media such as Facebook, WhatsApp, Instagram and Shopee. So that consumers can directly monitor the uses and benefits of the products sold by Ratu Glow Skincare.

REFERENCES

1. Mubarak, Nurul dan Eriza. Strategi Pemasaran Islami Dalam Meningkatkan Penjualan Pada Butik Calista. *Jurnal I-Economic*, Vol. 3 No 1 Juni 2017.
2. Effendi, B., Ardiansyah, H., Saifudin, A. G., Isa, M., Shilla, R. A., & Arisandi, D. (2022). Inkubasi Wirausaha Sebagai Upaya Peningkatan Skill Digital Marketing Bagi Mahasiswa Dan Alumni. 2(1), 1–8.
3. Musallam bin Muhammad bin Majid, "AlMumtī' Qaidah Fiqh" (Kingdom of Saudi Arabia: first printing 2007), 141.
4. Unjust or cruel to others and to himself. His words, Surah Al-Furqan verse 19: وَمَنْ يَظْلِمْ مِثْقَلِ مِثْقَلٍ مِنْكُمْ نَفَقَهُ عَذَابًا كَبِيرًا "Whoever of you does unjust, We will surely bring upon him a great punishment
5. Hikmat Reharjo, Indonesia-cepat-potensi-industri-kosmetik-dan-kesehatan-yang-besar, accessed December 2023
6. Hall, J.E., "Treatment and Use of Sewage Sludge", in the Treatment and Handling of Wastes, eds. Bradshaw, A.D., Southwood, R., and Warner, F., (Chapman and Hall, London, 1992), pp. 63-82.
7. Lesty J. Moleong, Metodologi Penelitian Kualitatif (Bandung: PT Teen Rosdakarya, 2015), 6.
8. Sugiyono, Metode Penelitian Kuantitatif, 13th (Bandung: Alfabeta, 2013), 273
9. Interview by Ratu Glow Pekanbaru distributor, Rahmayani
10. Oscar, B., & Megantara, H. C. (2020). Pengaruh Atribut Produk Terhadap Keputusan Pembelian Produk Muslim Army. *Jurnal Bisnis Dan Pemasaran*, 10(1), 5.
11. Halim, N. R., & Iskandar, D. A. (2019). Pengaruh kualitas produk, harga dan persaingan terhadap minat beli. *Jurnal Riset Manajemen dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 4(3), 415–424.
12. Fauzan, A., & Rohman, A. (2019). Pengaruh harga dan kualitas produk terhadap minat beli sepeda motor Kawasaki. *Jurnal Ekobis: Ekonomi Bisnis & Manajemen*, 9(2), 104–113
13. Interview by Ratu Glow Novita consumer
14. Kusnadi, Moh. 2019. " Problematika Penerapan Undang-Undang Jaminan Produk Halal Di Indonesia", *Islamika: Jurnal Keislaman dan Ilmu Pendidikan*, Vol. 1(2):116-132
15. Kotler, P., & Keller, K. L. (2018). *Manajemen Pemasaran Jilid I*. Erlangga.
16. Interview with Ratu Glow Linda consumer
17. Putri, R. K., Nuralina, R., & Burhanuddin, B. (2018). Analisis Efisiensi Dan Faktor Yang Memengaruhi Pilihan Saluran Pemasaran. *Mix: Jurnal Ilmiah Manajemen* 1, 8(1), 109. <https://doi.org/10.22441/mix.2018.v8i1.007>
18. Nurholifah, I. (2021). Strategi Marketing Mix dalam Perspektif Syariah. *Jurnal Khatulistiwa*, 4, 73–86
19. Effendi, B. (2022). Asas Akad Ekonomi Islam Perspektif Khes (Kompilasi Hukum Ekonomi Syariah). *Jurnal Alwatzikhoebillah*, 8(2), 70–81.
20. Harto, D., Pratiwi, S. R., Utomo, M. N., & Rahmawati, M. (2019). Penerapan Digital Marketing Dalam Meningkatkan Pendapatan Umkm. *JPPM*, JPPM, 3(1)
21. Interview by consumer Ratu Glow Asty