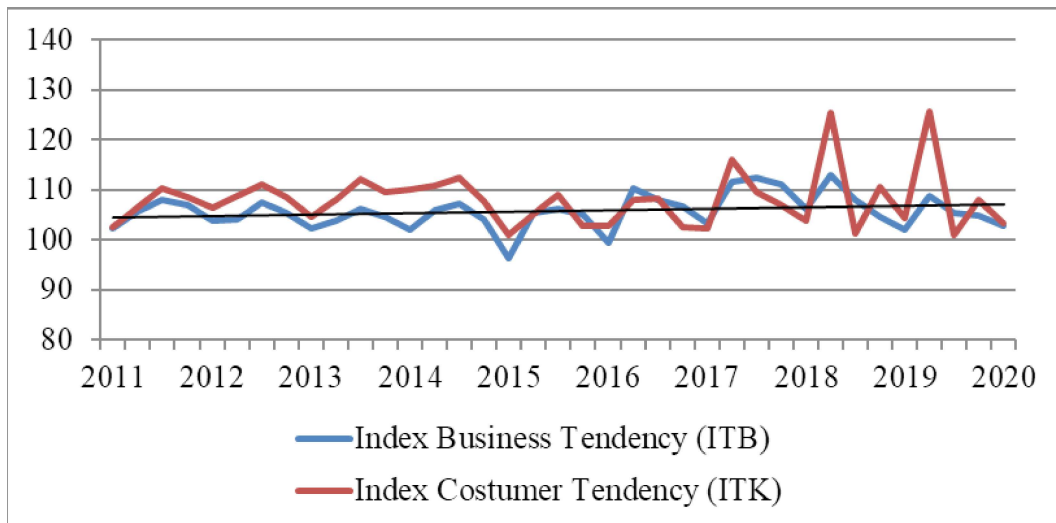


# CHAPTER 1

## INTRODUCTION

### A. Background of Study

The development of the Indonesian economy is influenced by 2 factors, there're the Index Business Tendency (ITB) and the Consumption Tendency Index (ITK). Business trends in Indonesia are still fluctuating. This is based on the image below.



**Figure 1. Index Business Tendency and Index Consumer Tendency for 2011-2019**

*Source: Data processed from the Agency of Central Statistics (BPS)*

Based on the Agency of Central Statistics data, it tends to be clarified that the business tendency in Indonesian is still experiencing fluctuations. As happened in the middle of 2018, Indonesia experienced a decline in business tendency until 8%. So, it increased in the middle of 2019 with the number reaching 108.81 and it got decreasing until 104.82. A decline in business is caused by many factors, such as technological progress, competition, and consumer behaviour.<sup>1</sup> Thus, the marketing mix strategy is needed as an effort to deal with these problems.

<sup>1</sup> Dodi Supriatna, *at.al.*, "Pengaruh Bauran Pemasaran, Ekuitas Merek Terhadap Keputusan Pembelian Benih Cap Kapal Terbang di Jawa Timur, Jurnal Aplikasi Bisnis dan Manajemen", *Jurnal Aplikasi Bisnis dan Manajemen*, Vol.3, No.3, September 2017, p.342

Several previous studies have discussed the marketing mix as did Ika Novi<sup>2</sup>, Hesty Nurul<sup>3</sup>, Christian<sup>4</sup>, Kevin<sup>5</sup> and the other writer. The marketing mix is an attempt by the company to influence the product or service demand.<sup>6</sup> The marketing mix currently has 4 factors there are product or item, value, promotion, and place.<sup>7</sup> But, the problem now is that the conventional marketing mix strategy doesn't have guidelines or restrictions in the business activities<sup>8</sup> so that all become halal and to be economic instability.

In the perspective of Sharia, the marketing mix has the same concept as conventional, but, the Islamic marketing mix is more emphasizing the concept of sharia in each of the factors as a guide in the business activities.<sup>9</sup> This is as explained by Nur Asnawi that all business activities must be follow sharia law, be empathetic, and contain gratitude towards Allah

---

<sup>2</sup> Ika Novi Indriyati, *et. al.*, "Pengaruh Bauran Pemasaran 7p Terhadap Persepsi Konsumen Pt. Home Credit Indonesia", *Jurnal Aplikasi Manajemen dan Bisnis*, Vol. 4, No. 2, Mei 2018

<sup>3</sup> Hesty Nurul Utami, Pengaruh Bauran Pemasaran Terhadap Perilaku *Online Shopping*: Perspektif Pemasaran Agribisnis, *Jurnal Ecodemica*, Vol. 2, No.1, April 2018

<sup>4</sup> Christian Arianto Rahardjo, *et.al.*, "The Effect of Marketing Mix on Costumer Satisfaction and Loyalty for Indonesia Brand Salad Dressing 'XYZ'", *Jurnal Aplikasi Manajemen dan Bisnis*, Vol. 5, No. 2, Mei 2019

<sup>5</sup> Kevin Wongleedee, "Marketing Mix and Purchasing Behavior for Community Products at Traditional Markets", 7th World Conference on Educational Sciences (WCES-2015), *Procedia-Social and Behavioral Sciences* 197, 2015

<sup>6</sup> Yesi Krista Karnasih, "Analisis Respon Konsumen Terhadap Faktor-Faktor Marketing Mix Dalam Pembelian Produk Luwak White Koffie Di Pasar Swalayan Kota Surakarta", *Jurnal Agriekonomika*, Vol.3, No.2, Oktober 2014, p.155

<sup>7</sup> Ni Wayan Vitha Wahyundari, *at.al.*, "Pengaruh Bauran Pemasaran Terhadap Kepuasan Wisatawan Mancanegara Di Pantai Pandawa, Kabupaten Badung, Bali", *Jurnal IPTA*, Vol.3 No.1, 2015, p. 51

<sup>8</sup> Johari Bin Abdullah and Jamil Hj. Hamali and Firdaus Abdullah, "Islamic Marketing Mix: The Critical Factors", *4th International Conference On Business And Economic Research*, Proceeding 4 -5 Maret 2013, p.1143

<sup>9</sup> Ita Nurcholifah, "Strategi Marketing Mix Dalam Perspektif Syariah", *Jurnal Khatulistiwa – Journal Of Islamic Studies*, Vol.4, No.1, Maret 2014, p.79-84

SWT.<sup>10</sup> Furthermore, the Islamic marketing mix will be maximized if the Islamic marketing concept is combined with modern marketing concepts, so integrity is needed between them.<sup>11</sup>

Furthermore, with the optimal result of the marketing mix then the greatest possibility of consumer loyalty can be achieved by company. Loyal consumer behaviour is happening when there're satisfaction and complaints among consumers.<sup>12</sup> Consumer satisfaction is characterized as the degree of human inclination after comparing the perceived results contrasted with desires, so it's creating a relationship between seller and buyer.<sup>13</sup> Identifying customer satisfaction is a critical to improve the business exercises.<sup>14</sup> The consumer satisfaction process will never be experienced by consumers if the consumer doesn't make buying and selling decisions because satisfaction is the behaviour of consumers after deciding to buy some product or service.<sup>15</sup> So it can be concluded, indeed by using a marketing mix strategy, the level of customer loyalty and satisfaction can be measured, so that it can be a benchmark for the company to maintain and increase the customer satisfaction and loyalty.

---

<sup>10</sup> Nur Asnawi and Muhammad Asnan Fanani, *Pemasaran Syariah*, (Depok, Rajawali Press: 2017), p.161

<sup>11</sup> Nurhazirah Hashim and Muhammad Iskandar Hamzah, "7P's: A Literature Review of Islamic Marketing and Contemporary Marketing Mix", *Procedia - Social and Behavioral Sciences* 130, 2014, p.157

<sup>12</sup> Dewi Nur Permatasari, "Analisis Pengaruh Kualitas Produk dan Bauran Promosi Terhadap Loyalitas Konsumen Smartphone Blackberry (Studi Pada Mahasiswa di Beberapa Universitas Di Jakarta)", *Jurnal MIX*, Vol.4 No.1, Februari 2014, p. 60

<sup>13</sup> Haris Hermawan, "Analisis Pengaruh Bauran Pemasaran Terhadap Keputusan, Kepuasan dan Loyalitas Konsumen Dalam Pembelian Roti Ceria Di Jember", *Jurnal Manajemen dan Bisnis Indonesia* Vol.1 No.2, Desember 2015, p.149

<sup>14</sup> Fatma Noyan and Gülhayat Gölbaşı Şimşek, "The Antecedents of Customer Loyalty", 2nd World Conference On Business, Economics And Management-WC-BEM 2013, *Procedia - Social and Behavioral Sciences* 109, 2014, p. 1220

<sup>15</sup> Haris Hermawan, "Analisis Pengaruh Bauran Pemasaran ...", p.152

Mangrove Corporation, based in Ngadiwintan, Yogyakarta, is a company engaged in digital marketing that was founded in 2002.<sup>16</sup> Mangrove is a company that implements an e-commerce system so that bookings can be made from all regions.<sup>17</sup> Besides, this company has different characteristics company that is a spiritual as one of the company's mission in getting the blessing of Allah SWT. Furthermore, the existence of reading Qur'an and alms as a routine activity is to add the Islamic company.<sup>18</sup> besides, there're some previous researchers have made the several Mangrove business branch as the object of research such as Toni Saputra<sup>19</sup>, Shohib Amaruddin<sup>20</sup>, and Yuniar Dwi Astriati<sup>21</sup>.

By looking at the progress of Mangrove Corporation,<sup>22</sup> it will be

---

<sup>16</sup> *Lowongan Kerja Bulan Oktober 2019 di Mangrove Corp - Penempatan Yogyakarta*, (accessed on Januari, 2020, at 23:49, in website [https://www.jogjakarir.com/2019/09/lowongan-kerja-bulan-oktober-2019-di\\_27.html](https://www.jogjakarir.com/2019/09/lowongan-kerja-bulan-oktober-2019-di_27.html))

<sup>17</sup> Tim Mangrove, *Profil Singkat Mangrove Printing*. (accessed on Agustus, 21 2019, at 17.28, in website <http://mangroveprinting.com/profil-singkat-mangrove-printing/>)

<sup>18</sup> Halaman utama Mangrove Corp., (accessed on Februari 11, 2020, at 14:20, in website <https://www.mangrovecorp.id/>)

<sup>19</sup> Toni Saputra, *Pengaruh Disipindan Kompetensi Kerja Terhadap Kinerja Karyawan CV. Mangrove International di Yogyakarta*, The thesis not published, Yogyakarta: Dakwah and Communication Faculty Universitas Islam Negeri Sunan Kalijaga, 2016

<sup>20</sup> Shohib Amaruddin, *Perencanaan Sumber Daya Manusia di CV. Mangrove International Yogyakarta Tahun 2015-2016*, The thesis not published, Yogyakarta: Dakwah and Communication Faculty Universitas Islam Negeri Sunan Kalijaga, 2016

<sup>21</sup> Yuniar Dwi Astriati, *Kepemimpinan Berbasis Spiritual (Studi Kasus Kualitatif Penerapan Gaya Kepemimpinan Berbasis Spiritual di Perusahaan Percetakan Mangrove Yogyakarta)*, The thesis not published, Yogyakarta: Economy Faculty Universitas Islam Indonesia, 2018

<sup>22</sup> Progress can be seen with the ability to survive Mangrove for 17 years because in fact only 4% of businesses that has survived through 10 years. In addition, one of the Mangrove brands, ID Photobook, has been named the largest e-commerce company in the field of digital photos in 2018 with an average purchase of 1,000 albums per day. See Achievement. Mangrove Corp.'s official website, (Accessed on January 30, 2020, at 23:49, on the website <https://mangrovecorp.id/career>). See also Novi Nadya, *Baru 2 Tahun Berdiri ID Photobook Raih 1 Juta Pelanggan, Ini Rahasiannya*, (Accessed on October 21, 2019, at 3:04 p.m., on the website <https://www.liputan6.com/lifestyle/read/3643925/baru-2-tahun-berdiri-id-photobook-raih-1-juta-pelanggan-ini-rahasiannya>)

expected that the company applies a marketing mix to manage their business. Besides, with the implementation of a spiritual company in the company activities, customer loyalty is to be achieved as expected by the company. Based on the problems of background, the authors are interesting to further know by raising the problem as a title **“The Influence of Islamic Marketing Mix (4p) on Consumer Loyalty at Mangrove Corporation.”**

## **B. Problem Formulation**

Based on the background of problem, there are getting problem formulations as:

1. Does the Islamic marketing mix have a significant impact on customer satisfaction and loyalty?
2. Which factor has a significant impact on the customer satisfaction and loyalty?

## **C. Purpose of Study**

Based on the problem formulation, there're the aim of this study such as :

1. To determine the impact of the Islamic marketing mix on consumer satisfaction and loyalty Mangrove Corporation.
2. To find out the significant influence of factors in the Islamic marketing mix.

## **D. Benefits of Research**

### **1. Theoretical Benefits**

With this research, it's expecting to all students can apply the theories obtained during college until they can explain the impact of the Islamic marketing mix on consumer loyalty.

### **2. Practical Benefits**

From the results of this research, it's expecting to be scientific documentation that can expand the science and additional of libraries documenter and be a comparison of other research, especially for the researcher those have implications with the marketing mix.



## CHAPTER 2

### LITERATURE REVIEW

#### A. Previous Research

Haris Hermawan (2015) in his research entitled **Analisis Pengaruh Bauran Pemasaran Terhadap Keputusan, Kepuasan Dan Loyalitas Konsumen Dalam Pembelian Roti Ceria Di Jember** using personal selling methods with intensive call techniques based on high profitability using SEM (Structural Equation Modelling) in measurement. Haris's research stated that the results of this study indicate that all hypotheses can be accepted. This research aims to assist company owners in running their business.<sup>23</sup> Distinguishes previous research with this research is a measured tools. The measured tools used by Haris in his research CBSEM, while researchers use the SEM-PLS.

Gede Hadi Reynaldi (2017) in his research entitled **Pengaruh Bauran Pemasaran Terhadap Loyalitas Pelanggan Mobil Merek 'Honda' Di Kota Denpasar**. This analysis used factor analysis and multiple linear regression methods to test KMO (Kaiser Meyer Olkin), MSA (Measuring of Samplings Adequacy) and Variance Percentage. The outcomes of analysis showed that the marketing mix had a positive impact on consumer loyalty. The aims of this research were to explain the effect of marketing mix toward Denpasar consumer loyalty that's the Honda's car.<sup>24</sup> The difference between these researches is the analytical method. The author used the SEM to decide the impact of the Islamic marketing mix on the consumer loyalty.

Johari Bin Abdullah, Jamil Haji Hamali, Firdaus Abdullah (2015) in their research titled **Success Strategies In Islamic Marketing** explained factors in directing Islamic blend exercises and their relative's significance. This analysis purposed the company can receive the strategy in engaging

---

<sup>23</sup> Haris Hermawan, "Analisis Pengaruh Bauran Pemasaran Terhadap ..."

<sup>24</sup> Gede Hadi Reynaldi and Ni Wayan Sri Suprapti, "Pengaruh Bauran Pemasaran Terhadap Loyalitas Pelanggan Mobil Merek 'Honda' Di Kota Denpasar", *E-Jurnal Manajemen Unud*, Vol. 6, No. 1, 2017.