

MARKETING STRATEGIES IN INCREASING CONSUMER BUYING INTEREST ACCORDING TO ISLAMIC BUSINESS ETHICS: CASE STUDY AT THE RATU OBRAL PARUNGPANJANG SHOP, BOGOR

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Abstract: *The purpose of this study is to find out the marketing strategy in increasing consumer buying interest at the Ratu Obral Parungpanjang Shop, Bogor according to Islamic business ethics. This study uses a qualitative approach and the type of research is descriptive. The data collection technique uses observation, documentation, and interviews, so that all of the data is analyzed qualitatively with an inductive thinking method. The result of this research is that the marketing strategy implemented by the Ratu Obral Shop Parungpanjang, Bogor in increasing consumer buying interest has been in accordance with Islamic business ethics, namely: having a spiritual personality (piety), having a good and sympathetic personality (shiddiq), being fair in doing business (al-adl'), serving with a smile and humility (khidmah), always keeping promises and not cheating (tathfif), honest and trustworthy (amanah), He does not like to be prejudiced (su"uzhon), does not like to vilify (ghibah) and does not take bribes (risywah).*

Keywords: *Islamic Business Ethics; strategy; marketing*

Introduction

The global market is currently undergoing significant changes along with technological developments and social dynamics. Business competition is getting fiercer, and companies around the world are trying hard to attract consumers. In this context, business ethics is very important. Business ethics guide a company's behavior and decisions to ensure that their operations are not only financially profitable but also based on moral values and principles of fairness.

In the context of Islam, business ethics has a very high relevance. Sharia principles provide a clear moral framework for businesses, reminding them to abide by certain prohibitions and promoting values such as justice, transparency, and social responsibility. Therefore, understanding and implementing marketing strategies that are in line with Islamic business ethics is important for companies operating in an economic environment that is based on sharia principles.

The trade sector is a very open sector, in the sense that there are no barriers for a person to enter and exit this sector. The development of trade activities involves the participation of the community as consumers, business entities as producers of goods and services, and traders who function as sellers to consumers. This trade sector is suspected to be the largest alternative for non-agricultural workers and also a place for child and women workers and family workers, because the characteristics of this sector do not require special skill requirements so that trade activities are important for the community.

However, to date, there is a great need for more in-depth research on marketing strategies that integrate the principles of Islamic business ethics in an effort to increase consumer buying interest. This kind of research will provide a more comprehensive view of how companies can leverage sharia principles in designing effective and sustainable marketing strategies.

The pattern of marketing strategies is related to the production of types of clothing items such as Muslim clothing, school uniforms, official clothes, baby supplies, and youth clothing. Sales are carried out in a conventional pattern, namely offering goods to buyers at a standard price that has been set. However, in practice, there are often fraudulent trade practices such as fake discounts by raising prices before discounts. Another example is the "buy one get one free" marketing strategy, which in reality is often the price that consumers pay for two goods. This makes it difficult for buyers to negotiate prices that interest them.

Buyers' interest is an internal encouragement to get the desired item, but this interest will increase in line with marketing or promotional strategies, especially related to the quality of goods and relatively affordable prices. The public as consumers must also be careful about products that are no longer fit for consumption, especially those that are close to expiration. In this case, the Ratu Obral Shop strongly avoids the practice of buying and selling goods of poor quality due to old unsold stock, which can reduce buyer interest.

In the context of buying and selling clothes in the store, there are several obstacles expressed by the store owner, Mrs. Hj. Ermawati. Among them are product marketing strategies that are not optimal, low quality of products sold, sales levels that have not reached the target, and many consumer demands that are not met due to lack of stock of goods. Marketing patterns to increase consumer buying interest have not been fully in accordance with Islamic business ethics.

Therefore, targeted and timely steps are needed in marketing strategies that are in accordance with sharia.

In general buying and selling, there are contracts and goods offered to buyers through pamphlets, banners, catalogs, social media, face-to-face, as well as information about discounts and good quality goods, which are carried out systematically and continuously to attract buyers. However, at the Ratu Obral Shop, Parungpanjang, Bogor, information about products and the existence of the store is only known by word of mouth.

Based on the background mentioned above, the author seeks to study more deeply about Marketing Strategies in Increasing Consumer Buying Interest according to Islamic Business Ethics Case Study at Toko Ratu Obral, Parungpanjang, Bogor.

This research is qualitative descriptive, where the researcher plays a key role in collecting and interpreting data. Data collection tools include direct observations, interviews, and document studies. The validity and reliability of the data are guaranteed through triangulation with an inductive method, so that the results of qualitative research emphasize more on meaning than generalization.

Results and Discussion

Marketing Strategy at the Ratu Obral Shop Parungpanjang, Bogor.

Toko Ratu Obral Parungpanjang, Bogor adopts an effective marketing strategy to ensure business continuity and increase consumer buying interest in their products. The marketing strategy implemented involves paying attention to product quality, pricing, promotion, and service. By paying attention to these aspects, Toko Ratu Obral Parungpanjang, Bogor strives to increase product attractiveness and maximize consumer satisfaction.

a. Product Assignment Strategy

In marketing strategy, product strategy is a very important element because it affects the implementation of other strategies. The products to be produced and marketed determine the promotional activities needed, as well as the pricing and distribution methods. The products at the Ratu Obral Shop Parungpanjang, Bogor are quality products that are not doubted by consumers, because they are obtained directly from suppliers.

The Ratu Obral Parungpanjang Shop, Bogor provides a variety of quality products with the aim of attracting consumer interest and satisfaction, such as adult clothing, children's clothing, baby supplies, worship equipment, bedding, school uniforms, and others. As part of this strategy, the Ratu Obral Shop Parungpanjang, Bogor allows consumers to exchange defective or damaged products for new products, as long as the condition of the product does not change such as removing the price tag.

Toko Ratu Obral Parungpanjang, Bogor also provides quality products from various brands. Every company prioritizes consumer satisfaction, as well as the Ratu Obral Parungpanjang Shop, Bogor which prioritizes product quality to provide satisfaction to consumers. Although the implementation of product indicators at the Ratu Obral Shop in Parungpanjang, Bogor has gone well, evaluation is still needed, especially since the current target market only focuses on

the local community. Toko Ratu Obral Parungpanjang, Bogor needs to expand the distribution of its products so that the target market is wider and revenue can increase.

b. Pricing Strategy

Pricing in a company determines the competitive position and affects the sales rate of the product, as consumers generally consider the price first before buying. From the perspective of entrepreneurs, economic activities in general can be interpreted as an effort to get maximum results with minimal capital, and this concept can be applied in various forms.

Price is a very sensitive factor because consumers have high bargaining power due to many competitors. This affects the pricing carried out by the Ratu Obral Shop Parungpanjang, Bogor, where the price determined must be competitive and in accordance with the quality of the product. The better the quality, the higher the price offered.

Pricing is very important to pay attention to, because price determines whether a product sells or not. Errors in determining prices can be fatal to the products offered. Toko Ratu Obral implements this pricing strategy to attract consumers who are the target market, with the hope of increasing purchases from consumers and competing with competitors.

In general, the prices offered by Toko Ratu Obral Parungpanjang, Bogor are quite competitive with other stores in the vicinity. The higher price is adjusted to the quality of the product itself; The better the product ordered, the more expensive the price offered. This policy is taken to provide satisfaction to consumers.

c. Promotion Strategy

To achieve the company's target, it is important for the company to promote its products to the maximum. Based on statements from the owner and several consumers, it can be concluded that the Ratu Obral Shop Parungpanjang, Bogor has carried out promotions effectively, both through direct and indirect promotions.

d. Service Strategy

Good, courteous, friendly, and knowledgeable service about the product is the main expectation of every consumer. Therefore, employees who work at the Ratu Obral Shop Parungpanjang, Bogor are expected to have the ability to serve customers appropriately and quickly, as well as have communication skills, good manners, friendliness, and responsibility towards consumers.

From the experience of several consumers, it can be concluded that employees really implement the service strategy that has been set by the management of Toko Ratu Sabral Parungpanjang, Bogor. For Toko Ratu Sellral Bogor, quality service will have a positive impact on the company, because carving a "*heartshare*" in the hearts of consumers will strengthen loyalty to the product and the company.

Marketing Strategies in Increasing Consumer Buying Interest

To increase consumer interest, a supportive strategy is needed, especially in mastering knowledge about marketing strategies that are crucial to achieve maximum results. According to the owner's statement, Toko Ratu Obral Parungpanjang, Bogor has implemented a good marketing strategy, using a product, price, promotion, and service approach, although it is still necessary to expand the distribution strategy.

In addition to these four strategies, the Ratu Obral Shop Parungpanjang, Bogor also offers benefits such as discounts and the number of buyers every month. This indicates that the turnover of the Ratu Obral Shop Parungpanjang, Bogor every month is quite promising, with an increase in average even though there are certain months that have decreased. However, this still shows that the marketing strategy implemented by Toko Ratu Obral Parungpanjang, Bogor is effective in attracting consumer buying interest.

Marketing Strategy According to Islamic Business Ethics

In his book Kertajaya and Sula (2006) that in Islam there are nine kinds of ethics that must be considered and possessed by a marketer in doing his marketing, namely:

a. Have a spiritual personality (Piety)

According to the owner, as Muslims, we are commanded to always remember Allah SWT, even when we are busy in daily activities such as business, where we have to stop activities when the call to prayer comes. Owners and employees in running a business always strive to remember Allah SWT without abandoning their obligations as Muslims.

This principle is in accordance with Islamic business ethics, where marketing is carried out not solely for personal gain, but also to help others. Marketing is directed to create virtue and piety to Allah, not the other way around, as Allah SWT says:

"O you who believe, if you have been called to pray on Friday, then remember Allah immediately and abandon buying and selling, which is better for you if you know. If the prayer has been performed, then scatter you on the earth; seek the bounty of Allah and remember Allah a lot so that you may be lucky"

(QS. Al-Jumu'ah 62:9-10)

By remembering Allah, a marketer will avoid the traits of fraud, lies, cunning, and deception in marketing.

b. Good and sympathetic personality (Shiddiq)

Having a good, sympathetic personality, and properly respecting the rights and possessions of others is something that will make others feel happy and happy. In Islam, it is strictly forbidden to take the rights of others unfairly, because it is not good and unsympathetic.

Based on statements from the owner and several consumers, it can be concluded that Toko Ratu Obral Parungpanjang, Bogor always provides good service to its consumers. This includes in sharia marketing ethics, where a Muslim who wants to sell merchandise is expected to do so with pleasure, sincerity, and a good impression on the buyer, in accordance with the values of Islamic business ethics as expressed in the hadith:

"God loves those who are generous when selling, when buying, and when collecting receivables."

(HR. Bukhari: 280).

c. Be fair in doing business (Al-Adl')

Doing business fairly is obligatory, Allah loves those who do justice and hates those who do wrong, even cursing those who do wrong. As per the words of Allah SWT:

"And who is more unjust than one who makes up lies against Allah? They will be brought before their Lord, and the witnesses will say; "O these people who have lied to their Lord". Remember, Allah's curse (is inflicted) on the wrongdoers"

(QS. Hud 11:18)

Therefore, Toko Ratu Obral Parungpanjang, Bogor is always committed to be fair to all its consumers with the principle of not lying and always telling the truth. Based on consumer experience, Toko Ratu Obralr Parungpanjang, Bogor provides products according to expectations without using fraud or lies for the sake of profit alone. They also treat every consumer fairly regardless of who they are.

This approach is in accordance with Islamic business ethics, where by not lying to consumers and treating all consumers fairly, Toko Ratu Obrall not only guarantees consumer satisfaction with the quality of its products, but also earns profits and builds consumer trust.

d. Serving with a smile and humility (*Solemn*)

Toko Ratu Obral applies the 4S concept in each of its services, namely smile, greeting, greeting, and patience. This approach is in line with Islamic business ethics, where service attitude is considered the main thing for a marketer. Service is a crucial factor in business; Believers are taught to be generous, polite, and friendly in their dealings with their business partners.

Good service quality is the key to business success and development. Friendliness and smiles to consumers not only create a positive impression on the company's image, but also have a positive impact on its business growth.

e. Always keep promises and do not cheat (*Tathfif*)

Maintaining commitment and integrity in marketing, including in determining the quantity of goods and services, is an important part of the ethics of a sharia marketer. A marketer must be able to hold the mandate given to him as a representative of the company in marketing and promoting products to customers. Based on statements from the owner and some customers, this practice is in accordance with Islamic business ethics values. The Prophet also said:

"If a sale is made, let's say there is no fraud."

(Muttafaq'alaih in Al-Bukhari III: 137)

The attitude of a businessman who is consistent in keeping his promises, both to buyers and fellow traders, is very important in the business world. The promise in question is a trader's commitment to his buyer to provide products that are in accordance with the promised description and quality. For example, a manufacturer or distributor must always keep its promises in terms of on-time delivery, provide goods with quality, quantity, color, size, or specifications according to the original agreement, and provide warranties and other commitments.

f. Honest and trustworthy (Trust)

In Islam, honesty is one of the main values that must decorate every aspect of life, including in service and muamalah (business interaction). Honesty is not only considered easy to carry out when there are no severe tests or worldly temptations, but more than that, true honesty is tested in every daily encounter and interaction. This is in accordance with sharia marketing ethics which emphasizes the importance of being honest, trustworthy, and transparent in every aspect

of business, as taught in Islamic teachings to maintain integrity and justice in doing business, where the Prophet PBUH said: From Abu Sa'id from the Prophet PBUH said:

"An honest and trustworthy merchant will be with the prophets, the shiddiqin, the martyrs in battle and the pious ones."

(HR. Tirmidhi; 1991-1997)

With an honest attitude, a marketer will be trusted by his consumers, but if the marketer is not honest, the buyer will not buy his products. And Allah SWT said:

"Verily, We have given a mandate to the heavens, the earth, and the mountains, so all of them are reluctant to bear the mandate and they are afraid that they will betray it, and the mandate is carried by men. Indeed, man is very unjust and very stupid."

(QS. Al-Ahzab (33): 72)

From this verse, we understand that trust is a very important ethical value, especially in the context of business. Without having the nature of trust, a business will not gain the trust of consumers. This also has an impact on the quality of products provided by Toko Ratu Obral Parungpanjang, Bogor where they always maintain honesty in doing business to prevent losses for the parties involved, in accordance with HR Muslim, from Hakim bin Hizam Ra:

"The two sellers and buyers each have the right to vote (khiyar) as long as the two have not separated. If the two act honestly and frankly with each other, then both will receive blessings in the transaction. On the other hand, if they lie and cover up each other, they will surely lose their blessing in the transaction"

(Muttafaqun' alaih. HR. Bukhari no. 2079 and Muslim no. 1532).

Based on the hadith above, it can be seen that in the context of business, honesty plays a key role in building consumer trust and loyalty. From the statements of the owner and several consumers, it can be seen that the Ratu Obral Shop Parungpanjang, Bogor upholds the value of honesty by not lying to consumers. They sell goods according to the quality desired by consumers, in accordance with Islamic business ethics values that emphasize the importance of honesty in every transaction and muamalah.

g. Don't like to be prejudiced (*Su'uzhon*)

Maintaining mutual respect and not vilifying fellow businessmen is a teaching taught by the Prophet PBUH, which is relevant to be applied in the context of modern business. From the owner's statement, that Toko Ratu Obral Parungpanjang, Bogor has never been ill-advised of its competitors, this reflects the application of Islamic business ethics that respect and do not tarnish the reputation of others. This is in line with Islamic business ethics values that encourage fairness, respect, and not looking for fault or ugliness in others, including in business competition. Where Allah SWT says:

"O you who believe, stay away from most prejudices (suspicions), because some of them are sin. And do not look for the wickedness of men, and do not gossip about one another. Is there any one of you who likes to eat the flesh of his dead brother? So of course you feel disgusted with him. And fear Allah, for Allah is the Most Receivable of Repentance and the Most Merciful."

(QS. Al-Hujaraat 49:12)

h. Don't like to be ugly (*Ghibah*)

Usually a marketer is happy if he knows the weaknesses or ugliness of his business opponents, and usually these weaknesses and ugliness will be used as a weapon to win the battle in the market by vilifying (because the facts are true) or slandering (because the facts are not true). This act is called *ghibah*. Allah SWT said:

"Indeed, those who want the most heinous deeds (fake news) to be spread among the believers, for them will be a painful punishment in this world and in the Hereafter. And God knows. Medium, you don't know."

(QS. An-Nur 24:19)

From the information provided by the owner and some consumers of the Ratu Obral Shop Parungpanjang, Bogor, it can be concluded that in its marketing strategy, it does not adopt the habit of comparing their products with products from other stores or competitors. This practice is in accordance with the principles of Islamic business ethics which emphasizes the importance of maintaining decency and not degrading or vilifying others in business. Instead, Toko Ratu Obrall Parungpanjang, Bogor focuses on promoting the superiority of their own products without having to compare directly with competitors.

i. Not taking bribes (*Risywah*)

In sharia, bribery is haram and bribery is included in eating other people's property in a false way. Allah SWT said:

"And do not eat some of the wealth of others among you in an unrighteous way, and (not) bring it to the judge, so that you may eat a part of the property of others by sin, even though you know."

(QS. Al-Baqarah 2: 188)

The Prophet PBUH said:

"The Prophet PBUH cursed bribers, bribe recipients, and those who became intermediaries."

(HR. Ahmad and Judge, Ahmad Bin Hanbal II:164)

From the statements of the owner and several consumers of the Ratu Obral Parungpanjang Shop, Bogor, it can be seen that the store is not involved in the practice of bribery in its marketing strategy. This is in accordance with the principles of Islamic business ethics which rejects all forms of corruption and fraud in its activities.

Conclusion

Based on the research that researchers have conducted on the Ratu Obral Shop Parungpanjang, Bogor can be concluded as follows:

1. Toko Ratu Obral Parungpanjang, Bogor implements a marketing strategy using a 4P marketing mix, namely product, price, place or distribution channel, and promotion. This approach helps attract consumer interest and influence their purchasing decisions at the Ratu Obral Parungpanjang Shop, Bogor.
2. Toko Ratu Obrall Parungpanjang, Bogor implements a marketing strategy with the principle of 4S (Smile, Greeting, Greeting, Patience) to increase consumer buying interest. In

addition, they also pay great attention to the location by having easy access for customers, adequate parking lots, and easy to see.

3. Viewed from the perspective of Islamic business ethics applied by Toko Ratu Obral Parungpanjang, Bogor implements an Islamic marketing strategy, which is as follows:
 - a) Have a spiritual personality (*Piety*).
 - b) Good and sympathetic personality (*Shiddiq*).
 - c) Be fair in doing business (*Al-Adl*').
 - d) Serve with a smile and humility (*Khidmah*).
 - e) Always keep promises and do not cheat (*Tathfif*).
 - f) Honest and trustworthy (*Amanah*).
 - g) He doesn't like to be prejudiced (*Su'uzhon*).
 - h) He does not like to be evil (*Ghibah*).
 - i) Not taking bribes (*Risywah*).

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