



Marketing Mix Strategy In Islam On Customer Loyalty 212 Mart Medan

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Abstract

With the establishment of 212 Mart Medan, it has succeeded in attracting the interest of the Islamic community to shop there because it is the only franchise with a sharia concept. However, this public interest is not followed by customer loyalty to always shop at 212 Mart Medan. Many factors that influence the creation of customer loyalty can be seen from the marketing strategy. It is necessary to evaluate the marketing strategy carried out at 212 Mart Medan, consisting of product quality, pricing, place or distribution, and the process or service provided. The application of marketing strategies by Islamic law can be a contributing factor to creating customer loyalty.

Purpose: To analyze product quality, price, distribution or place, and processor service on customer loyalty 212 Mart Medan.

Methodology: This study uses Partial Least Square (PLS) analysis. Evaluation of the indicator measurement model includes checking individual item reliability, internal consistency or composite reliability, average variance extracted, and discriminant validity. The first three measurements are grouped in convergent validity. Then evaluate the structural model by looking at the path coefficient, R², and Goodness of fit.

Findings: Completeness and quality of available products, distribution or outlets that are so far from one outlet to another, processes or services that are less than optimal, and pricing that is still above the price of its competitors are factors that affect customer loyalty at 212 Mart Medan.

Paper Type: Research Article

Keywords: *Product; Price; Place; Process, Customer Loyalty*

INTRODUCTION

Along with the development of the current era, all aspects of life, both financial and non-financial, are required to provide convenience and comfort services. From the financial side, primarily shopping centers are required to provide convenience and security. Various shopping centers, both small and medium scale, are competing to offer multiple comforts and amenities for customers that can make customers loyal and ultimately provide benefits for the company. The current shopping centers all lead to modern shopping centers that provide excellent service by bringing convenience and comfort.

Likewise, the new franchise business with a sharia concept, namely 212 Mart. The establishment of 212 Mart with a sharia concept has succeeded in attracting public interest because it is the only franchise with a sharia concept. The existence of a general interest in switching to 212 Mart was not followed by the loyalty of the community to always shop at 212 Mart. Loyalty is a repurchase behavior solely regarding the repeated purchases of certain brands. Loyalty can also be interpreted as customer loyalty shown through periodic repurchase attitudes towards certain brands or places (Sudarsono & Slamet, 2009).

Loyalty is a persistent customer commitment to re-subscribe or repurchases the selected product/service consistently in the future, even though the influence of the situation and marketing efforts can cause behavioral changes.(Rimma Roslika Situmorang, 2013). Specific characteristics show loyal customers. The attributes of loyal customers are making regular repeat purchases, buying outside the product or service line, recommending to others, and showing immunity from the attractiveness of competitors.

Loyalty is essential for consumers and companies. Loyal consumers spend time and minimal effort searching for and evaluating alternative purchases. Loyal customers are one of the most important. There are four stages of loyalty, including cognitive, affective, conative, and action. In the first stage, consumers who are loyal to the company will recommend information from it. Secondly, loyalty, where consumers' positive attitudes towards service providers play an essential role in devoted, thirdly conative loyalty or consumer intentions, is a deep commitment that consumers have to buy from these service providers. And finally, the four intentions were turned into action(Sударsono & Slamet, 2009).

Customer loyalty is formed due to several factors that influence it. The factors that influence customer loyalty are the things that build that loyalty, namely, interacting with customers, developing loyalty programs, personalizing marketing, and creating institutional bonds. (Suwarni & Mayasari, 2011). In research conducted by Peeters emphasizes the importance of forming loyalty as the basis for companies to survive and face competition. According to him, customer loyalty can grow due to several factors, such as the good image they have, the quality of service provided, and customer satisfaction(Peeters, K., & P, 2014).

A marketing mix is a set of tools that can be used for marketing in shaping the characteristics of services offered to customers (Nastiti & Soebadri, 2007). There are two marketing mixes, namely: the manufacturing marketing mix and the service marketing mix. Elements or elements that are considered in decision making in making marketing mix strategies ran(Wijayanti & Sumekar, 2009), that is:

1. Product. A product is anything that is offered to a market to satisfy a want or need, including goods, physical goods, services, experiences, events, people, places, properties, organizations, information, and ideas. (Suwarni & Mayasari, 2011).
2. Price. Price is the amount of money charged for a product or service or the amount of value that consumers exchange for the benefits of having or using a product or service.
3. Place. Distribution channels are interdependent organizations involved in making a product or service available for use or consumption.
4. Promotion. Promotion is conveying a clear, consistent, and compelling message about the organization and the brand. Promotion is an integral part of the success of a company. With a good promotion, consumers will be interested in an item or service offered. In the concept, the term promotion mix is a promotional tool that companies can use to achieve company goals.
5. People. An employee is someone who produces and provides services (Mahmood, 2014). The services provided by employees relate to employee interactions with consumers, which are carried out to provide full service from every complaint submitted by consumers.
6. Process. In general, the process is defined as the execution of actions that produce the value of a product. The process is generally defined as the execution of activities that have the value of a product. The speed of a process

and the service provider's skill are the basis of satisfaction with the purchase. Therefore a process ensures the availability and consistency of quality. In the service mix, the process is often defined as a form of service when consumers use the service.

7. Physical Evidence. The physical environment is the appearance of buildings, parks, vehicles, interior furnishings, equipment, signs, printed materials, and various other cues that provide tangible evidence of the company's service quality (Lovelock, 2013). An excellent physical appearance will also support good comfort to increase consumer interest in using a service. The growing interest will continue to use it continuously, which creates loyalty.

In its simple concept, marketing is a sale and purchase transaction between the two parties with a mutually agreed contract. In Islam, we know several trade concepts such as al-bay (selling) and al-syira (buying). There are several verses of the Qur'an that discuss trade, one of which is Q.S. An Nisa: 29, which means:

“Hai orang-orang yang beriman, janganlah kamu saling memakan harta sesamamu dengan jalan yang batil, kecuali dengan jalan perniagaan yang berlaku dengan suka sama suka diantara kamu, dan janganlah kamu membunuh dirimu, Sesungguhnya Allah adalah maha penyayang kepadamu”.

The verse explains that we are told to do commerce (buying and selling) in a consensual, mutually beneficial manner, free from usury, maisir, gharar, and injustice. Both the seller and the buyer agree on the sale and purchase. Only with the sharia system will commerce be carried out by following the rules and procedures mentioned above.

The foundation of sharia is wisdom and human happiness in this world and the hereafter. Wisdom lies in justice, compassion, and welfare. If there is no justice, then injustice will arise, if there is no love, then oppression will occur, and if there is no welfare, then misery will arise. Therefore, the leading indicator of Islamic marketing is the compatibility of marketing practices with Allah SWT / Islamic law (Hasan, 2013).

In running a business, Muslims are required to do according to the provisions. The provision in question is sharia. This is based on a helpful rule "al-aslu fi-at af-al at-atqa yuud bi hukmi ash-syari" that the syara's law binds the original direction of an act it is mandatory, sunnah, permissible, makruh, or unlawful. So in carrying out a business, one must always comply with and stick to the terms and conditions. In other words, the times are the principal value that becomes the strategic and technical umbrella for business organizations. (Saiman, 2015).

Overall Islamic marketing strategy is not much different from conventional marketing strategies. It's just that the Islamic marketing strategy must follow the existing Islamic rules and regulations in terms of buying and selling or trading. Islamic marketing strategy is needed as an effective marketing strategy to win the current competition using variables in the marketing mix, namely product, price, place, and process.

1. Product.

The products offered must be of the quality as promised. The principles of trade that the Prophet SAW imitated were the principles of justice and honesty. In the Islamic concept, fair and honest trade is a trade that "does not oppress and is not oppressed" as in Al-Quran Surah Al-Baqarah: 279, which means as follows:

“Maka jika kamu tidak mengerjakan (meninggalkan sisa riba), Maka ketahuilah, bahwa Allah dan Rasul-Nya akan memerangimu. dan jika kamu bertaubat

(dari pengambilan riba), Maka bagimu pokok hartamu; kamu tidak Menganiaya dan tidak (pula) dianiaya”.

In addition, the object being traded must be halal and thoyiban products. This is based on Surah An-Nahl: 114, which means:

“Maka makanlah yang halal lagi baik dari rezki yang telah diberikan Allah kepadamu; dan syukurilah nikmat Allah, jika kamu hanya kepadaNya saja menyembah”.

2. Price.

Price is an element of the marketing mix that has an essential role for a company because price occupies a unique position in the marketing mix and is closely related to other features. Some factors that need to be considered in implementing a pricing policy are setting an introductory product price, determining price discounts, financing shipping costs, and others related to prices.

For a product to be competitive in the market, entrepreneurs can carry out pricing strategies about the market, namely whether to follow prices below the market or above the market. Pricing from a sharia perspective is not too complicated. The basis for determining the price is based on the price value that is not set by many times after deducting production costs. In this regard, according to the word of Allah SWT which means *“Hai orang-orang yang beriman, bertakwalah kepada Allah dan tinggalkan sisa Riba (yang belum dipungut) jika kamu orang-orang yang beriman.”*

The explanation above shows that the concept of price in the sharia perspective is not based on mere profit factors but is also based on aspects of people's purchasing power and the benefit of the people. The concept of multiple profits from high price-fixing is not justified.

3. Place.

The place discussed is not a location or place of business but a place where consumers meet with product offerings or transactions. In this context, more emphasis is placed on distribution and channel strategies. The distribution system or product distribution can create a competitive advantage for a business. A visionary entrepreneur will know that the stronger the distribution network of a product, the more competitive the company's competitive advantage will be.

Distribution can be interpreted to determine the methods and channels that will be used in distributing products to the market. The short or long path used needs to be carefully considered. From a sharia perspective, the marketing channel or the company's location can be anywhere as long as the place is not a place where the existence is disputed.

4. Process.

Customers are often involved in the production of services. Marketers need to understand the nature of the processes faced by their customers (Lovelock, 2013:31). If consumers' process in transacting is quite simple and does not harm the mind, time, and energy, consumers will feel satisfied and loyal.

Processes are all the actual procedures, mechanisms, and flow of activities used to deliver services. This processing element has the meaning of a company in carrying out and carrying out its activities to meet the needs and desires of its consumers. For service companies, cooperation between marketing and operations is essential in this process, especially in serving consumers' needs and wishes. Then

the better the process, it will create consumer loyalty which, when customer loyalty has been formed, will make the company's base stronger.

The process or service in the sharia perspective is an effort to assist in the form of verbal aid or assistance by providing correct information on goods or services to potential consumers or customers. In this regard, Islamic teachings emphasize avoiding elements of harassment and fraud to prevent or provide incorrect information for potential customers or customers.

If you look at the factors that influence customer loyalty above, it can be approached by further reviewing the marketing strategy applied at 212 Mart Medan. Is the marketing strategy applied well or not, and is it according to Islamic law according to the principles used by 212 Mart Medan, namely franchises with sharia principles. This needs to be studied further so that the question of why 212 Mart Medan has not created customer loyalty can be answered. With a marketing strategy that is following Islamic law, it may be possible to build customer loyalty at 212 Mart Medan.

This study was conducted only limited to the analysis of Marketing Strategy (Product, Price, Place, and Process) following the Islamic perspective to be applied at 212 Mart Medan. This study is expected to answer the questions how the effect of choosing the right product according to Islamic law on customer loyalty, how the impact of the right and appropriate price according to Islamic law on customer loyalty, how the influence of a good distribution channel and according to Islamic sharia on customer loyalty, and how the process of or good service and according to Islamic sharia on customer loyalty.

The virtue of this research is expected to be able to solve problems related to the not yet maximal customer loyalty of 212 Mart Medan seen from not many and routine visitors who buy at 212 Mart Medan and how 212 Mart Medan can implement Islamic marketing strategies that are following Islamic sharia as well as possible.

METHODOLOGY

To see the factors that influence customer loyalty at 212 Mart Medan, Partial Least Square (PLS) analysis was performed. Evaluation of the indicator measurement model includes checking individual item reliability, internal consistency or composite reliability, average variance extracted, and discriminant validity. The first three measurements are grouped in convergent validity.

1.1. Convergent Validity

Convergent validity consists of three tests: item reliability (validity of each indicator), composite reliability, and average variance extracted (AVE). Concurrent validity is used to measure how much the existing hands can explain the dimensions. This means that the greater the convergent validity, the greater the ability of these dimensions to apply other variables.

a. Reliability Item

Item reliability or what we call the validity of the indicator. Testing of item reliability (indicator validity) can be seen from the loading factor value (standardized loading). The value of this loading factor is the magnitude of the correlation between each indicator and its construct. The loading factor value above 0.7 can be said to be ideal, meaning that the hand can be said to be valid as an indicator to measure the construct. However, the standardized loading factor value above 0.4 is acceptable. While the standardized loading factor value below 0.4 can be excluded from the model. Another opinion states that if the t value above 1.96 can be said to be ideal, it means that the indicator can be displayed to be valid as an

indicator for measuring constructs. The following is the item reliability value obtained after testing: *standardized loading* :

The calculation results show that the loading for product quality includes for X1.1 of 0.559; X1.4 is 0.695; X1.5 and equal to 0.647. For this type of instrument, the price on the X2.4 indicator is 1,000. For the type of instrument the place on the X3.1 indicator is 0.564; X3.2 is 0.770; X3.3 is 0.562; X3.4 is 0.623. And for the type of process or service instrument on the X4.1 indicator is 0.709; X4.2 of 0.659; X4.3 is 0.755; X4.4 of 743; and X4.5 of 0.455. Meanwhile, for the type of customer loyalty instrument, the Y1.1 indicator is 0.529; Y1.2 of 0.887; and Y1.3 of 0.500.

Thus, each indicator is valid to explain each of the variables, namely internal factors and external factors, and showing the magnitude of the contribution of each hand to the element. For the product quality variable, the indicator that has the most extensive loading is X1.4. The type of price variable is X2.4, for the variable where the most significant loading factor is X3.2. And for the process variable or service, the most considerable loading factor is X4.3.

b. *Composite Reliability*

The statistics used in composite reliability or construct reliability are Cronbach's alpha and Rho-A. Cronbach's alpha and Rho-A values above 0.7 indicate the construct has high reliability or reliability as a measuring tool. The limit value of 0.7 and above means it is acceptable and very satisfying.

Table 1. Result of Composite Reliability

	<i>Composite Reliability</i>
Quality of Product	0,785
Price	1,000
Place	0,727
Process/service	0,825
Customer Loyalty	0,847

Source : Result of Data Processing 2021

The table above shows that the composite reliability value for product quality is 0.785; for a price of 1,000; for a place of 0.727; for the process or service of 0.825 and customer loyalty of 0.847. All instruments obtained a composite reliability value above 0.7 so that it can be said to be reliable as a measuring tool.

c. *Average Variance Extracted (AVE)*

Average Variance Extracted (AVE) describes the variance that the items can explain compared to friction caused by measurement error. The standard is if the AVE value is above 0.5, it can be said that the construct has a reasonable variance. This means that the variable can explain the average of more than half the variance of the indicators.

Table 2. Result of Average Variance Extracted (AVE)

	<i>Average Variance Extracted</i>
Quality of Product	0,405
Price	1,000
Place	0,504
Process/service	0,422
Customer Loyalty	0,539

Source : Result of Data Processing 2021

The table above shows that most of the variables have an AVE above 0.5. The construct has an excellent average variance extracted where the variable can explain an average of more than half the variance of the indicators.

1.2. Discriminant Validity

The discriminant validity of the reflective measurement model was assessed based on cross-loading and comparing the AVE values with the square of the correlation between the constructs. The measure of cross-loading compares the correlation of the indicator with its build and constructs from other blocks. Good discriminant validity will explain the indicator variable higher than explaining the variance of the other construct indicators. The following is the discriminant validity value for each hand.

Table 3. Discriminant Validity

	Quality of Product	Price	Place	Process	Customer Loyalty
X1.1	0.559	-0.003	-0.141	-0.201	0.098
X1.4	0.695	0.106	-0.398	-0.313	0.162
X1.5	0.647	0.044	0.026	0.035	0.151
X2.4	0.089	1.000	-0.109	-0.126	0.151
X3.1	0.006	-0.057	0.564	0.313	-0.203
X3.2	-0.220	-0.051	0.770	0.295	-0.276
X3.3	-0.152	-0.053	0.562	0.170	-0.162
X3.4	-0.317	-0.117	0.623	0.321	-0.235
X4.1	-0.222	-0.074	0.234	0.709	-0.124
X4.2	-0.226	-0.098	0.327	0.659	-0.085
X4.3	-0.114	-0.079	0.279	0.755	-0.241
X4.4	-0.215	-0.100	0.429	0.743	-0.225
X4.5	-0.082	-0.107	0.128	0.455	-0.059
Y1.1	-0.005	0.094	-0.141	-0.080	0.529
Y1.2	0.273	0.151	-0.307	-0.247	0.887
Y1.3	0.048	0.034	-0.217	-0.136	0.500

Source: Result of Data Processing 2021

Based on the table above shows that the discriminant validity or loading factor for X1.1 is 0.599. The correlation of this indicator is higher in product quality than in price, which is -0.003, in the place of -0.141, in the process or service at -0.101, in customer loyalty by 0.098, and so on. All factor loading values for each indicator have a higher correlation with the variable compared to other variables. Similarly, the indicators for each variable. This shows that the placement of hands on each factor is correct.

1.3. Structural Model Evaluation

There are several stages in evaluating a structural model. The first is to see the significance of the effect between the constructs. This can be seen from the path coefficient, which describes the strength of the relationship between constructs.

1. Path Coefficient

Seeing the significance of the influence between the constructs can be seen from the path coefficient (path coefficient). The mark in the patch coefficient must be following the hypothesized theory. To assess the significance of the patch coefficient, it can be seen from the t-test (critical ratio) obtained from the bootstrapping process (resampling method). The following are the results of the t-test on the inner and outer models.

The t-test performed is the result of the t-test from the bootstrap calculation. The results of the t-test in the figure below will then be compared with the t-table value.

Table 4. Result of Patch Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Quality of Product → Customer Loyalty	0.113	0.140	0.133	2.108	0.036
Price → Customer Loyalty	0.099	0.088	0.094	1.050	0.294
Place → Customer Loyalty	-2.264	-0.269	0.109	2.420	0.016
Process → Customer Loyalty	-0.130	-0.146	0.162	2.317	0.022

Source: Result of Data Processing 2021

From the table above, it can be seen that:

- a) The t statistic value for product quality on customer loyalty is 2.108 with a p-value of 0.036. When compared with the 5% significance level, the p-value is smaller, so H₀ is rejected. Thus it can be concluded that there is a significant effect of product quality on customer loyalty. The magnitude of the influence of product quality on customer loyalty is 0.113. A positive path coefficient indicates the better the quality of the product, the more loyal the customer is.
- b) The value of the t statistic for price on customer loyalty is 1.050 with a p-value of 0.294. Compared with the 5% significant level value, the p-value is greater so that H_a is accepted. Thus it can be concluded that there is no significant effect of price on customer loyalty. The magnitude of the impact of price on customer loyalty is 0.099. A positive path coefficient indicates the better the price, the more loyal the customer is.
- c) The value of the t statistic for a place on customer loyalty is 2,420, with a p-value of 0.016. When compared with the 5% significance level, the p-value is smaller, so H₀ is rejected. Thus it can be concluded that there is a significant influence of place on customer loyalty. The magnitude of the effect of business on customer loyalty is -2.264. A negative path coefficient indicates that the location is not good, the less customer loyalty.
- d) The t statistic value for the process or service to customer loyalty is 2.317 with a p-value of 0.022. When compared with the 5% significance level, the p-value is smaller, so H₀ is rejected. Thus it can be concluded that there is a significant influence of the process or service on customer loyalty. The magnitude of the impact of the process or service on customer loyalty is -0.130. A negative path coefficient indicates that the process or service is not good, the less customer loyalty.

2. Evaluated R²

Based on the value of R², it is known that product quality, price, place, and processor service explain the ability of customer loyalty by 0.460 (46%), while the remaining 54% are from other constructs. The contribution to this R² value from the constructs/variables can be seen from the following table:

Table 5. Result of R²

	R Square	R Square Adjusted
Customer Loyalty	0.460	0.424

Source: Result of Data Processing 2021

3. Goodness of Fit

To validate the overall model, Goodness of Fit is used. This GoF index is a single measure used to validate the combined performance of the measurement model and the structural model. This GoF value is obtained from the average communalities index

multiplied by the R2 value of the model. Here are the results of the calculation of the Goodness of Fit model:

Table 6. Result of Average Communalities Index

	Average Variance Extracted (AVE)
Quality of Product	0.405
Price	1.000
Place	0.404
Process/service	0.447
Customer Loyalty	0.439
Average	4.12
<i>Goodness of Fit</i>	0.811

Source : Result of Data Processing 2021

Based on the table above, the average communalities result is 4.12. This value is then multiplied by R2 and rooted. The calculation results show that the GoF value of 0.811 is more than 0.36. It is categorized as a large GoF, meaning that the model is perfect (has a high ability) in explaining empirical data.

RESULTS AND DISCUSSION

Based on the results of the data analysis described previously, the t-statistic value for product quality on customer loyalty is 2.108 with a p-value of 0.036. When compared with the 5% significance level, the p-value is smaller, so H0 is rejected. Thus, it can be concluded that there is a significant effect of product quality on customer loyalty at 212 Mart Medan. This research is in line with a study conducted by (R.R. Situmorang, 2017) entitled The Effect of Marketing Mix and Service Quality on Customer Loyalty, showing that the marketing mix of product quality affects customer loyalty.

For the price, the t-statistic value for customer loyalty is 1.050 with a p-value of 0.294. Compared with the 5% significant level value, the p-value is greater so that Ha is accepted. Thus, it can be concluded that there is no significant effect of price on customer loyalty at 212 Mart. This research is contrary to the study conducted (Mandong, 2017) entitled Factors Affecting Customer Loyalty at PT. Bank BNI (Persero) Tbk Manado Branch Office, which states that price affects customer loyalty.

For the results of place/distribution, the value of t statistic for business/distribution on customer loyalty is 2,420 with a p-value of 0.016. When compared with the 5% significance level, the p-value is smaller, so H0 is rejected. Thus, it can be concluded that there is a significant influence of place/distribution on customer loyalty at 212 Mart Medan. This research aligns with the study conducted (Reynaldi, 2017) with the title The Effect of Marketing Mix on Customer Loyalty for the "Honda" Brand Car in Denpasar City, which shows that price has a positive influence on customer loyalty.

For the process or service results, the t-statistic value for customer loyalty is 2.317, with a p-value of 0.022. When compared with the 5% significance level, the p-value is smaller, so H0 is rejected. Thus it can be concluded that there is a significant influence of the process or service on customer loyalty 212 Mart Medan. This research aligns with research conducted by (Ikhwana, Setiawardi, & Ramdhani, 2013). The process had a significant positive effect on customer loyalty in customers at Darajat Pass Hot Water Park. It can be stated that the friendlier, kinder, and faster response given in helping customers to meet their needs, the sense of customer loyalty will also increase.

Discussion

3.1. The Effect of Product Quality on Customer Loyalty 212 Mart Medan

If you look at the products sold at 212 Mart Medan, it can be proven that the products sold do have good product quality as promised. In addition, it is ensured that the products sold are halal and suitable for consumption for customers. The expiration date is also significant. Products whose expiration date is approaching one month will be withdrawn from sale and replaced with new ones. The store clerk will convey weaknesses and advantages of a product being sold truthfully and not give lies to achieve high sales only. However, when viewed from the completeness of the products sold, it is still lacking. There are still many products that are needed by customers who are not available for sale there.

This is following Islamic law that in doing business, it must be based on the principles of honesty and justice, not oppressing and not being wrong as has been exemplified by the role model of the Muslim community of the Prophet Muhammad Rasulullah SAW. In addition, the products sold must be halal and thoyiban products as ordered by Allah SWT in the Qur'an An-Nahl verse 114.

The business carried out by 212 Mart Medan has followed Islamic law in its implementation, so that this affects the loyalty of customers who shop there. Customers who shop at 212 Mart Medan will always be happy and return to make purchases in the following days. This shows that applying Islamic law in the marketing mix on product quality significantly affects customer loyalty at 212 Mart Medan. The magnitude of the influence of product quality on customer loyalty is indicated by the positive analysis results. The better the quality of the products sold, the more loyal the customer will be.

The drawback in terms of product quality is the incompleteness of the products sold at 212 Mart Medan. This makes consumers often disappointed when they come and want to shop there, but the products that consumers need are not available there, thus making these consumers disloyal to 212 Mart Medan. For this reason, it is necessary to equip all products that are consumer needs so as not to cause disappointment to consumers who shop there. If this has been carried out, then customer loyalty will be created.

3.2. The Effect of Price on Customer Loyalty 212 Mart Medan

Suppose you look at the prices for the products sold at 212 Mart Medan. In that case, the prices are slightly higher than those in conventional minimarkets such as Alfamidi, Alfamart, and Indomaret in Medan. However, this price does not apply to all products. Only certain products have a higher price, most of the products have the same price as competitors in conventional supermarkets, and there are even a small number of products that are sold at a lower cost compared to other products. with traditional self-service. The slightly higher price for some of these products is because 212 Mart Medan still takes these products from distributors owned by conventional supermarkets, where conventional supermarkets can directly affect the factory. After all, the factory and supermarket are business units.

Even so, the prices set by 212 Mart Medan for their products are not by taking multiple profits. This is following Islamic law, which is commanded by Allah SWT in the Qur'an, which means that it is not permissible to take advantage of multiplying because it is tantamount to usury, and usury is forbidden for Muslims. The concept of price in the sharia perspective is not based on mere profit factors. Still, it is also based on aspects of people's purchasing power and the benefit of the people so that the concept of multiple benefits from setting high prices is not justified.

With the pricing that has followed Islamic law and the slightly higher price for certain products compared to conventional supermarkets, it turns out that it does not

affect the loyalty of customers who shop there. Customers who shop at 212 Mart Medan will still come back to make purchases in the following days because for 212 Mart Medan customers paying a little more is not a problem for the benefit of the people. This shows that the price factor has no significant effect on customer loyalty at 212 Mart Medan. The magnitude of the impact of price on customer loyalty is positive, indicating the better the price, the more loyal the customer is.

3.3. The Effect of Place/Distribution on Customer Loyalty 212 Mart Medan

Suppose you look at the place/distribution side of the meeting place between sellers and buyers at 212 Mart Medan. In that case, it is indeed well proven that the site is safe, comfortable, air-conditioned, has a large parking area, is strategically located on the side of a major road, and is easy to see from a distance. It's just that the number of outlets that are not so widely spread compared to conventional supermarkets, which every 100-200 meters distance must have an outlet available, makes 212 Mart Medan unable to take as many customers as customers who come to conventional supermarkets. Limited costs make 212 Mart outlets not many in the city of Medan. However, loyal customers will still shop there even though the distance is a bit far.

The places used also follow Islamic law, namely places that are not disputed or places that are forbidden to do business. By following Islamic law in its implementation, affects the loyalty of customers who shop there. Loyal customers will come back to shop at 212 Mart Medan the next day. This shows that applying Islamic law in the marketing mix to place/distribution has a significant effect on customer loyalty at 212 Mart Medan. The magnitude of the influence of business/distribution on customer loyalty is shown by the analysis results, which are negative, meaning that the less good the place/distribution will reduce customer loyalty.

With the limited availability of outlets and the extended distance from one outlet to another, it becomes an obstacle for consumers to come back to the outlet. For this reason, it is necessary to add 212 Mart outlets in Medan so that the number is more and the distance is not too far. That way, more consumers will shop, and it will be easier to come back at any time to make a purchase. The better the place, the better customer loyalty 212 Mart Medan will be.

3.4. Influence of Process or Service on Customer Loyalty 212 Mart Medan

Looking at 212 Mart Medan from the side of the process or service, it can be said that it is still not optimal. The services provided when the customer is visiting the 212 Mart Medan store cannot be served due to the limitations of the store clerk. In addition, post-purchase services are also not paid attention to, where sometimes customers have to bring their groceries to their vehicle. It can be a good impression for customers if the clerk can deliver the groceries to the customer's vehicle so that customers can be more satisfied and will always want to come back to shop at 212 Mart and become loyal customers. Then the standardization of service between fellow 212 Marts in Medan is not the same, depending on the personal staff of each outlet. This is the cause of customers feeling disappointed when shopping at 212 Mart at different outlets in Medan because they don't get the service they usually get at 212 Mart outlets in other places.

The lack of services provided by 212 Mart Medan makes customer loyalty less and less. Therefore, it is necessary to standardize the level of service at all 212 Mart outlets in Medan and further improve the service so that customers feel satisfied and always only want to shop at 212 Mart Medan to create loyal customers.

CONCLUSION

Based on the results of the research above, the following conclusions can be drawn:

- a. The Islamic marketing strategy of product quality factors applied at 212 Mart Medan is following Islamic law. This is evidenced by the sale of products that are halal and thoyiban and do not expire. The products sold are following the quality offered, and there is no element of fraud in it. Product quality factors have a significant effect on customer loyalty at 212 Mart Medan. Customer loyalty is still not optimal due to the lack of completeness of the products sold there.
- b. The Islamic marketing strategy of the price factor applied at 212 Mart Medan is following Islamic law. This is evidenced by the price set is not too high and does not take multiple profits. The price factor does not have a significant effect on customer loyalty at 212 Mart Medan. This is because consumers who shop voluntarily pay more to help build the benefit of the people through the sharia system.
- c. The Islamic marketing strategy of the place/distribution factor applied at 212 Mart Medan is also following Islamic law, where the place where the transaction is carried out is not a disputed place and is not a forbidden place to make transactions. The place/distribution factor has a significant effect on customer loyalty at 212 Mart Medan. The lack of customer loyalty at 212 Mart Medan is due to the lack of availability of the number of existing outlets. The distance between one outlet and another outlet is very far, affecting consumers to return to shopping there.
- d. The Islamic marketing strategy of the process or service factor applied at 212 Mart Medan follows Islamic law, where the services provided in the form of delivering information are carried out honestly and as is, and there is no element of fraud in it. Then the service is given based on helping others. Process or service factors have a significant effect on customer loyalty at 212 Mart Medan. The current lack of customer loyalty is due to the less than optimal service provided by 212 Mart Medan.

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