

THE INFLUENCE OF SHARIA MARKETING ON INCREASING SALES AT UD GEMILANG ASRI RATTAN

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ARTICLE HISTORY

Received:

12 June 2026

Revised

15 June 2026

Accepted:

17 June 2026

Online available:

20 August 2026

Keywords :

Sharia Marketing,
Sales Growth,
Consumer Behavior,
Consumer Trust, Small
and Medium
Enterprises (SMEs).

ABSTRACT

Amidst intense competition, the micro, small, and medium enterprises (MSMEs) sector in Indonesia is growing rapidly and requires a robust marketing strategy. To increase customer trust and sales volume, UD Gemilang Asri Rattan, a rattan furniture company, strives to implement a sharia-compliant marketing strategy based on Islamic values such as shiddiq, amanah, tabligh, and fathanah. The purpose of this study is to empirically determine how sharia marketing influences UD Gemilang Asri Rattan's sales growth. A Likert-scale questionnaire was administered to 28 respondents who were active customers as part of an associative quantitative research method. The sharia marketing variable only contributed 4.6% in explaining the variation in sales growth, while other factors outside the model accounted for the remaining 95.4%, according to the coefficient of determination (R^2) analysis, which showed an R^2 value of 0.046. The regression model was considered inappropriate (not suitable) based on the results of the ANOVA test, which showed an F value of 1.267 with a significance level of 0.271 (>0.05). Furthermore, a partial t-test yielded a t-value of 1.126 with a significance level of 0.271, indicating that sharia marketing has a positive but negligible impact on sales growth. This suggests that, rather than the spiritual aspect of marketing, tangible product factors such as weave quality, design aesthetics, and affordability continue to



dominate consumer purchasing decisions in the furniture craft industry.

INTRODUCTION

Indonesia's business sector is growing very rapidly, especially in the Micro, Small, and Medium Enterprises (MSMEs) sector. Every business person must have a strong marketing plan in order to maintain and increase sales of their products in an increasingly competitive business world. In this situation, marketing plays an important role in building lasting relationships between businesses and consumers, in addition to being a way to introduce products to consumers.

The idea of sharia marketing is starting to be widely used by various business people as public awareness of Islamic values in economic activities increases. Sharia marketing is a marketing approach that is based on Islamic values, including tabligh, fathanah, honesty (shiddiq), and trust in all commercial ventures. The use of these concepts aims to develop marketing initiatives that are not only profit-oriented, but also consider fairness, blessings, and ethical values in commercial transactions.

The main characteristics of Sharia marketing are insaniyyah (humanity), akhlaqiyyah (ethical), Waqi'iyyah (realistic), and rabbaniyah (divinity). Sharia marketing differs from traditional marketing in that it emphasizes more on social obligations and moral considerations. In reality, companies must provide honest product information, maintain product quality, offer excellent customer service, and avoid fraudulent elements that can harm customers (Wiwin Suhada et al., 2024).

Many studies show that the use of Sharia marketing can increase sales and have a positive impact on business development. Research conducted by Zahara et al.,(2024) show Sharia marketing strategies have a profitable and significant impact on increasing sales, according to research on Muslim women's clothing businesses in Jambi City. The research findings show that the company's sales rate increases in line with the effectiveness of its Sharia marketing approach.

In addition, studies on sharia marketing in various MSMEs in Indonesia show that the application of sharia principles can increase customer loyalty, increase consumer trust, and improve the company's reputation in the face of increasingly fierce market competition. Honesty, reliability, and quality of service foster consumer trust, which is crucial in influencing the decision to buy and make repeat purchases, both of which have an effect on increasing sales volume (Wiwin Suhada et al., 2024).

One of the companies that produces and sells rattan furniture is UD Gemilang Asri Rattan. The organization seeks to implement marketing techniques that are in line with Sharia values, while focusing on product quality in its commercial operations. It is expected that the implementation of Sharia marketing will be a successful tactic to increase customer trust, increase market share, and increase sales of available rattan products.

However, in reality, more research is needed to ascertain how much Sharia marketing contributes to increasing sales at UD Gemilang Asri Rattan. This is very important because every company has unique market conditions and customer characteristics. To learn more about the relationship between the use of Sharia marketing and the increase in business sales, research on "the influence of Sharia marketing on the increase in sales at UD Gemilang Asri Rattan" should be conducted.

METHODS

Quantitative research methodology is used in this study. Quantitative research includes examining relationships between factors using numerical data and statistical analysis. This approach aims to ascertain whether independent variables have a measurable and objective impact on dependent variables.

To find out the relationship or influence between Sharia Marketing (X) variables to increase sales (Y) at UD Gemilang Asri Rattan, this study uses an associative approach. The research data was collected by distributing questionnaires to participants who had used or bought goods from UD Gemilang Asri Rattan.

This research was conducted at UD Gemilang Asri Rattan, a company that produces and sells rattan furniture. The duration of this research project is 2026, including the preparation of proposals, data collection, data processing, and writing research reports

Formulas using equation

RESULT AND ANALYSIS

This study uses primary data obtained through the distribution of questionnaire instruments to 28 respondents who are active customers of UD Gemilang Asri Rattan. The questionnaire consisted of 20 statements assessed using the Likert Scale with a score range of 1 (Strongly Disagree) to 4 (Strongly Agree).

- ☐ Sharia Marketing Variable (X): Based on the tabulation of retail data from indicators X1 to X10, in general, customers give a very positive assessment of Islamic business ethics applied by UD Gemilang Asri Rattan. The characteristics of the answers were concentrated on the score options 3 (Agree) and score 4 (Strongly Agree), especially on the indicators of honesty in conveying product information, transparency in buying and selling

transactions, and the application of sharia principles that prevent customers from the practice of losses (*tadlis*).

- ❑ Sales Increase Variable (Y): Customer response to purchasing behavior indicators reflecting the strengthening of sales turnover (indicators Y1 to Y10) also shows an excellent trend. The majority of customers expressed high satisfaction and put their full trust in the company. This is what encourages the emergence of interest in repeat *orders* and customers' willingness to voluntarily recommend this rattan handicraft product to others (*word of mouth marketing*).

Determination Coefficient Analysis (R²)

Determination coefficient analysis is used to measure how much the percentage of the ability of the independent variable of Sharia Marketing (X) to explain the variation in changes in the dependent variable of Sales Increase (Y). The test results are presented in Table 1 below:

Table 1 Determination Coefficient Test Results (Summary Model)

Model Summary				
Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.216a	.046	.010	.97850

a. Predictors: (Constant), X

Based on Table 1, a correlation value (R) of 0.216 was obtained, which shows that the direct linear relationship between the *Sharia Marketing* variable and *Sales Increase* is in a weak level of closeness.

Meanwhile, the value of the determination coefficient (R Square) was obtained at 0.046. This figure contains a scientific meaning that the *Sharia Marketing* variable (X) only contributes 4.6% in explaining the variation in the level of Sales Increase at UD Gemilang Asri Rattan. The very dominant part, 95.4% (100% - 4.6%) was explained by conventional marketing stimulant factors or other variables outside the modeling of this research.

Model Feasibility Test (ANOVA/F Test)

Table 2 Model Feasibility Test Results (ANOVAa)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.213	1	1.213	1.267	.271b
	Residual	24.894	26	.957		
	Total	26.107	27			

a. Dependent Variable: Y

b. Predictors: (Constant), X

Based on the results of data processing in Table 2, it is known that the resulting F-calculation value is 1.267 with a probability of significance level (*Sig.*) of 0.271. Because the significance probability value is much greater than the 5% error level determined ($0.271 > 0.05$), the simple linear regression model in this study is declared not *fit*. This shows that simultaneously in regression mathematics, the independent variables used have not been able to predict dependent variation in a linear manner strongly.

Simple Linear Regression Analysis and Hypothesis Test (Partial t-test)

Simple linear regression analysis is used to determine the direction of the relationship and the magnitude of the partial influence of Sharia Marketing on Sales Increase. The values of the regression coefficient parameters are presented based on the following Table 3:

Table 3 Results of Simple Linear Regression Analysis and t-Test (Coefficientsa)

		Coefficientsa				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	30.645	7.266		4.218	<,001
	X	.211	.187	.216	1.126	.271

a. Dependent Variable: Y

Based on the output of *the Coefficients* in Table 3, a constant value (a) of 30.645 and the regression coefficient of the Sharia Marketing variable (b) of 0.211 were obtained, so that the formula of the simple linear regression equation was obtained as follows:

$$Y = 30,545 = 0,211 X$$

The regression equation can be scientifically interpreted as follows:

1. The Constant Value (a) of 30.645 means that if the independent variable of Sharia Marketing (X) is assumed to be a constant or zero value, then the baseline of the Sales Increase index (Y) at UD Gemilang Asri Rattan is already at a mathematical score of 30.645 units due to other conventional business internal operational stimulants.
2. The regression coefficient of the Sharia Marketing Variable (b) of +0.211 indicates a positive (unidirectional) relationship direction. This means that every increase in the implementation of *Sharia Marketing* value by 1 unit is predicted to increase the Sales Increase score by 0.211 units.

Furthermore, to test the significance of the influence partially through the t-test, an analysis was carried out on the probability value of significance on the row of the X variable. Based on Table 3, a t-count value of 1.126 was obtained with a significance value (*Sig.*) of 0.271.

Decision making was carried out by comparing the significance value to the real level of 5% ($\alpha = 0.05$). Because the significance value is much greater than the specified real level ($\alpha 0.271 > 0.05$), methodologically the test decision is H_0 accepted and H_1 rejected. Thus, it is empirically proven that Sharia Marketing has a positive but not significant effect on Sales Increase at UD Gemilang Asri Rattan.

The results of statistical analysis show interesting and objective findings, where the application of Islamic marketing values (*Sharia Marketing*) at UD Gemilang Asri Rattan has a relatively small influence contribution (4.6%) and is not statistically significant to the fluctuations in sales increase. This empirical fact indicates that there are unique market dynamics and consumer characteristics in the rattan furniture craft industry.

In the context of the wood and rattan furniture business, customer purchasing decisions are often dominated by the physical factors of the tangible product. Customers who come to UD Gemilang Asri Rattan tend to prioritize mechanical indicators such as the durability of the strength of rattan weaving, interior design aesthetics, neatness of *finishing* work, timeliness of delivery of goods, and elasticity or affordability of product prices over the spirituality aspect of marketing. Therefore, although the management has tried to instill the values of morality of honesty (*shiddiq*) and trustworthiness (*amanah*), these aspects have not been the main drivers that have drastically escalated sales volume turnover in the short term. Theoretically, the results of this study provide a complementary perspective for the marketing mix management theory. These findings prove that in the labor-intensive craft manufacturing industry, spiritual marketing strategies must be aggressively balanced by conventional competitive advantages such as price efficiency and product design innovation. The application of sharia ethical values remains important to build the foundation of a long-term reputation and blessings of muamalah, but to boost the sales graph in real terms, the fulfillment of the physical utility aspect of the product and macro commercial promotion strategies continue to play the most dominant role in consumer behavior in the field

CONCLUSION

The application of sharia marketing principles at UD Gemilang Asri Rattan has a positive correlation, or positive influence, on sales growth, based on the results of statistical analysis of this study; However, these influences are not statistically significant. This sharia-based marketing approach only contributed 4.6% in explaining the variation in the company's sales rate, based on the determination coefficient test. On the other hand, conventional marketing stimulus or other factors outside the scope of this study were actually responsible for a much more significant variation in sales growth, which was 95.4%.

The application of Islamic business ethics, such as honesty, transparency, and trust, has received a very positive response from customers; However, these spiritual elements have not

yet emerged as a major factor capable of significantly increasing sales volume in the near future. In reality, consumer behavior in the rattan furniture craft sector shows that the tangible physical attributes of the product continue to have a significant impact on purchasing decisions. The strength and durability of rattan weaving, interior design aesthetics, neatness of workmanship, timeliness of delivery, and affordability of product prices are examples of mechanical and physical usability indicators that tend to be prioritized by customers. Therefore, to achieve a significant increase in sales figures, such spiritual marketing strategies must be aggressively complemented by traditional competitive advantages such as design innovation and price efficiency, although the application of sharia ethical values remains essential to build the foundation of business reputation and long-term loyalty

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