

Implementation Of An-Nubuwwah Values In Marketing Strategies To Increase Consumer Buying Interest (Case Study Of Arafah Cake Shop In Gowa Regency)

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Abstract

Keywords :

Marketing Strategy, An-Nubuwwah, Consumer Buying Interest, Arafah Cake Shop, MSMEs

This research aims to analyze and examine (1) the implementation of An-Nubuwwah (prophetic) values in the marketing strategy of Arafah Cake Shop to increase consumer buying interest, and (2) the impact of implementing An-Nubuwwah values on consumer buying interest. The type of research used is descriptive qualitative. This research is a field study and does not use statistical data. Data were obtained directly from the field through observation, in-depth interviews (with the store owner, two employees, and two loyal customers), and document analysis. Data analysis was conducted through data reduction, data presentation, and conclusion drawing, with data validity tested using source and technique triangulation techniques. The application of An-Nubuwwah values (Shiddiq, Amanah, Tabligh, Faṭonah) in the marketing strategy of Arafah Cake Shop has a significant positive impact on consumer buying interest. This value has successfully built a solid "Trust Capital," where trust driven by consistent product quality (Shiddiq) and fair pricing (Amanah) serves as a Unique Selling Proposition (USP). Consequently, the store achieves long-term loyalty and consistent, ethical repeat purchases. Theoretically, this study shows that the values of An-Nubuwwah (especially Shiddiq and Amanah) are key predictive factors that shape long-term customer loyalty, beyond conventional discount strategies. Practically, business actors (MSMEs) are advised to focus on internalizing ethics and moral consistency to build "Trust Capital," as this has been proven effective in creating sustainable, morally-based competitive advantages.

INTRODUCTION

The development of MSMEs in Indonesia, including the culinary industry in Gowa Regency, faces tight market competition, making marketing strategies a crucial factor for business sustainability. Toko Kue Arafah, as one of the MSMEs in Gowa, strives to develop its business by upholding Islamic values. Conventional marketing strategies often focus on material gain. However, in the context of Islamic economics, marketing must be based on Islamic ethics and values, one of which is the An-Nubuwwah perspective. This perspective refers to the principles of commerce exemplified by the Prophet Muhammad, such as honesty (Shiddiq), trustworthiness (Amanah), intelligence (Fathanah), and good communication (Tabligh). These principles have the potential to create significant differentiation and added value in a predominantly Muslim market. Consumer purchasing interest is an indicator of the success of a marketing strategy. Therefore, this study aims to examine in depth how the implementation of An-Nubuwwah values in Toko Kue Arafah's marketing practices can influence and increase consumer purchasing interest in Gowa Regency.

A marketing strategy is a series of planned efforts undertaken by business actors to create, communicate, and deliver value to consumers in order to achieve sustainable business goals. This

strategy encompasses target market determination, product positioning, and marketing mix management, including product, price, place, and promotion. In the context of MSMEs, a marketing strategy serves not only to increase sales but also as a means of building long-term relationships with consumers through trust and satisfaction.

An effective marketing strategy approach must adapt to both internal and external business conditions. Therefore, business owners need to understand market characteristics, consumer behavior, and their competitive advantages to ensure their strategies are targeted and sustainable.

Consumer purchase intention is a person's psychological tendency to purchase a product or service. Purchase intention arises from the consumer's evaluation of information, experience, and perception of the value offered by a product. The more positive the consumer's perception, the higher the purchase intention.

Consumer purchasing interest can be identified through several indicators, namely transactional interest (the desire to purchase), preferential interest (the tendency to choose a particular product over another), and exploratory interest (the desire to seek further information about the product). In the context of MSME marketing, purchasing interest is strongly influenced by trust, product quality, fair pricing, and the ethics of business actors in interacting with consumers.

An-Nubuwwah refers to the prophetic values exemplified by the Prophet Muhammad (peace be upon him) in his life, including in business and trade activities. The values of An-Nubuwwah reflect the universal principles of Islamic business ethics that are relevant to modern marketing practices. As a trader, the Prophet Muhammad (peace be upon him) was known for his high moral integrity, enabling him to build customer trust and loyalty.

The core values of An-Nubuwwah relevant to marketing strategy include shiddiq (honesty), amanah (trustworthiness), tabligh (communicativeness and transparency), and fathanah (intelligence). These four values serve as the ethical foundation that distinguishes Islamic marketing practices from conventional marketing, which is solely profit-oriented.

The An-Nubuwwah perspective marketing strategy emphasizes the application of prophetic values in every aspect of the marketing mix. In the product aspect, the value of shiddiq is realized through the provision of halal, high-quality products that align with the information provided to consumers. Products must not contain elements of deception or manipulation, whether in terms of quality, composition, or benefits.

In terms of pricing, the value of trust is reflected in fair and transparent pricing, commensurate with product quality and mutually agreed upon. Pricing is not intended to harm consumers, but rather to create a balance between the interests of sellers and buyers. In terms of location and distribution, businesses are required to ensure easy access and timely service as a form of responsibility to consumers.

Meanwhile, in terms of promotion, the values of tabligh and fathanah are realized through honest, informative, and moderate marketing communications. Promotion is intended to provide consumers with correct understanding, not to mislead or manipulate market perceptions.

Implementing the values of An-Nubuwwah in marketing strategies has the potential to build strong consumer trust (trust capital). This trust is a key factor in increasing purchasing interest,

loyalty, and ongoing repeat purchases. Consumers are not only buying the physical product but also the moral values, honesty, and blessings inherent in the business practices.

Thus, a marketing strategy based on An-Nubuwwah not only functions as an ethical approach, but also as a competitive advantage that can increase consumer purchasing interest in the long term, especially for MSMEs operating in Muslim communities.

METHODS

This research uses a descriptive qualitative research type with a case study approach.. The main aim is to gain a deep, rich and contextual understanding of the marketing strategy phenomenon of the Arafah Cake Shop based on the An-Nubuwwah perspective. Research Location in Arafah Cake Shop in Gowa Regency. Data Sources from primary data obtained directly through in-depth interviews with 1 shop owner, 2 employees (cashier and sales), and 2 loyal customers. The selection of informants was based on different but interrelated perspectives to test the effectiveness of shop operations and from secondary data obtained from written report materials, activity reports, photographs, shop organizational structures, and other relevant data (for example, Arafah Cake Shop social media accounts). Collection techniques are Observation, Interviews, and Documentation. Data Analysis Techniques that is selection, concentration, and simplification of raw data (interview transcripts, field notes) into relevant extracts, especially by coding the data into the categories of An-Nubuwwah (Siddiq, Amanah, Tabligh, Fathonah). Organize summarized information into a systematic narrative text to describe the interaction between the store's internal view and the consumer's external experience. and Interpreting and verifying the meaning of the patterns that have been seen as credible answers to the research questions. Data Validity Testing uses Source Triangulation and Technique Triangulation techniques to check the truth and accuracy of the data.

RESULTS AND DISCUSSION

The implementation of An-Nubuwwah values at Arafah Cake Shop is carried out in an integrated manner in their marketing strategy..

A. Implementation Of An-Nubuwwah Values In Marketing Strategies

1. Shiddiq (Honesty)

This product strategy is closely related to the implementation of *shiddiq* (honesty). The owner of Arafah Cake Shop ensures that the products sold meet the promised quality. Honesty in the product is reflected in the transparency of information regarding the ingredients used, as well as the absence of attempts to cover up deficiencies. In a hadith narrated by Muslim, the Prophet Muhammad (peace be upon him) once said: "Whoever deceives is not one of us." This principle underpins the belief that honest and genuine product quality will increase consumer trust. Consumers who trust in product quality tend to make repeat purchases, thus maintaining purchasing interest. Thus, modern product theory and the Islamic value of honesty complement each other in forming a sustainable product strategy.

Arafah Cake Shop runs its business not only for profit, but also as an act of worship. Believing that sustenance comes from Allah SWT, they strive to obtain it in the right way, in accordance with the teachings of the Prophet Muhammad (peace be upon him). The value of Tawhid is reflected in the honesty of the owners and employees of Arafah Cake Shop regarding the quality of ingredients, production processes, and the delivery of information to consumers.

Arafah Cake Shop applies the principles of prophethood, meaning their business is not only oriented towards profit, but also based on Islamic values as a form of worship. This belief is reflected in an honest marketing strategy, where they guarantee the accuracy of product information and maintain the quality of their cakes through the selection of the best raw materials and strict procedures. These efforts have succeeded in building customer trust and a strong reputation.

This value is implemented through consistent product quality and honesty in conveying information (ingredients, flavor, price). Shiddiq serves as the foundation for consistent product and service quality. This implementation of Shiddiq aligns with Kotler's halal marketing principle (Marketing Management), which states that a product's core value must factually meet consumer needs and expectations. In sharia marketing literature, honesty is a key pillar in building trust and repeat purchases..

2. Trust (Amanah)

Toko Kue Arafah's pricing strategy is effective because it balances quality and affordability. By offering affordable prices without sacrificing the quality of premium ingredients, the shop has successfully built a strong brand image and consumer trust. This allows prices to reflect guaranteed quality, fostering customer loyalty and sustainably increasing sales.

From the perspective of An-Nubuwwah, this pricing strategy is related to the implementation of the value of trust. Sellers are not permitted to take excessive profits or use gharar practices (price ambiguity) that can harm consumers. Al-Ghazali emphasized the importance of fair pricing in trade, because unfair prices will cause dissatisfaction and can even reduce the blessings of the business. The results of the study showed that consumers at Arafah Cake Shop felt the prices offered were in accordance with the product quality, thus fostering a sense of satisfaction. This satisfaction, in turn, is one of the main factors that increase repeat purchase intention. In other words, fair and transparent pricing not only meets modern marketing principles but also aligns with Islamic business ethics.

Arafah Cake Shop implements trust as the main foundation of its business, embodying full responsibility for customer trust. This principle is implemented through the selection of honest and high-quality ingredients.

Trust is implemented in setting fair prices (not taking excessive profits) and in ensuring hygienic production processes and halal ingredients, which directly builds consumer trust.

3. Tabligh (Transparency)

Arafah Cake Shop actively uses social media platforms like Instagram and WhatsApp to promote its products in a communicative, informative, and honest manner. This strategy reflects the nature of tabligh (telling the truth), where the owner and marketing team not only convey product information but also instill values of honesty in their marketing communications. Promotion, in modern marketing theory, is understood as a way to convey information, persuade, and remind consumers about a product.

Arafah Cake Shop's promotional strategy includes the use of social media to expand market reach, word-of-mouth promotion through satisfied customers, and friendly service that provides a positive experience for consumers. This shows that promotion is not only carried out formally through advertising, but also informally through direct interaction with consumers. Promotion in modern marketing theory is understood as a way to convey information, persuade, and remind consumers about a product. Arafah Cake Shop's promotional strategy includes the use of social

media to expand market reach, word-of-mouth promotion through satisfied customers, and friendly service that provides a positive experience for consumers. This shows that promotion is not only carried out formally through advertising, but also informally through direct interaction with consumers.

An-Nubuwwah theory teaches that promotions should not be excessive or deceptive (gharar). By conveying product advantages honestly and transparently, Arafah Cake Shop is able to build emotional relationships and trust with consumers, which encourages increased purchasing interest.

From the perspective of An-Nubuwwah, promotion is closely related to the implementation of tabligh (communicative) values. Tabligh means conveying information correctly, clearly, and without exaggeration. The Prophet Muhammad (peace be upon him) was known in his trading activities to always provide honest information regarding the goods he sold. For example, if an item was defective, he explained the defect to the buyer. This demonstrates that Islamic promotion should not contain elements of lies or manipulation. Based on research results, consumers of Arafah Cake Shop feel that the information provided by the owner and employees regarding prices, ingredients, and promotions is always clear and easy to understand. This transparency increases consumer trust, thus encouraging them to purchase products.

Arafah Cake Shop welcomes feedback and questions. Customers can inquire about ingredients, the manufacturing process, or the status of their orders, and they will receive honest and transparent answers. This fosters an honest and equal relationship between seller and buyer.

Arafah Cake Shop views its business as a way to spread goodness through actions, not just preaching. They believe that every product and service is a medium for preaching. This is achieved by maintaining quality, being honest, and providing friendly service that reflects good morals. Thus, they do not trade solely for profit, but also strive to make Arafah Cake Shop a platform for conveying positive values and building genuine trust with customers. This principle is evident in the transparency of product information, both through display cases, packaging, and social media, as well as good and educational communication with customers.

4. Faṭonah (Intelligence)

In marketing theory, location is related to product availability in the right place and at the right time. A strategic location is crucial for easy customer access and increased customer satisfaction. Arafah Cake Shop is located in an easily accessible area in Gowa Regency. They also offer a delivery service to expand their reach, allowing customers outside the store's radius to enjoy their products.

From the perspective of An-Nubuwwah, the location strategy reflects the implementation of the value of amanah, namely keeping promises to consumers by ensuring products arrive on time and in good condition. In the practice of the Prophet Muhammad, amanah is the basis of trust for buyers in conducting transactions. Trustworthy sellers will gain long-term loyalty from consumers. The results of the study showed that consumers at Arafah Cake Shop feel comfortable because the store is easy to reach and the delivery service is always on time. This contributes to increased consumer purchasing interest, because convenience of access is an important factor in making purchasing decisions.

Fathonah reflects intelligence in managing a business, innovating, and achieving goals in an ethical and efficient manner. Toko Kue Arafah demonstrates market intelligence by innovating cake variants that suit local trends and celebration needs (for example, special edition cakes for Eid), while still maintaining Toko Kue Arafah's distinctive character. The use of technology (for

example, easy online ordering services) and good stock management demonstrate professionalism. This intelligence ensures cakes are always available and the service process runs quickly, providing a pleasant shopping experience for consumers.

Arafah Cake Shop implements sound principles of faith (fathonah) in running its business intelligently and wisely. This includes being sensitive to customer tastes and trends, as well as wisely managing raw materials to ensure nothing is wasted. Furthermore, fathonah is implemented through clever marketing strategies, such as being active on social media with attractive cake photos and providing friendly and responsive service. In this way, Arafah Cake Shop not only sells delicious products but also builds a positive image and maintains customer loyalty. This is manifested in the store's ability to analyze market needs and consumer trends, which enables them to create new, relevant products.

B. THE IMPACT OF IMPLEMENTING AN-NUBUWWAH VALUES ON CONSUMER PURCHASING INTEREST

The main impact of implementing the values of An-Nubuwwah (Shiddiq, Amanah, Tabligh, Faṭonah) on the marketing strategy of Arafah Cake Shop is the formation of Long-Term Trust (Trust Capital) which then directly triggers an Increase in Purchase Interest and Continuous Loyalty among consumers.

1. The application of the An-Nubuwwah values produces a significant positive impact in the form of building a strong and sustainable "Trust Capital". Trust in Islamic business is based on the internalization of prophetic values (An-Nubuwwah), especially Honesty (Shiddiq) and Amanah, which are the main foundations for building a long-term reputation that goes beyond short-term profits. Shiddiq demands integrity, transparency of information, product quality as promised, and fair pricing, as confirmed by consumers who believe that honesty is the "main capital" manifested through consistency of ingredients. Meanwhile, Amanah (integrity and responsibility) demands the fulfillment of promises, fair prices, and quality assurance, supported by Faṭonah (market intelligence) and Tabligh (transparency of product information) to create customer confidence that the business is run with proper ethics, thereby ensuring loyalty and business sustainability.

2. This trust capital acts as the store's Unique Selling Proposition (USP). Loyal customers don't just buy physical products, they also buy trust and the blessings of ethical business practices. The purchasing interest and long-term loyalty of Arafah Cake Shop consumers are the result of an effective integration of conventional marketing strategies (4Ps) and Islamic ethics, namely the values of An-Nubuwwah (Shiddiq, Amanah, Tabligh, and Faṭonah). The pricing strategy is designed to be fair and affordable without sacrificing quality, which is recognized by consumers as very appropriate to the quality, consistency of taste, and assurance of halal products, so they are willing to pay more. The application of these ethical values creates a strong Unique Selling Proposition, where consumers are not only buying a physical product but also trust, peace, and blessings. This proves that non-financial factors such as morality and business ethics have a real impact in growing purchasing interest and building sustainable loyalty that is far more valuable than just a short sale.

3. The long-term impact is a steady increase in loyalty and repeat purchases, which is considered superior to short-term, discount-oriented promotional tactics. This loyalty serves as a bulwark for Arafah Cake Shop in facing competition from MSMEs in Gowa. The consistent application of the values of An-Nubuwwah (Shiddiq, Amanah, Tabligh, and Faṭonah) into the

conventional marketing strategy (4Ps: Product, Price, Place, Promotion) of Arafah Cake Shop generates sustainable "Trust Capital", which is superior to the focus on short-term profits. This capital serves as a Unique Selling Point and a moral-based competitive advantage, where consumers not only buy physical products but also trust, peace, and blessings. Specifically, consistent and innovative product quality (Faṭonah), fair and transparent pricing (Amanah), convenient and hygienic locations/distribution (Amanah and Faṭonah), as well as honest promotions and building personal/community relationships (Tabligh), collectively increase long-term consumer loyalty and purchasing interest, ultimately transforming the business into a robust and resilient model..

CONCLUSION

The application of the values of An-Nubuwwah (Shiddiq, Amanah, Tabligh, Faṭonah) in the marketing strategy of Toko Kue Arafah has proven effective in increasing consumer purchasing interest by building Trust Capital. This trust capital generated from consistent quality (Shiddiq) and fair pricing (Amanah) becomes a strong Unique Selling Proposition, encouraging long-term loyalty and stable, ethical repeat purchases.

Theoretical Implications:The An-Nubuwwah value must be positioned as a key predictive factor in forming customer loyalty in the sharia economics and ethical marketing literature.

Practical Implications:MSMEs are advised to prioritize internalizing ethics and moral consistency over short-term promotional campaigns to achieve more fundamental competitive advantage and business sustainability

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