

## Advertising in Social Media Based on Islamic Business Ethics And its Influence on Purchase Decisions (Case Study Gallery Elzatta Kudaile Slawi)

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### **Abstract**

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*The background of this research is the rise of the business world in the global era. The more new business openings, the tighter the competition will be. In order for companies to be able to introduce their products to the market, it is necessary to do marketing through advertising activities. This is like what Gallery Elzatta Kudaile Slawi has done.*

*Of the many existing advertising activities, it must be adapted to business ethics in Islam so as not to disappoint consumers. So based on the background above, the research that you want to study is: 1) What are the advertising strategies that are adapted to Islamic business ethics? (2) How do Gallery Elzatta Kudaile Slawi's advertisements influence purchasing decisions? (3) To what extent do Gallery Elzatta Kudaile Slawi's advertisements affect purchasing decisions?*

*This research consists of Advertising Variables (X) and Purchasing Decision Variables (Y). This research is included in the category of correlational study with a quantitative approach. Intake of research subjects using cluster random sampling technique, namely as many as 83 consumers of Gallery Elzatta Kudaile Slawi. For data collection techniques, researchers used interviews, questionnaires, observation and documentation. While the data analysis technique uses the classic assumption test -normality test and hypothesis testing in the form of simultaneous F test, Coefficient of Determination test (R<sup>2</sup>), and Partial t test.*

*Based on the results of the analysis of the data obtained, it is known that there is an influence from the advertising activities carried out by Gallery Elzatta Kudaile Slawi on consumer purchasing decisions, so that consumers are interested in buying products at the Elzatta Kudaile Slawi Gallery.*

**Keywords:** *Advertising, Islamic Business Ethics, and Purchasing Decisions*

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## INTRODUCTION

The process of globalization is now worldwide involving almost all nations and countries in the world. The free flow of goods, services, capital, technology and labor is easier because of free market agreements between countries in the world. In this case, business or trade is not a difficult thing for the community, all kinds of forms occur in everyday life. Lots of new opportunities to open a business according to the higher level of needs. According to the Big Indonesian Dictionary, the word business is defined as trading business, commercial business in the trading world, and business business. Business is Islamically not limited by the amount (quantity) of ownership of assets (goods or services) including profits, providing benefits both between one individual and another individual, between individuals and groups, or between one group and another, but is limited in how obtaining and utilizing assets (lawful and unlawful rules).

Symbiosis of mutualism is allowed in Islam where every human being is allowed to carry out buying and selling activities to meet the needs of others. This is explained based on the word of Allah SWT in QS. Al-Baqarah: 275 which reads:

Meaning: Those who eat (take) usury cannot stand but are like the standing of a person who has been possessed by a devil because of (pressure) madness. Their situation is like that, is because they say (opinion), actually buying and selling is the same as usury, even though Allah has justified buying and selling and forbidding usury. Those who have received a ban from their Lord, then stop (from taking usury), then for him what he has taken before (before the prohibition comes); and his affairs (submitted) to Allah. People who return (take usury), then that person is the inhabitants of hell; they live in it.

In addition to the above verses, there are also sayings of the Prophet Muhammad. :  
"From Rifa'ah Ibn Rafi' ra. that the Prophet Muhammad was once asked: "What work is the best?" He said: "A person's work with his hands and every trade - buy is clean." (Narrated by Al-Bazzar. The hadith is authentic according to Hakim)

One product that is increasingly loved by the public is fashion products, one of which is clothing. For someone, clothing is a primary need to meet their clothing needs. Without clothes, a person will feel hot and cold because there is no protection or cover for the body. Especially Muslims - Muslim women are ordered to wear clothes that cover their genitals, this statement is found in the Qur'an. Word of Allah SWT. QS. Al-A'Raaf (07) : 26

O children of Adam! Verily, We have prepared clothing for you to cover your nakedness and for adornment. But the clothes of piety, that is better. These are some of the signs of Allah's power, hopefully they will remember.

This was used by Gallery Elzatta Kudaile Slawi to open outlets offering various Muslim clothing products. In order for Elzatta's products to be known by the public and to work effectively so as to obtain the expected benefits, it is necessary to have a marketing for the product. One of the communication tools of a producer to consumers so that the products produced can be remembered in the minds of consumers is by doing advertising. The advertising media used by Gallery Elzatta Kudaile Slawi are expected to be able to influence consumer purchasing decisions according to the criteria of each consumer. Digitalization is very influential on communication and information technology which is able to disseminate market information much better, accurate, real, timely and complete about consumers and competitors in various

markets. The clarity of this information will influence consumer decisions in purchasing hijab and various Elzatta products.

Every company must approach buyers by understanding consumer behavior as the key to developing the most appropriate marketing strategy. Consumers will not switch to other products if the product's position is important, products are often promoted and communicated with consumers so that they are aware, know, and like the products provided by the company. Advertising is a promotional tool to inform, persuade and remind. The marketing philosophy emphasizes the integrity of communication as a marketing activity. Successful marketers in a new environment are able to coordinate the communication mix, so that it can be seen through various advertising media such as event programs. The use of advertising media is considered quite effective as a suggestion for marketing a product or service and building a long-term brand. In advertising, print media, electronic media and outdoor media can be used, as well as Gallery Elzatta which advertises on social media, magazines/catalogs, leaflets, and uses models.

Dengan kondisi konsumen yang menyadari keberadaan produk Elzatta maka dapat mempengaruhi keputusan pembelian bila sesuai kriteria relevan dan etika periklanan, sehingga menimbulkan perubahan permintaan dan penawaran produk setelah adanya iklan. Dimana konsumen tidak akan menghabiskan waktu untuk mencari informasi produk yang masih asing. Berdasarkan pemaparan diatas, maka disimpulkan bahwa terdapat masalah pemasaran produk dalam menentukan menentukan media iklan sesuai etika bisnis Islam untuk mempengaruhi keputusan pembelian agar membeli dan merasa benar atas keputusan yang dipilih. Dengan demikian dilakukan penelitian dengan judul "Iklan di Media Sosial Berdasarkan Etika Bisnis Islam dan Pengaruhnya Terhadap Keputusan Pembelian".

## METHODS

### A. Research Approach

This type of research is a correlational study with a quantitative approach. Correlational research is a study that studies the relationship between two or more variables. The approach in this research is a quantitative approach. Quantitative research is a method for testing certain theories by examining the relationships between variables. Each variable is measured by a research instrument so that data consisting of numbers can be analyzed based on statistical procedures

### B. Population and Sample

- 1) The population to be studied must be clear before the research is conducted, where the population in this study is the entire consumer of Gallery Elzatta Kudaile Slawi, totaling approximately 500 consumers.
- 2) To find the sample size, the Simple Random Sampling technique or simple random sample method is used, namely the sample is taken randomly from the entire population, where all members of the population have the same opportunity to be sampled regardless of the strata in the population. The number of samples according to Slovin can be determined by the following formula:

$$n = \frac{N}{1 + Ne^2}$$

Information : n = size or number of samples

N = many populations

e = percentage of error that can be tolerated according to statistics (90% or  $\alpha = 0.1$ )

C. Data collection technique

The method or technique of collecting data in this study uses the following techniques:

1. Interview
2. Questionnaire
3. Observation
4. Documentation

D. Data analysis technique

1. Classical Assumption Test – Normality

The classical assumption test is used to provide certainty that the regression equation obtained has estimation accuracy and is consistent.

The normality test aims to test whether the two regression models, the dependent and independent variables have a normal distribution or not

2. Hypothesis Test

a. Simultaneous Test F

The f test is a test of the significance of the equation to find out how much influence the independent variables simultaneously have on the dependent variables.

b. Coefficient of Determination (R<sup>2</sup>)

The coefficient of determination (R<sup>2</sup>) is a quantity that indicates the magnitude of the variation in the dependent variable that can be explained by the independent variable. In other words, the coefficient of determination (R<sup>2</sup>) is used to measure how far the independent variables explain the dependent variable. As for this study using SPSS 16 statistics

c. Uji t (Uji Parsial)

Uji t adalah pengujian koefisien regresi parsial individual yang digunakan untuk mengetahui apakah variabel independen (X) secara individual mempengaruhi variabel dependen (Y). Uji t digunakan untuk mengetahui pengaruh variabel dependen (X) secara parsial. Kriteria pengujian tingkat level signifikansi ( $\alpha$ ) = 0,05.

**RESULTS AND DISCUSSION**

A. Data Description

Based on the results of data processing from the questionnaire, the following data were obtained:

1. Gender

Table 1  
 Consumer Gender Data

N	Information	Frequency	Presentation (%)
83	Male	0	0
	Female	83	100
	Total	83	100

Based on the table data above, it can be seen that overall Gallery Elzatta Kudaile Slawi consumers who are respondents are 83 people or 100% are female

2. Purchase Frequency

Table 2

Consumer Purchase Frequency Data

No.	Frequency	Number of Consumers	Presentation (%)
1.	Once	19	36
2.	twice	24	45
3.	thrice	7	13
4.	four times	3	6
Total		83	100

Based on the table data above, it can be seen that there are 19 consumers or 36% who make purchases once in a month, 24 consumers or 45% who make purchases twice in a month, 7 consumers or 13% who make purchases three times in a period a month, and the remaining 3 consumers or 6% make purchases four times within a month at the Elzatta Kudaile Slawi Gallery. In other words, the majority of consumers shop at Gallery Elzatta Kudaile Slawi twice a month.

## B. Data Analysis

### 1. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		83
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	4.22961354
Most Extreme Differences	Absolute	.103
	Positive	.100
	Negative	-.103
Kolmogorov-Smirnov Z		.943
Asymp. Sig. (2-tailed)		.337

a. Test distribution is Normal.  
b. Calculated from data.

Based on the results of the data above from normality, it can be seen that the significance value of 0.337 is greater than 0.05. So it can be concluded that the data that the researchers tested were normally distributed.

Correlations

		Iklan	Kep.Pembelian
Iklan	Pearson Correlation	1	.431**
	Sig. (2-tailed)		.000
	N	83	83
Kep.Pembelian	Pearson Correlation	.431**	1
	Sig. (2-tailed)	.000	
	N	83	83

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Based on the calculation of the correlation ( $r_{xy}$ ), it can be seen that the correlation coefficient value of 0.431 indicates that there is a relationship between advertising and purchasing decisions. And in the table of degrees of association, the correlation coefficient of the data results above is said to be substantially related.

The following table forms the degree of association of the correlation coefficient:

Table  
Degree of Association Correlation Coefficient

Koefisien Korelasi	Derajat Asosiasi
Kurang dari 0,20	Dapat Diabaikan
0,20 – 0,39	Korelasi Rendah
0,40 – 0,69	Hubungan Substansial
0,70 – 1,00	Korelasi Tinggi

## 2. Hypothesis Test

### a. F simultaneous test

**ANOVA<sup>b</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	334.014	1	334.014	18.443	.000 <sup>a</sup>
1 Residual	1466.950	81	18.110		
Total	1800.964	82			

a. Predictors: (Constant), Iklan

b. Dependent Variable: Kep.Pembelian

Table F formula :  $(k ; n-k) = (1 ; 83-1) = (1 ; 82)$  F table value in position (1 ; 82) as big 3,11  
 Information : k = number of independent variables (independent)  
 N = number of respondents or research sample.

So based on the results of the data above, the calculated F value is 18.443. Because the calculated F value is 18.443 greater than the F table value, it can be concluded that the Advertising variable (X) simultaneously influences the dependent variable, in this case, the Purchase Decision (Y).

### b. Coefficient of Determination (R<sup>2</sup>)

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.431 <sup>a</sup>	.185	.175	4.256	.185	18.443	1	81	.000

a. Predictors: (Constant), Iklan

b. Dependent Variable: Kep.Pembelian

From the results of the data model summary, it is known that the coefficient of determination (R Square) is 0.185 (the value of 0.185 is the squaring of the correlation coefficient or R, which is  $0.431 \times 0.431 = 0.185$ ). The coefficient of determination (R Square) is 0.185 equal to 18.5%.

This figure can be interpreted that advertising has an influence on purchasing decisions by 18.5%. While the remaining 81.5% is influenced by other variables outside the regression model. The magnitude of the influence of other variables is often referred to as error (e).

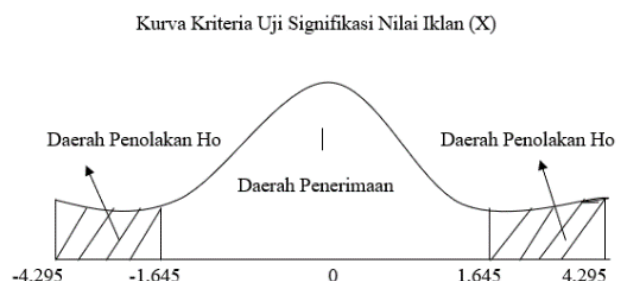
### c. t test (Partial Test)

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics		
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF	
	1	(Constant)	27.045			7.492		3.610	.001	12.139	41.952		
	Iklan	.627	.146	.431	4.295	.000	.337	.918	.431	.431	.431	1.000	1.000

a. Dependent Variable: Y

Based on the output coefficients above, it is known that the regression coefficient value of the Advertising variable is 0.627 with a positive value (+), so it can be said that Advertising (X) has a positive effect on Purchase Decision (Y). positive influence means that the more advertising activity (X) increases, the purchasing decision (Y) will also increase.



Based on the calculations and shown in the figure, it can be stated that t count falls in the area of rejection of  $H_0$ , it can be said that the null hypothesis which states there is no relationship between advertising and purchasing decisions is rejected, and the alternative hypothesis ( $H_a$ ) is accepted. So it can be concluded that advertising greatly influences purchasing decisions.

## CONCLUSIONS AND SUGGESTIONS

### A. Conclusion

Business according to Islam is a trading business that does not limit the amount, ownership of assets, and provides benefits for both individuals, groups, and between individuals and groups, but is limited in how to obtain the utilization of assets. Gallery Elzatta Kudaile Slawi markets its products through advertising through catalogs, social media and billboards to influence consumer purchasing decisions. In carrying out advertising activities, Gallery Elzatta Kudaile Slawi strives to conform to Islamic business ethics in the form of clarity and honesty of information, fair competition, positive use of technology, and business activities as worship activities to Allah.

The Elzatta Kudaile Slawi Gallery plays an active role in the aesthetics of da'wah in everyday life, where by selling hijab products that provide various motifs and forms of hijab as well as the latest Muslim clothing, it can attract the attention of the public, especially women, to buy and indirectly the public will wear them. Hijab is not only a fashion trend, but also a requirement to cover the genitals to basically wear the hijab.

Advertising activities carried out by Gallery Elzatta Kudaile Slawi can influence purchasing decisions, this can be proven by the results of data testing as follows:

1. Based on the results of normality calculations, it can be seen that the significance value of 0.337 is greater than 0.05. So it can be concluded that the data that the researchers tested were normally distributed.
2. Based on the calculation of the correlation ( $r_{xy}$ ), it can be seen that the correlation coefficient value of 0.431 indicates that there is a substantial relationship between advertising and purchasing decisions.
3. The value of the coefficient of determination (R Square) of 0.185 is equal to 18.5% indicating the magnitude of the influence of advertising on purchasing decisions.

### B. Suggestion

For the Elzatta Kudaile Slawi Gallery, it is hoped that it will be able to maintain and even further improve the marketing strategy through advertisements that have been carried out. In addition to suggestions for Gallery Elzatta Kudaile Slawi, it is hoped that a follow-up

will be held from this research, so that in the field of marketing through advertising activities according to Islamic business ethics it will be better and can complement the current research results.

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