

# Analysis of Sharia Marketing Mix and Service Quality on Consumer Purchasing Decisions at Deliwafa Store Gresik

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## ABSTRACT

This research includes the sharia marketing mix in the form of promotion, product quality, price, and service quality. These four discussion variables have an important role in the sustainability of customer decisions. This study aims to determine what factors make decisions in consumer purchases. The research method uses quantitative research methods in which the data obtained is then processed using PLS (Partial Least Square) analysis, in this study describing the results of detailed analysis through distributing questionnaires to 109 respondents where the criteria for filling out questionnaires include consumers who shop at the Deliwafa Store Gresik branch. This study also looks at the relationship and model and determines the dominant variable using software data processing using Smart PLS version 4. From the results of this analysis, it shows that the Promotion (X1) and Price (X3) variables have a significant influence on Purchasing Decisions (Y) Deliwafa Gresik Branch. While the Product (X2) and Service Quality (X4) variables are opposite.

## INTRODUCTION

In today's era of globalization, many businesspeople in Indonesia are competing to enter the market to get the basic ingredients of the desired product and have the best quality in building a business so that it can lead to business competition between companies and other competitors with the products offered. The greater the level of competition in a particular industry, business actors must be increasingly flexible to meet changing market demands. In addition, businesses need to consider not only the immediate needs but also the long-term needs of their target consumers. Understanding market potential is critical to developing an accurate business opportunity analysis. The potential of a product to be adopted by the market can be measured by carefully examining the available market opportunities. To ensure product success, it is important to understand why customers want it and what features they need [1].

In response to growing demand, many new businesses have emerged with the aim of satisfying customer wants and needs. Where each manufacturer proudly boasts of the superiority of its merchandise. Maintaining a competitive advantage in today's market requires companies to pay more attention to the wants and needs of their customers. Product benefits can be developed in various ways, including but not limited to writing in the form of product descriptions, using technology as a business driver, and adapting to changing customer needs and wants in new ways (such as online rather than offline) [2].

Many new manufacturers selling similar products have emerged in the era of globalization. As a result, it stands to reason that as more manufacturers enter the market, consumers will have more variety to choose the best option for their needs. As a result of this shift, buyers have become more cautious and discerning when interacting with any product in the market.

Business value can be enhanced in several ways, including through improved quality and lower prices, as well as using various other factors, such as those related to customer service, product differentiation, and marketing. A company must be sustainable in the sense that it can continue to operate profitably and grow for years to come, not just in the short term. It's not just marketing as a department within a company that is being pushed to its limits; the way we view the market is also being challenged [3].

Marketing is not just the science of selling; rather, it is an all-encompassing term that refers to a field of study in business strategy that ultimately results in the act of generating, disseminating, and changing the perception of a target market. Following the application of sustainable and marketing components, where companies must have long-term goals for the future and good marketing, businesses can also do so with enterprise, a term whose meaning comes from old French and refers to the actions taken while running a business or company. Sustainability, marketing, and enterprise all have interconnected parts that need to be handled with care and professionalism. In Islam also mentions that if humans make efforts in earnest or endeavour, Allah SWT will give a reward commensurate with what is done. This is explained in Surah An Najm verses 39-42. When running a business, Muslims follow the example set by Prophet Muhammad and consider all relevant concepts. Where he opened a business with a focus on integrity, reliability, openness, and friendliness when he was very young.

The next step is to integrate morality, justice and the four pillars of Islam (Siddiq, Amanah, Tabligh and Fathonah) into daily business practices. I. Introduction [4]. Many commentators on Indonesia's rapidly growing graphics industry have likened it to the cosmetics industry, stating that it will occupy that space in the not-too-distant future [5]. The use of cosmetics is a tiered need in Indonesia, falling between primary needs and tertiary needs (luxury goods). The profit potential in the beauty and fashion industry offers high hopes for entrepreneurs. The growth of the skin care industry and the development of the fashion industry cannot be separated from the rise of Islamic clothing and hijab. As most of the Indonesia's population is Muslim, one local skin care owner sees the connection between the two industries and sees the halal market as a promising opportunity. Lipstick, foundation, and eye shadow are common forms of makeup used to complete the wearer's wardrobe. In addition, along with the development of the times without realizing it, people are slowly implementing a hedonistic pattern of life in themselves. It is also a problem of society along with

the needs that continue to increase. The solution to this problem was solved by several businesspeople who established businesses in the fashion and cosmetics sector by offering good products at a friendly price. [6].

Therefore, with the increase of people's purchasing power and the increase of purchasing power per individual, the use of cosmetics can be pushed from a supplementary level to a more prioritized level, and it can also increase the growth of cosmetics usage volume. Since the cosmetics industry is growing, so is the fashion industry, attracting the attention of entrepreneurs [7]. In this background, this research carries a business engaged in cosmetics and fashion as research that will answer about what strategies influence consumer purchasing decisions. The object of this research places and focuses researchers at the Deliwafa Store Gresik Branch where the Deliwafa Store itself sells a variety of products ranging from cosmetics, fashion, beauty care products, to products that are currently viral [8].

The owner of Deliwafa Store is also an active user of social media. In addition, the owner of Deliwafa Store also likes viral content content in every season and not a few he applies in this Deliwafa Store. For example, every time Deliwafa Store opens a new branch in every city, the owner of Deliwafa Store does not hesitate to bring in social media artists as an attraction in the grand opening activities of the new Deliwafa branch. Unique things are always applied in Deliwafa marketing media such as installing billboards in front of each branch store that reads the current viral words, besides that, in terms of sales at the Deliwafa Store always offers cheaper prices than its competitors. Competitors who apply business models such as Deliwafa Store, especially in the Gresik area, are around 2-3 stores, namely Nun Hijab store and Panda Lovely store.

The range of visitors who attend the Deliwafa Store on weekdays is around 300 visitors while on weekends it can reach up to 500 visitors. Of all that, in the level of service, the Deliwafa Store also has employees who are friendly and knowledgeable about the products being marketed if there are consumers who ask about these products. The most important thing in business is the level of sensitivity to market needs and being able to translate market demand into a new product or innovation. With a potential consumer base of 250 million people, Indonesia is an attractive location for the cosmetics industry. The cosmetics industry has traditionally catered to women, but there have been some recent innovations in products targeted at men. There was a 30% increase in sales from 2011 to 2012, from IDR 1.87 trillion to IDR 2.44 trillion, as reported

by the Association of Indonesian Cosmetics Companies of the Ministry of Industry of the Republic of Indonesia. Sales of imported cosmetics in 2013 are expected to increase by another 30%, reaching IDR 3.17 trillion [6].

Based on these descriptions and phenomena, this study is to analyse what influences make Gresik people make decisions in consumer purchases at the Deliwafa store in Gresik, whether in terms of promotion, price, quality of goods or quality in service with the aim of knowing the main sources and what factors have a major impact on the increase in the Gresik branch of the Deliwafa store. This study has a limited discussion and focuses on four research variables.

### RESULTS & DISCUSSION

Researchers can provide an overview of the research subjects and these subjects can describe the characteristics of the respondents consisting of gender, and occupation. The subjects of this research are people who have made purchases at the Deliwafa Store, Gresik branch. The data collection method was carried out by distributing questionnaires to people who had made purchases accompanied by researchers. The number of questionnaires distributed was 109 respondents. The data obtained from the questionnaire results can be described according to the characteristics of the 109 respondents.

The data is processed using the Partial Least Square (PLS) method as an analysis tool with the help of Smart PLS 4 software. From this data, it will be examined how the influence of the four variables on purchasing decisions. For testing the measurement model (Outer Model), it is carried out by seeing whether the loading factor value of the indicator has met convergent validity. To meet the convergent validity criteria, the loading factor value must be > 0.70. If the loading factor value is < 0.70, the indicator must be removed from the analysis because it will indicate that the indicator is not good enough to measure the latent variable correctly and must be checked (re-running Smart PLS) to produce a good value.

The results of hypothesis testing can be said to have a significant effect if the resulting value is smaller than 0.05. In this study, it was found that the variables Price (X3) and Promotion (X1) have an influence on the purchasing decision variable (Y) and the variable product quality (X2), and service quality (X4) have no influence on purchasing decisions (Y). this is described as follows: Promotion variable (X1)

has a P Values value of 0.023 smaller than 0.05. So, it can be concluded that H0 is rejected and H1 is accepted which means that the promotion variable (X1) has a significant influence on purchasing decisions (Y) Deliwafa Store Gresik Branch. It can be concluded that instruments on promotional variables (X1) such as social media promotions, billboard promotions, mass media promotions make promotional variables (X1) have a significant influence on purchasing decisions (Y) Deliwafa Store Gresik Branch.

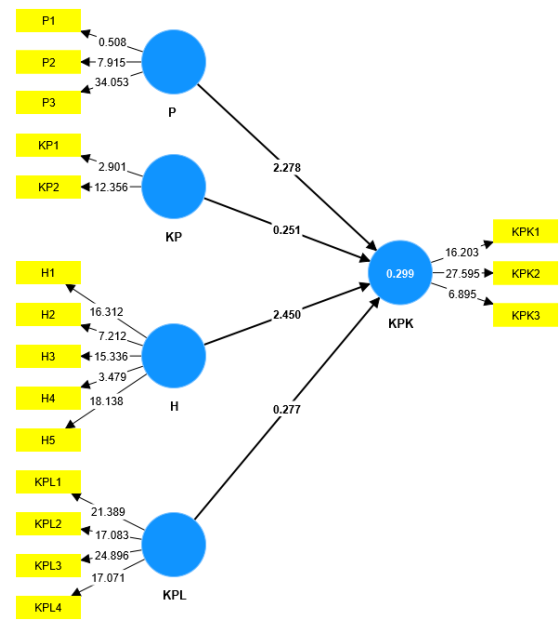


Figure 1. Hypothesis Test Results (Bootstrapping)

Table 1. Test Results of Hypothesis Values (P Values)  
Source: data processed, 2024

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
H → KPK	0,345	0,342	0,141	2,450	0,014
KP → KPK	0,031	0,046	0,123	0,251	0,802
KPL → KPK	0,033	0,029	0,119	0,277	0,782
P → KPK	0,232	0,249	0,102	2,278	0,023

The Product Quality Variable (X2) has a P Values value of 0.802 greater than 0.05. So, it can be concluded that H0 is accepted and H2 is rejected, which means that the product quality variable (X2) does not have a significant influence on purchasing decisions (Y) Deliwafa Store Gresik Branch. It can be concluded that the instruments in the product quality variable (X2) such as clearly halal and haram, have a beneficial value, the goods traded are not gharar making the product quality variable (X2) does not

have a significant influence on purchasing decisions (Y) Deliwafa Store Gresik Branch. The Price variable (X3) has a P Values value of 0.014 smaller than 0.05. So, it can be concluded that H0 is rejected and H3 is accepted which means that the price variable (X3) has a significant influence on purchasing decisions (Y) Deliwafa Store Gresik Branch. It can be concluded that the instruments in the price variable (X3) such as price affordability, discounts, price compatibility with product quality, price competitiveness, and price compatibility with benefits make the price variable (X3) have a significant influence on purchasing decisions (Y) Deliwafa Store Gresik Branch.

The Service Quality variable (X4) has a P Values value of 0.782 greater than 0.05. So, it can be concluded that H0 is accepted and H4 is rejected, which means that the service quality variable (X4) does not have a significant influence on purchasing decisions (Y) Deliwafa Store Gresik Branch. It can be concluded that the instruments in the service quality variant (X4) such as politeness and friendliness (tabligh), honesty (sidhiq), Amanah / trustworthy, professional (fathanah) make the service quality variable (X4) does not have a significant influence on purchasing decisions (Y) Deliwafa Store Gresik Branch.

In this study, researchers have the aim of being able to determine the effect of Promotion variables (X1), Product Quality (X2), Price (X3), and Service Quality (X4) have an influence on Purchasing Decisions (Y) at Deliwafa Store, Gresik branch. The results of data processing tested using validity and reliability tests show that the data testing is successfully valid and reliable so that it can fulfill further testing which includes the RSquare Test, and Hypothesis Testing. This research was conducted on 109 respondents at Deliwafa Store, Gresik branch. The results of the data analysis are as follows:

#### **The Effect of Promotion Variables (X1) on Purchasing Decisions Deliwafa Store Gresik Branch.**

Based on the test results in this study, it can show the effect of promotional variables (X) on purchasing decisions in the P Values hypothesis test has a significant value of 0.023 <0.05, so H0 is rejected and H1 is accepted so that it has an influence on purchasing decisions (Y) Deliwafa Store Gresik Branch. This means that all indicators in the promotion variable, namely not selling oaths, avoiding fake promotions, being honest, have an influence on purchasing decisions. It is suspected that Deliwafa's promotions such as during the grand opening which invited guest stars as an attraction for consumers to

flock to the Deliwafa Store. As is the case in the study of the Qur'an, Surah An Nisa verse 29 This verse explains the prohibition of a person to eat haram food by false means (incorrect). This has a relationship with the promotion variable where the promotion indicator states that every promotional action should be honest so that in consumer purchasing decisions for mutual consent.

The results of this study are not in line with the research of Dwi Purwanto (2018), Ambica Prakash Mani (2017), and Weerathunga A.K and Pathmini M.G.S (2015) in their research which shows that sales promotion has a significant effect on purchasing decisions [9]. In addition, the results of this study also support previous research conducted by Meme & Byre (2020) where promotional variables have a significant influence on purchasing decisions for Roxy Swalayan Ende [10].

#### **The Effect of Product Quality Variables (X2) on Purchasing Decisions of Deliwafa Store, Gresik Branch.**

Based on the test results in this study, it can show the influence of the product quality variable (X2) on purchasing decisions in the P Values hypothesis test has a significant value of 0.802 > 0.05, so H0 is accepted and H2 is rejected so that it has no influence on purchasing decisions (Y) Deliwafa Store Gresik Branch.

This means that all indicators in the product quality variable, namely clear halal, and haram, have a beneficial value, the goods traded are not gharar at all do not have an influence on purchasing decisions. As in the Qur'anic study of Surah Al Baqarah verse 168, this verse explains about eating food that is halal again good from what is on earth. This has a relationship with the product quality variable where in the product quality indicator it is stated that Allah SWT commands his servants not to squander wealth. Someone should be able to choose selectively in shopping from the side of goodness and the quality of the goods to be purchased because it is a characteristic that is categorized as good in Islam.

It can be concluded that the instruments in the product quality variable (X2) such as clearly halal and haram, have a beneficial value, the goods traded are not gharar making the product quality variable (X2) does not have a significant influence on purchasing decisions (Y) Deliwafa Store Gresik Branch. This can happen because even though the quality of products at the Deliwafa Store Gresik branch is good, it does not rule out the possibility that the quality of products in similar places other than the Deliwafa Store is also good. If you look at other competitors who sell similar

goods in Gresik such as Nun Hijab and Panda Lovely, they also improve the quality of their products. Therefore, customers have many considerations for choosing a product they want [11].

The results of this study are in line with research conducted by Gunawan (2022) where the results of this research show that the product quality variable does not have a significant influence on purchasing decisions [12].

### **The Effect of Price Variables (X3) on Purchasing Decisions of Deliwafa Store Gresik Branch.**

Based on the test results in this study, it can show the effect of the price variable (X3) on purchasing decisions in the P Values hypothesis test has a significant value of  $0.014 < 0.05$ , so  $H_0$  is rejected and  $H_3$  is accepted so that it has an influence on purchasing decisions (Y) Deliwafa Store Gresik Branch. This means that all indicators in the price variable, namely price affordability, discounts, price compatibility with product quality, price competitiveness and price and benefit compatibility, have an influence on purchasing decisions. As in the study of fiqh science which is referred to as *tas'ir* which means setting prices according to the product being traded between the seller and the buyer. Ibn Taymiyyah explained in the term *Iwad al Mitsl*, namely pricing by measuring equivalent compensation. This has a relationship with the price variable where the price indicator is mentioned in Surah An Nisa verse 29.

That buying and selling is a process of transferring property rights using the applicable means of exchange and an item that is traded should have a selling price that is in accordance with the quality of the product provided. It can be concluded that the instruments in the price variable (X3) such as price affordability, discounts, price compatibility with product quality, price competitiveness, and price compatibility with benefits make the price variable (X3) have a significant influence on purchasing decisions (Y) Deliwafa Store Gresik Branch. The results of this study are in line with those conducted by (Igir et al., 2018) which shows that there is a significant positive influence between price and the decision to purchase a Daihatsu Gran Max Pick Up car at PT. Astra Internional Tbk Malalayang branch [10].

### **The Effect of Service Quality Variables (X4) on Purchasing Decisions Deliwafa Store Gresik Branch.**

Based on the test results in this study, it can show the effect of service quality variables (X4) on purchasing decisions in the P Values hypothesis test

has a significant value of  $0.782 > 0.05$ , so  $H_0$  is accepted and  $H_4$  is rejected, so it has no influence on purchasing decisions (Y) Deliwafa Store Gresik Branch. This means that all indicators in the service quality variable, namely *shiddiq*, *Amanah*, *tabligh*, *fathonah*, do not have an influence on purchasing decisions. Deliwafa Store's service quality always prioritizes friendliness and politeness in welcoming every customer who visits so that it can influence customers in purchasing decisions. As in the study of the Qur'an Surah Al Baqarah verse 267, the verse mentions and is mentioned that Islam is very concerned about a quality service by providing something best not bad. This has a connection with the nature of the Prophet Muhammad SAW where in every service in trade applying *shidiq*, *Amanah*, *fathonah*, *tabligh*.

It can be concluded that the instruments in the service quality variant (X4) such as politeness and friendliness (*tabligh*), honesty (*sidhiq*), *Amanah* / trustworthy, professional (*fathanah*) make the service quality variable (X4) not have a significant influence on purchasing decisions (Y) Deliwafa Store Gresik Branch. Another reason that can cause the insignificant effect of service quality variables on purchasing decisions is because consumers already have their own perceptions of services on their purchasing decisions, such as in Deliwafa, every time they enter the store they are greeted with a greeting and smile from security which consumers consider to be a custom or SOP provision that applies, then after making a purchase at Deliwafa employees always say thank you and it is a natural and usual action that consumers encounter in other places. Therefore, these factors that result in the role of service quality on consumer purchasing decisions do not have a significant effect [13].

### **Most Dominant Variable on Purchasing Decisions Deliwafa Store Gresik Branch.**

In determining the variables that are dominant and have a significant value, it is necessary to explain between the value of the Cronbach's Alpha results and the value of the P Values results, in the results of the research hypothesis test there are two variable value results that have an influence, namely in the Promotion variable (X3) and the Price variable (X4), but these two variables must be determined which variable is the most dominant. It can be seen in the table 2 that there are test results that produce values that: Variable H (Price) has a Cronbach Alpha value of 0.746 and a P Values value of  $0.014 < 0.05$ . Variable P (Promotion) has a Cronbach Alpha value of 0.469 and a P Values value of  $0.023 > 0.05$ . So, it can be concluded that the most dominant variable that can

influence purchasing decisions is the Price variable where the results of the P Values test value are smaller than 0.05.

Table 2. Cronbach's Alpha and P Values Test Results  
Source: Data Processed, 2024

Cronbach's alpha	P values	
0,746	0,014	H (Price)
0,336	0,802	KP (Product Quality)
0,919	0,782	KPL (Service Quality)
0,469	0,023	P (Promotion)

## METHODS

From the research to be studied, to be able to find out which variables have a dominant and influence on customer purchasing decisions at Deliwafa Store Gresik in terms of an Islamic perspective, the research method to be used is quantitative research methods. Quantitative method is a research method based on positivistic (concrete data), later the data will be in the form of numbers which will then be measured using statistical calculation test tools related to the problem under study to produce results and conclusions [14].

The quantitative approach is an approach used to research certain populations or samples, data collection using research instruments, statistical data analysis, with the aim of testing the hypotheses that have been used.<sup>100</sup> In this approach, data can be obtained through surveys using a questionnaire or questionnaire method and through documentation. While the type of research used is associative research. This type of associative research aims to determine the effect or relationship between two or more variables. Then the results of this study can be used to build a theory that can explain, predict, and control a symptom.<sup>101</sup> In this study, the form of the relationship is causal, namely a relationship that affects two or more variables. This type of associative research is used to see how much influence [15], variables X1, X2, and X3 on variable Y using statistical analysis, where the results will be interpreted.

The data analysis technique used in this study is to use statistical analysis, namely the partial least square - structural equation model (PLS-SEM) which aims to conduct path analysis with latent variables. In this study, researchers want to know what factors make decisions in consumer purchases whether from promotional factors, product quality, price, and service quality. This research will collect data and find

out the decisions in consumer purchases at the Deliwafa Store, Gresik branch, then conclusions will be made to serve as a reference for readers.

## Research instruments.

Variable is an attribute or trait or value of people, objects or activities that have certain variations that are determined by researchers to study and then draw conclusions [16]. There are two types of variables in a study, namely (independent) and (dependent) variables. Where the variable (independent) is a free variable that can have an influence on other variables, while the variable (dependent) is a dependent variable where this variable is a variable that can be influenced by the independent variable. In this study using variables that include:

- Exogenous variable: Promotion (X1), Product Quality (X2), Price (X3), Service Quality (X4)
- Endogenous variables: Consumer Purchase Decision (Y)

In this study, the instrument used is in the form of filling out a questionnaire that has been made and is ready to be distributed. The questionnaire is a list of questions or written statements that must be answered and filled in by the respondent in accordance with the instructions given. The advantage of this instrument is that it has a wider range of data filling and is free to get more respondents' filling rates for the questionnaires that have been made. Table 1 is an operational definition of variables in the study:

Table 1. Operational Definition of Variables. Source: Data Processed, 2024

Variables	Problem Formulation	Indicator	Statement	Code
Promotion (X1)	Does the variable influence of promotion (X <sub>1</sub> ) have a significant influence on consumer purchasing decisions (Y) at the Deliwafa Store, Gresik Branch, which is reviewed according to an Islamic perspective?	a. Not selling vows	a. In implementing promotions, Deliwafa often applies oaths to convince consumers.	(P1)
		b. Avoiding fake promotions	b. Deliwafa's product promotion is in line with reality.	(P2)
		c. Be honest.	c. Every Deliwafa promotion is always honest.	(P3)



Product Quality (X2)	Does the variable influence of product quality (X <sub>2</sub> ) have a significant influence on consumer purchasing decisions (Y) at the Deliwaif Store, Gresik Branch, which is reviewed according to an Islamic perspective?	. Clear halal and haram Has beneficial value . Goods are not "Gharar"	a. When buying produce Deliwaifa can know the halal and haram. (KP1)	Consumer Purchase Decision (Y)	Of the four variables, which variable has a dominant effect on consumer purchasing decisions (Y) at the Deliwaif Store, Gresik Branch, which is reviewed according to an Islamic perspective.	a. The need	a. Buy Deliwaifa products because they suit your needs. (KPK1)	
			b. When buying Deliwaifa products, it has value and benefits. (KP2)			b. Information seeker before buying. (KPK2)	b. Before buying Deliwaifa products, you search for information related to the products you will buy. (KPK2)	
			c. Products that have been purchased at Deliwaifa Store contain elements of unpasteurization. (KP3)			c. Evaluation of alternatives	c. After searching for information about Deliwaifa products, you make an alternative selection from several other Deliwaifa product options. (KPK3)	
Price (X3)	Does the variable price influence (X <sub>3</sub> ) have a significant influence on consumer purchasing decisions (Y) at the Deliwaifa Store, Gresik Branch, which is reviewed according to an Islamic perspective?	. Price affordability Discount . Product suitability Price competitiveness	a. The price of Deliwaifa products is quite affordable. (H1)					
			b. Deliwaifa often has price discounts. (H3)					c. The price of Deliwaifa products is in accordance with the quality of the product. (H4)
			d. The price set for Deliwaifa products is like its competitors. (H5)					
Service Quality (X4)	Does the variable influence of service quality (X <sub>4</sub> ) have a significant influence on consumer purchasing decisions (Y) at the Deliwaifa Store Gresik Branch which is reviewed according to an Islamic perspective?	a. Politeness and friendliness (Tabligh) b. Honest (Shidiq) c. Amanah d. Professional (Fathanah)	a. Deliwaifa employees prioritize courtesy and friendliness. (KPL1)					
			b. Deliwaifa employees are honest with customers. (KPL3)					
			c. Deliwaifa employees are always trustworthy with customers. (KPL4)					
			d. Deliwaifa employees are always professional in terms of work responsibilities.					

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## **AUTHOR CONTRIBUTIONS**

Muhammad Syadam Wiro Aji prepared and characterized also collected the materials and running the SEM PLS. Muhammad Asyhad as the reviewed the analysis conducted. Ahmad Dahlan Malik wrote the manuscript.

## **COMPETING INTERESTS**

The research conducted as the additional contribution to business research and study development for the researcher.

## **ETHICS STATEMENT**

Research received approval of ethical clearance from International University of Semen Indonesia as academic department also research and community service institutions. The participants personal data is maintained according to Law (UU) Number 27 of 2022 concerning Protection of Personal Data.

## **DATA AVAILABILITY**

The data used to train and evaluate our models are available at [https://docs.google.com/document/d/1MxDcjJqs47kWRKC6YQkHEvQJkrq8JRYf/edit?usp=drive\\_link&oid=106885028112895565786&rtpof=true&sd=true](https://docs.google.com/document/d/1MxDcjJqs47kWRKC6YQkHEvQJkrq8JRYf/edit?usp=drive_link&oid=106885028112895565786&rtpof=true&sd=true).

## **CODE AVAILABILITY**

The code to reproduce our experiments is available at [https://docs.google.com/document/d/1MxDcjJqs47kWRKC6YQkHEvQJkrq8JRYf/edit?usp=drive\\_link&oid=106885028112895565786&rtpof=true&sd=true](https://docs.google.com/document/d/1MxDcjJqs47kWRKC6YQkHEvQJkrq8JRYf/edit?usp=drive_link&oid=106885028112895565786&rtpof=true&sd=true).