

Sharia Marketing Strategy of Pentol Muallam to Increase Consumer Buying Interest in Ellak-Laok Village, Lenteng District

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Abstract: *The increasingly competitive development of the culinary industry requires business actors to implement appropriate marketing strategies to maintain business sustainability and escalate consumer buying interest. In the Islamic economic perspective, marketing strategies are not merely profit-oriented but must also adhere to sharia values such as honesty, trustworthiness, justice, and excellent customer service. This study aims to analyze the sharia marketing strategies implemented by the Pentol Muallam business unit in an effort to increase consumer buying interest in Ellak-Laok Village, Lenteng District. Utilizing a qualitative methodology with a descriptive approach, data were gathered through field observations, interviews, and documentation. The informants in this study consisted of the owner of Pentol Muallam and several consumers selected based on their involvement and experience in purchasing the products. Data analysis was conducted using the Miles and Huberman model, which includes data reduction, data presentation, and conclusion drawing. The results of the study indicate that the sharia marketing strategy applied by Pentol Muallam is carried out through several aspects, namely maintaining product quality, setting prices in accordance with the community's purchasing power, selecting an easily accessible business location, conducting promotions through social media as well as consumer recommendations, and providing excellent service. The internalization of sharia principles such as honesty, trustworthiness, justice, and maintaining product quality has proven to enhance consumer trust, thereby impacting the escalation of buying interest.*

Keywords: *Sharia Marketing Strategy, Consumer Buying Interest, Culinary SMEs, Consumer Trust, Pentol Muallam.*

Abstract: The development of the increasingly competitive culinary business causes business actors to implement the right marketing strategy to maintain business continuity and increase consumer buying interest. In the perspective of Islamic economics, marketing strategies are not only profit-oriented, but must also pay attention to sharia values such as honesty, trust, justice, and good service to consumers. This study aims to analyze the sharia marketing strategy applied by the Pentol Muallam business in increasing consumer buying interest in Ellak-Laok Village, Leneng District. This research uses a qualitative method with a descriptive approach. Research data was obtained through observation, interviews, and documentation. The informants in this study consisted of Pentol Muallam business owners and several consumers who were selected based on their involvement and experience in purchasing products. Data analysis was carried out using the Miles and Huberman model which includes data reduction, data presentation, and conclusion drawn. The results of the study show that the sharia marketing strategy implemented by Pentol Muallam is carried out through several aspects, namely maintaining product quality, setting prices that are in accordance with people's purchasing power, choosing business locations that are easy to reach, conducting promotions through social media and consumer recommendations, and providing good service. The application of sharia principles such as honesty, trust, fairness, and maintaining product quality can increase consumer trust so that it has an impact on increasing buying interest.

Keywords: Sharia Marketing Strategy, Consumer Buying Interest, Culinary MSMEs, Consumer Trust, Pentol Muallam.

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Introduction

The development of the culinary industry in Indonesia is experiencing rapid growth in line with changes in people's consumption patterns for food products that are practical, quality, and easy to obtain. This condition causes competition between culinary business actors to increase, so a marketing strategy is needed that is able to attract the attention of consumers while maintaining business sustainability. Marketing strategies are not only oriented towards increasing profits, but must also be able to build long-term relationships with consumers through service, product quality, and trust values. (Kotler & Keller, 2016).

In the perspective of Islamic economics, marketing has different characteristics than conventional marketing. Sharia marketing emphasizes that business activities must run in accordance with Islamic values, such as honesty (*ʿsiddiq*), trust, justice (*'adl*), and responsibility to consumers. According to Hermawan Kartajaya and Muhammad Syakir Sula, sharia marketing not only aims to obtain material benefits, but also creates business activities that are worth worship and provide benefits for all parties (Prihatta, 2018).

One of the culinary businesses that implements a marketing strategy in maintaining consumer interest is Pentol Muallam which is located in Ellak-Laok Village, Leneng District. This business offers food products that are in demand by the public by implementing a marketing strategy through product quality, affordable prices, good service, and the use of promotional media. In addition to the general marketing aspect, Pentol Muallam also strives to apply sharia values in its business activities, such as maintaining honesty in transactions and maintaining the quality of products provided to consumers.

In the perspective of Islamic economics, marketing activities are not only profit-oriented, but must also pay attention to sharia values. The theoretical relationship between these variables lies in the formation of the reputation and credibility of the manufacturer. The application of the principles of honesty, trust, justice, and maintaining the halalness of products empirically is able to meet *the value expectations* of Muslim consumers, which then crystallizes into trust. Theoretically, high consumer confidence will lower the perception of purchase risk, thus directly influencing their decision to buy. Furthermore, the spiritual and material satisfaction that consumers get from blessed products will encourage long-term commitment, which is the main trigger for the birth of customer loyalty (Hermawan & Sula, 2006; Khairunnisa & Fasa, 2024).

Previous research has focused more on mapping marketing strategies from conventional aspects in general. The limitation of these previous studies is that there is still a lack of specific discussion on the implementation of sharia values in the MSME-scale culinary business sector, especially those operating in rural areas (Rizal, 2022). Therefore, this research is very necessary to fill the *research gap* by providing a comprehensive overview of the implementation of sharia marketing strategies in rural areas, as well as analyzing its impact on increasing consumer buying interest.

This research focuses on the application of sharia marketing strategies in Pentol Muallam and its influence on consumer buying interest. This study is essential to understand how sharia values are applied in marketing activities and the extent to which they can build consumer trust, satisfaction, and loyalty. Thus, this research is expected to contribute to the development of sharia marketing literature and become a practical reference for MSME actors in developing marketing strategies that are in line with Islamic principles.

A lot of research on marketing strategies has been done, but most of it still focuses on conventional aspects. Studies on the application of marketing strategies based on sharia values in local-scale culinary MSMEs still need to be developed, especially how Islamic principles are applied in daily activities and their influence on consumer buying interest. The novelty of this research lies in the study of the implementation of sharia marketing in MSME culinary businesses in rural environments with a focus on aspects of product quality, price, promotion, service, and the application of sharia values in building consumer trust. Therefore, this study aims to analyze the application of sharia marketing strategies in the Pentol Muallam business in Ellak-Laok Village, Ledeng District, as well as find out its impact on consumer buying interest.

Method

This study uses a qualitative approach with a descriptive case study design to explore in depth the implementation of sharia marketing strategies in Pentol Muallam's business in increasing consumer buying interest in Ellak-Laok Village, Lenteng District (Sugiyono, 2020). This field research will be carried out on April 24, 2026. The researcher acts as the primary instrument that collects and interprets data directly on site. The research informants were selected using *the purposive sampling technique* (Moleong, 2018). The business owner is designated as a key informant because he holds full authority over the business. Meanwhile, consumers and the surrounding community were selected as supporting informants based on selection in the form of specific criteria, namely: (1) consumers who have made purchases at least twice to ensure the validity of their experience, or (2) people who live around the business location and know their operational activities. Data collection was carried out through in-depth interviews, participatory observations, and documentation. The interview procedure is implemented in a structured manner through the stage of preparing *interview guides*, the implementation of semi-structured question-and-answers face-to-face with informants at the business location, and recording and recording responses to informant permissions. The interviews focused on the implementation of sharia marketing strategies, business constraints, and consumer perception. Observations are made on production activities and buying and selling interactions, while documentation includes sales records and promotional media. Data analysis refers to the Miles and Huberman model (data reduction, data presentation, conclusion drawn). The validity of the data was tested through source triangulation, extension of observations, and *member checks*.

Results and Discussion

Research results

This research was carried out at Pentol Muallam business located in Ellak-Laok Village, Lenteng District. The purpose of this research is to identify the application of sharia marketing strategies in an effort to increase consumer buying interest. Data was obtained through in-depth interviews with business owners and several consumers, direct observations in the field, and documentation related to marketing activities and product sales.

Based on the findings in the field, the marketing strategy implemented by Pentol Muallam's business does not solely focus on obtaining material profits, but rather prioritizes sharia values as an operational basis. The strategy integrates the characteristics of *ṣiddīq* (honesty), *amanah* (responsibility), *'adl* (justice), and commitment to maintaining the quality and halalness of products (*halalan thayyiban*).

Pentol Muallam Sharia Marketing Strategy

Based on the results of interviews with business owners, it is confirmed that marketing activities at Pentol Muallam are carried out systematically through a marketing mix approach (*Marketing Mix*) which is based on Islamic ethics, including product dimensions, price, location, promotion, and service.

The main focus in maintaining customer loyalty lies in the consistency of the taste characteristics of the product (*Product Strategy*). For business owners, maintaining a taste profile is not just a production technique, but an effort to build a unique identity (*Brand Identity*) which distinguishes Pentol Muallam from competitors in similar industries as well as a manifestation of consistent product promises to consumers.

In addition to maintaining product quality, the pricing strategy (*Pricing Strategy*) that is applied is to set prices that are adjusted to the economic conditions of the local community. The selling price is made to remain affordable so that it can be reached by various levels of consumers. Business owners also explain that pricing is not only oriented towards maximizing profits (*Profit Maximization*), but also consider people's purchasing power as a form of social empathy.

In the case of promotions (*Promotion Strategy*), Pentol Muallam utilizes simple means, such as the installation of banners at business locations and the use of WhatsApp social media to convey information to customers about the products offered. However, the form of promotion that has the most significant impact on increasing the number of consumers is word-of-mouth recommendations (*Word of Mouth Marketing*). Many customers know this business through suggestions from family, friends, and the surrounding community who have bought and felt the quality of Pentol Muallam products first.

Business location (*Place Strategy*) which is located in a strategic area and easily accessible to the public is also a supporting factor for the increase in consumer buying interest. The existence of such a location minimizes distance barriers (*Place Utility*), making it easier for customers to make purchases without having to travel long distances.

The results of the study also revealed that the service (*people/service strategy*) that is friendly and quality to consumers is one of the important components of the marketing strategy implemented. Business owners always strive to build and maintain good relationships with customers (*Customer relationship*) so that consumers feel appreciated and comfortable when purchasing products.

Application of Sharia Principles in Business Activities

Based on the results of the interview, it was revealed that Pentol Muallam's business implements a number of sharia principles in its marketing activities. These principles include the value of honesty (*ṣiddīq*), justice (*'adl*), responsibility (*Trust*), maintaining the halalness of the product, as well as a commitment to providing good service (*Dharma*) to consumers.

Implementation of integrity values (*ṣiddīq*) is realized through the alignment between the quality of the products offered and the marketing promises. Business actors are committed not to reduce quality standards or manipulate information (*tadlis*), so that each transaction provides fair value for customers according to the price paid.

In terms of halal product (*Thayyiban*), the raw materials used are ensured to come from halal sources and are safe for consumption. In addition, hygiene during the production process is also the main concern so that the products produced remain hygienic and in accordance with the provisions of sharia principles.

Principle of justice (*'adl*) is applied by setting prices that are adjusted to the economic conditions of the local community. The selling price is not made too high so that it can still be reached by consumers from various economic strata, avoiding the practice of price exploitation (*Ghabn*).

In addition, business owners said that the business activities carried out are not solely profit-oriented, but also expect blessings through honest and trustworthy business practices. Friendliness, politeness, and respect for customers are also always applied as part of the service that is in line with the values of Islamic business ethics.

The Impact of Sharia Marketing Strategies on Consumer Buying Interest

Based on the results of interviews with consumers, it was found that the marketing strategy implemented by Pentol Muallam had a positive impact on customer buying interest. Most consumers express interest in buying because of the taste of products that are considered delicious and have their own peculiarities compared to other similar products.

Consumers also consider that the price offered is relatively affordable and comparable to the quality of the product obtained (*value for money*). This condition makes consumers feel satisfied and do not feel disadvantaged when buying Pentol Muallam products.

In addition to taste and price factors, the strategic location of the business also makes it easier for consumers to obtain products. Consumers consider the sales location to be easy to reach, so this is one of the reasons they often buy Pentol Muallam.

Friendly and good service also contributes to consumer comfort. Consumers are satisfied with the seller's attitude in serving buyers, thus encouraging the emergence of a desire to make a repurchase (*Repurchase intention*).

Consumer trust in Pentol Muallam's business is also influenced by the application of sharia principles, such as honesty and commitment to maintaining product quality. Consumers consider that the products offered are safe, halal, and in accordance with the information submitted by the seller. This condition then encourages many consumers to recommend Pentol Muallam to others through word-of-mouth promotion.

The occurrence of regular repurchases by consumers shows that the implementation of sharia marketing strategies is able to build customer loyalty and encourage an increase in consumer buying interest on a sustainable basis.

Discussion

Based on the results of the research that has been conducted, it is known that the implementation of sharia marketing strategies in the Pentol Muallam business has a significant role in increasing consumer buying interest in Ellak-Laok Village, Leneng District. The strategy is not only oriented towards increasing sales, but also integrating Islamic values in business activities.

The results of the study show that product quality is the main factor that influences consumer purchase decisions. The consistency of taste that is maintained by business owners is able to create satisfaction, thereby encouraging sustainable repurchase (Hermawan & Sula, 2006).

This finding is in line with the concept of sharia marketing which emphasizes providing the best quality to consumers as a form of responsibility and mandate in doing business. From the perspective of sharia marketing, product quality also reflects the seller's honesty to consumers, because the product delivered must be in accordance with what has been promised.

In addition to product quality, affordable prices are also an important aspect in encouraging consumer buying interest. The adjustment of prices to the economic conditions of the community reflects the application of the principle of justice in business activities (Kotler & Keller, 2016). Pricing that does not burden consumers shows sharia values that emphasize balance and the prohibition of excessive profit-taking. The findings of this study also indicate that consumers feel satisfied because the price paid is proportional to the quality of the product obtained (Alma & Priansa, 2016).

Promotions carried out through social media, banner installation, and the dissemination of information from word of mouth also contribute to the increase in the number of consumers. Among these various forms of promotion, word-of-mouth recommendations are considered the most effective because consumers tend to trust the direct experience of those who have tried the product. This shows that the level of consumer satisfaction has a very important role in determining the marketing success of a business (Prameswari & Sitorus, 2024).

The application of sharia principles such as honesty, trust, and maintaining the halalness of products is also an important element in forming consumer trust. This trust makes consumers feel comfortable and safe when purchasing Pentol Muallam products. From an Islamic economic perspective, consumer trust is seen as one of the main assets in maintaining business continuity in the midst of increasingly competitive business competition (Sumadi et al., 2021).

Friendly and polite service to consumers also reflects the application of Islamic business ethics in marketing activities. This attitude is able to provide a sense of comfort for consumers so that a harmonious relationship is established between sellers and buyers. This good relationship then has an impact on increasing customer loyalty and consumer buying interest in a sustainable manner (Lubis, 2025; Kotimah et al., 2024).

The results of this study indicate that the application of sharia marketing strategies in the Pentol Muallam business is able to increase consumer buying interest through various factors, such as good product quality, affordable prices, strategic business locations, friendly services, and the implementation of Islamic values in business activities. Thus, sharia marketing strategies not only provide economic benefits for business actors, but also contribute to building consumer trust and satisfaction in a sustainable manner.

Conclusion

This study shows that the implementation of sharia marketing strategies in Pentol Muallam MSMEs in Ellak-Laok Village, Lenteng District, has been successfully integrated through a marketing mix approach based on Islamic business ethics. The strategy includes consistency of halal *thayyiban* product quality, fair pricing (*'adl*), strategic location determination, word-of-mouth promotion-based optimization, and friendly service (*khidmah*). The internalization of sharia values such as honesty (*ṣiddiq*) and responsibility (*amanah*) has been empirically proven to be able to build high consumer expectations and trust. As a result, this strategy successfully answered the research objectives by showing a significant increase in consumer buying interest and stimulating the birth of long-term customer loyalty (*repurchase intention*).

Based on the findings of the study, suggestions that can be recommended for future development are for Pentol Muallam business actors to be able to start optimizing the use of social media in a more structured manner to expand the reach of promotion outside rural areas. Meanwhile, for future researchers who are interested in similar fields of study, it is recommended to expand the research locus on more varied MSME commodities and use a quantitative approach to measure exactly the influence of sharia marketing variables on customer loyalty.

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