

## Product Differentiation and Monopolistic Market Competition in the Retail Coffee Industry in Indonesia: A Review of Sharia Compliance and Its Impact on Consumer Choices

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| Article Info  | Abstract  |
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| <p><b>Keywords:</b><br/><i>Coffee industry, Islamic economics, Monopolistic.</i></p> <p><b>Paper type:</b><br/><i>Research Paper</i></p> <p><i>Received: 16 May 2025</i><br/><i>Revised: 18 August 2025</i><br/><i>Accepted: 25 September 2025</i><br/><i>Available online: 1 October 2025</i></p> <p><b>Corresponding author:</b><br/><a href="mailto:febynurbaeti620@gmail.com">febynurbaeti620@gmail.com</a></p> | <p>The modern coffee industry in Indonesia has grown rapidly with the emergence of popular brands such as Kopi Kenangan, Janji Jiwa, and Fore Coffee. These brands operate in a monopolistic competition market structure, characterized by many sellers offering similar but differentiated products. This study aims to analyze the market structure, differentiation strategies, and the nature of competition among leading coffee brands, as well as to examine their alignment with Islamic economic principles, such as fairness, transparency, and the prohibition of unhealthy competition. This research employs a descriptive qualitative method by collecting secondary data and conducting limited interviews with consumers and business actors. The results indicate that while the competition is generally fair, aggressive promotional strategies and market dominance by larger brands may create imbalances that warrant further ethical evaluation from an Islamic economic perspective.</p> |
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### INTRODUCTION

Indonesia's contemporary coffee industry has experienced rapid growth in recent years. The emergence of well-known brands such as Kopi Kenangan, Janji Jiwa, and Fore Coffee indicates that coffee consumption has shifted, from simply a beverage to a lifestyle and social identity. Flavor innovation, shop concepts, digital ordering, and strong branding are key to winning over consumers amidst fierce competition.

In my opinion (Asti Safina, 2025) A product differentiation strategy is an approach taken by companies to create uniqueness in their products, making them appear superior to competitors' products and more attractive to consumers. In this context, the concept of "quality" refers to the overall level of customer satisfaction. There is a close relationship between product differentiation, service quality, and customer satisfaction. There is a close relationship between

product differentiation, service quality, and customer satisfaction. When companies are able to recognize and differentiate their product characteristics from those of competitors, including identifying their respective strengths and weaknesses, innovative ideas will emerge that can lead to new, more competitive products in the market. In this market, marketing strategy and the ability to build customer loyalty are crucial, especially in the face of increasingly competitive dynamics.

In the context of a monopolistic competitive market, differentiation strategy is a key element that cannot be ignored. (Yosi Suryani, 2024) stated that in the context of the contemporary coffee business, brands that uphold local wisdom, community involvement, and transparency in pricing better reflect Islamic economic principles than brands that rely solely on exclusivity and lifestyle. This differentiation is realized through menu innovation, the use of premium or local ingredients, an engaging visual approach, and a comfortable shop atmosphere. The use of digital technologies such as ordering apps and customer loyalty programs is also a key part of this strategy.

In recent years, the Indonesian coffee shop industry has experienced rapid growth, marked by the emergence of popular brands such as Kopi Kenangan, Janji Jiwa, and Fore Coffee. This shift demonstrates that coffee consumption in Indonesia is no longer viewed simply as a daily necessity, but has become part of a lifestyle and social identity. Consumer behavior in this market reflects not only a search for quality beverages, but also unique experiences, emotional attachment to brands, and convenience driven by digital technology. Elements such as innovative flavors, shop atmosphere, ordering via app, and aggressive branding strategies have become key success factors in winning customer loyalty amidst increasingly fierce competition.

Theoretically, this phenomenon reflects the characteristics of a monopolistic competitive market, where many companies offer similar core products (in this case coffee-based drinks), but seek to differentiate themselves through non-price factors such as brand identity, packaging, taste, service quality, and shop atmosphere. (Nova Mieszkowska, 2022) explained that product differentiation is a strategy employed by companies to create a unique impression of their products to differentiate them from competitors. He emphasized the strong correlation between differentiation, service quality, and customer satisfaction. When companies are able to identify their product's strengths and understand their competitors' weaknesses and strengths, they are more likely to generate innovative ideas that enhance competitiveness. Therefore, marketing strategies and building brand loyalty are crucial in navigating the dynamics of monopolistic markets in this sector.

From an Islamic economic perspective, competition in business is not only seen from the perspective of efficiency or profit alone, but is also reviewed from the ethical and moral values that accompany it. (II Made Rai Tedy Setiawan, 2020) emphasizes that the main principles of Islamic business include justice (al-'adl), honesty (ṣidq), transparency (bayān), and the prohibition of detrimental practices such as tadbis (fraud) and ikhtikar (monopoly). In this regard, the promotional and branding strategies implemented by contemporary coffee brands must be evaluated: whether they truly reflect Islamic values or are trapped in manipulative practices for profit alone. Findings from (Nurul Iman Maulana, 2025) reinforces this by showing that the majority of business actors are more focused on achieving profit targets than maintaining transparency and honesty in promotions.

Recent studies in Indonesia have further strengthened this view. For example, (Dia Ragasari, 2025) shows that consistency of service and in-store experience play a major role in determining customer loyalty in the coffee shop business. (Ending Solehudin, 2024) emphasizes the importance of service convenience and digital engagement in shaping repurchase intentions. These findings suggest that modern coffee brands should invest not only in taste and price, but also in user experience, staff professionalism, and digital integration. However, amidst this fierce competition, concerns have also arisen regarding ethical aspects and distribution fairness, particularly from an Islamic economic perspective. (Hamdan, 2022) noted that Islam permits business competition, including market dominance, as long as it does not lead to exploitation, information asymmetry, or unfair pricing behavior. Therefore, a study of this industry also needs to assess the extent to which its marketing practices align with Islamic business ethics.

This study aims to further examine the current literature by combining market structure analysis and Islamic economics perspectives in the context of the Indonesian coffee shop industry. While several previous studies have addressed service quality, consumer behavior, and brand loyalty, few have examined the extent to which the monopolistic nature of this industry aligns with sharia principles such as justice (*adl*), transparency (*bayān*), and the prohibition of fraud (*tadlīs*). Furthermore, recent market trends indicate the increasing dominance of a few large brands, raising questions about the balance of power and ethical responsibility within the industry. Therefore, this study offers a novel contribution by analyzing the monopolistic competitive market structure and business strategies of selected coffee brands, while evaluating their alignment with Islamic economic values.

## METHOD

This research uses a qualitative approach with a case study method. Case studies were chosen because they allow researchers to explore in-depth phenomena occurring in a real-life context, namely the dynamics of competition in the contemporary coffee industry in Indonesia. (Nur Afika Fitriani, 2024) explains that the case study approach is very suitable for answering the questions "how" and "why" regarding a contemporary event, especially when the boundaries between the phenomenon and its context are not clearly defined.

Qualitative methods were used because the focus of this research is on understanding the meaning, social context, and subjective interpretation of differentiation strategies and marketing practices carried out by coffee industry players. (Willy Lima, 2021) Qualitative approaches are suitable for exploring subjective perspectives, cultural values, and complex social processes. In this context, researchers seek to understand how brands such as Kopi Kenangan, Janji Jiwa, and Fore Coffee create unique products and services, and how these relate to Islamic economic principles such as justice (*al-'adl*), honesty (*ṣidq*), and the prohibition of unhealthy practices such as *tadlis* and *ikhtikar*.

This method has been widely used in marketing and business ethics studies, therefore, an in-depth technical explanation is unnecessary. The main adjustment in this research lies in the use of an Islamic economics approach as an analytical lens in evaluating contemporary business

practices. The case study focuses on three prominent Indonesian coffee brands because they represent real competitive dynamics, strong product differentiation, and significant digital engagement in the contemporary coffee market.

To obtain relevant data, this study relies on secondary data sources as the main material. According to (Chatfield, 2020) Secondary data includes documents, publications, and digital information collected by other parties. These data sources include academic literature such as books and scientific journals discussing monopolistic competition market theory, differentiation strategy, and Islamic economic principles; industry reports from research institutions such as PwC Indonesia (2022) and Statista (2023); business news articles from online media covering developments in leading coffee brands; and digital content from social media and official brand websites such as Kopi Kenangan, Janji Jiwa, and Fore Coffee. The use of these data sources is intended to provide a comprehensive overview of the dynamics of the current coffee industry and support the validity of the analysis through a data triangulation approach.

In addition, data collection techniques were also conducted through a survey, using an open-ended, semi-structured questionnaire distributed to consumers and coffee industry observers. This survey aimed to determine public perceptions regarding product differentiation, marketing ethics, and fairness of competition between brands. This combination of literature and survey data provided a basis for data triangulation, strengthening the validity of the analysis and enabling a more comprehensive understanding of the phenomenon being studied.

## RESULTS AND DISCUSSION

In the modern coffee industry, price increases don't fully reflect rising raw material costs, as cost structures are more complex and profit margins tend to be adjusted. Therefore, competitive strategies among businesses are no longer solely focused on price, but rather shifting toward product innovation, quality improvement, and value-added creation that differentiates one brand from another. (Pratiwi, 2022) This structure allows consumers to have many choices, but also encourages business actors to continue to create added value through differentiation.

Based on case studies of three major brands: Janji Jiwa, Fore Coffee, and Kopi Kenangan, it was found that differentiation strategy is key to maintaining competitiveness. Janji Jiwa, for example, prioritizes an emotional and local approach, such as the "Senja" campaign that creates a warm and comfortable atmosphere. Furthermore, collaboration with local bakery MSMEs and outlet expansion at various strategic locations strengthen its position as a down-to-earth and accessible brand. However, consumer sentiment data shows that inconsistencies in taste and service are challenges that must be addressed to maintain consumer loyalty.

Fore Coffee adopts an innovation- and technology-based approach. Differentiation is not only carried out through product variations such as "butterscotch latte" or "caramel macchiato," but also through the use of quality local coffee beans and a strong digital approach—for example, through an app, loyalty program, and menu personalization that suits Gen Z preferences. This shows that vertical differentiation (based on quality) is Fore Coffee's main strategy, unlike other brands that tend to emphasize horizontal differentiation.

Meanwhile, Kopi Kenangan stands out through its aggressive promotional strategy and strong product branding. Unique menu names like "Kopi Kenangan Mantan" not only pique curiosity but also engage consumers' emotions through relatable narratives. Furthermore, major collaborations like those with One Piece and Tahilalats demonstrate the brand's ability to execute effective co-branding. This strategy not only increases visibility but also creates positive associations with a popular lifestyle that stick in the minds of young consumers. (Scelly Alvionita Chayadi, 2021)

The intense competition in the coffee market has undoubtedly had a significant impact, spurring ongoing innovation to keep brands relevant and maintain consumer loyalty. In addition to intense competition, the coffee industry also faces fluctuating raw material prices, which significantly impact operational costs and product selling prices. Local brands address this by strengthening their local coffee bean supply chains, which not only support product quality but also empower local farmers. Brands like Fore Coffee and Janji Jiwa strive to empower local farmers by establishing partnerships and using high-quality local coffee beans.

Moreover, differentiation in today's digital era is strengthened by the use of social media as a positioning tool, which allows brands to convey the value, identity, and uniqueness of their products to a wide audience in an interactive and real-time manner. Sentiment analysis data from social media and customer reviews confirms that consumer loyalty is not only determined by the taste of coffee, but also by how they feel and experience the brand emotionally. (Raden Bernard Eka Hutomo Putra Maduretno, 2022) found that brand experience dimensions such as sensory, affective, intellectual, and behavioral are closely related to brand love and brand trust, which in turn increases consumer loyalty in coffee shops. Furthermore, the study (Alodia Lastri Dwiputri, 2023) highlights the role of sensory marketing in creating customer satisfaction and emotional engagement, which serves as a key mediator in building brand loyalty in local Indonesian coffee shops.

In a microeconomic approach, a monopolistic competitive market is represented by a downward-sloping, elastic demand curve, because even though there are many competitors, each brand has its own loyalty from consumers. This curve differs from a perfectly competitive market which has a horizontal (perfectly elastic) demand curve. In the short term, companies can gain economic profits (due to consumer loyalty to product differentiation), but in the long term, the demand curve will shift to the left until it touches the average total cost (ATC) curve, so that profits become zero (normal profit) due to the entry of new competitors and the erosion of differentiation.

In other words, while brands like Janji Jiwa, Fore, and Kopi Kenangan are currently enjoying profits, if they don't continuously innovate, their position will face pressure from competitors who copy or develop further differentiation. This reinforces the importance of content, service, and consumer experience innovation to maintain a stable demand curve and prevent it from rapidly declining to the point of normal profitability.

The concept of the marginal approach, where the optimal production point is determined when Marginal Revenue (MR) equals Marginal Cost (MC), is the basis for production decision-making in conventional economics. Through this approach, companies are expected to avoid the risks of inefficient overproduction or underproduction, which leads to lost profit potential.



Therefore, understanding the relationship between marginal costs and revenue is crucial in determining optimal output strategies. However, as stated by (Muhammad Irkham Firdaus, 2023) This approach needs to be re-examined from an Islamic economic perspective because its pure focus on efficiency and profit maximization is feared to ignore the moral, social, and distributive justice dimensions that are an inseparable part of sharia principles in economic activities. From the graphic approach, it is clear that this market structure, although competitive, still produces deadweight loss which is contrary to the principle of justice in the distribution of resources according to Islam. Therefore, a business strategy based on ethics, efficiency, and honesty remains important to balance market practices with moral values.

### Results of Consumer Sentiment and Perception Analysis

Additional data from sentiment surveys and social media analysis reinforces the differential perception of consumers toward each contemporary coffee brand in Indonesia. Janji Jiwa received approximately 54% positive sentiment, 24% neutral sentiment, and 22% negative sentiment. Consumers generally appreciated the consistent promotional programs and comfortable outlet atmosphere. However, there were significant complaints regarding product prices, which were perceived as not commensurate with quality, and service that tended to be inconsistent across branches. This indicates a gap between expectations and actual service delivery, which could impact long-term brand loyalty.

Meanwhile, Fore Coffee demonstrated a dominant positive sentiment, both on Twitter and on app review platforms. Fore's popularity is supported by a reputation for quality ingredients (particularly its use of premium local coffee beans) and its success in creating innovative menu items such as the "butterscotch latte" and oat milk variants that suit the preferences of young urban consumers. Consumer experience also tends to be consistent, particularly in terms of barista service, which has received numerous positive reviews. Fore utilizes an experience-based branding approach, emphasizing sensory interactions and a healthy lifestyle, strengthening its position as a preferred brand among Gen Z and millennials.

On the other hand, Kopi Kenangan received 47% positive sentiment, 34% neutral, and 19% negative. While positive sentiment isn't as dominant as Fore, Kopi Kenangan stands out for its aggressive and collaborative digital marketing strategy. Campaigns featuring popular figures like One Piece and Tahlilats have successfully generated high engagement on social media, building a strong positioning as an inclusive and trend-adaptive brand. Kopi Kenangan's main strengths lie in its competitive pricing strategy and easy access to outlets in various cities, although some consumers have criticized the repetitive menu and slow service during peak hours.

This data shows that although all three brands operate in the same market (monopolistic competition), consumer perceptions are shaped by the value-based differentiation approach adopted by each brand, whether through promotions, product quality, menu innovation, or digital strategies. Their success in maintaining consumer loyalty stems not solely from their core product (coffee), but also from how the brands package the consumption experience and create emotional narratives that align with the characteristics of their respective market segments.

### Islamic Economic Perspective on Competition Patterns

From an Islamic economic perspective, competition in the market is not prohibited and is considered a natural mechanism that can encourage efficiency, innovation, and the welfare of the community. However, Islam imposes moral and spiritual boundaries on economic activities to prevent them from falling into unjust or destructive forms of competition. This is particularly relevant in monopolistic competitive markets like the contemporary coffee industry, which is characterized by product differentiation, intensive promotion, and a strong influence on consumer perceptions, as demonstrated by brands like Kopi Kenangan, Janji Jiwa, and Fore Coffee.

In general, monopolistic competition in Islamic economics is permissible as long as it does not lead to structural inequality, information manipulation, or exploitation of consumers or other business actors. The basic principles of the Islamic economic system emphasize market fairness, information transparency, and the prohibition of practices that are socially or morally detrimental. Islam does not reject certain market forms, including monopolies or market dominance, as long as they do not cause harm and do not violate the ethical principles of *muamalah*. As explained in Apriyanti's research, "Islam permits monopolies; what is not permitted is monopolistic behavior that leads to unhealthy business behavior, or what is known to Indonesians as monopoly rent." (Risma Hanifah, 2024) In the context of the coffee industry, forms of differentiation such as the use of local ingredients, menu innovation, and digital campaigns are positive aspects that reflect *ijtihad* in business. However, if such differentiation is superficial, does not reflect the true value of the product, or is accompanied by manipulative promotional tactics such as false discounts, it can violate the principles of *ṣidq* (honesty) and *al-'adl* (justice), which are at the heart of Islamic business ethics.

Islam also places great emphasis on fair competition (*musābaqah fī al-khayrāt*), where businesses do not undermine each other, monopolize markets, or engage in dishonest practices for profit. Major brands in the coffee industry need to be careful that their marketing strategies do not exclude micro-enterprises, traditional coffee shops, or MSMEs, which often lack the resources to compete in branding and distribution. This is closely related to the principle of *laa dharr wa laa dharr* (doing no harm and not harming each other), which is a fundamental principle in all forms of Islamic transactions (Miharja, 2019).

From the perspective of *maqāṣid al-syarī'ah*, the contemporary coffee industry has the potential to support the preservation of wealth (*ḥifẓ al-māl*) and life (*ḥifẓ al-naḥs*) through job creation, increased productivity, and economic turnover in the service sector. However, this industry will only be fully Islamic if it can maintain the values of price transparency, product quality, and good intentions in providing social benefits, rather than solely pursuing profit. In this regard, the hadith of the Prophet Muhammad SAW which states, "Honest and trustworthy traders will be with the prophets, the truthful, and the martyrs in the hereafter" (Narrated by Tirmidhi) serves as an important guideline for entrepreneurs to run their businesses with integrity.

Thus, competition in monopolistic markets, such as the contemporary coffee industry, is not prohibited in Islam, but must be conducted with moral principles, honesty, and non-harmful behavior. Islamic business ethics encourage the creation of a just, inclusive, and sustainable economic ecosystem, where success is measured not only by profit but also by the blessings and social contributions generated by economic activity.

## CONCLUSION

The conclusion of this study is that the contemporary coffee industry in Indonesia, represented by well-known brands such as Kopi Kenangan, Janji Jiwa, and Fore Coffee, exhibits a market structure consistent with the characteristics of monopolistic competition. A relatively uniform core product is marketed with differentiation through flavor innovation, branding strategies, and unique service experiences. Competition in this market, while intense, is innovative and constructive, and fosters creativity and industry growth.

This research also shows that brand success isn't solely determined by the power of visuals or digital promotions, but rather relies heavily on the actual consumer experience. Strategies focused on innovation and consistent service have a greater chance of building long-term loyalty. These findings broaden our understanding of how companies can create greater value in competitive markets through a holistic and ethical approach.

From an Islamic economic perspective, this study contributes by demonstrating that the existence of monopolistic competition markets is acceptable as long as sharia principles such as justice (al-'adl), honesty (ṣidq), and the prohibition of harming others (lā ḍarar wa lā ḍirār) are consistently applied. This study adds insight into the integration of moral and spiritual values in contemporary business practices, and highlights the importance of ethics in competition, information transparency, and social responsibility.

With these results, the study advances theoretical understanding in Islamic economics and strategic marketing in the modern lifestyle sector, as well as providing practical implications for entrepreneurs, regulators, and academics. The findings also open up opportunities for further exploration, for example, into the long-term impact of branding practices on Muslim consumer loyalty, or the influence of Sharia ethical awareness on consumer preferences in other food and beverage (F&B) sectors. Future studies could also expand the geographic scope and quantitative methods for measuring the effectiveness of promotional ethics in shaping brand loyalty.

Recommendations from this study include the need for business actors to maintain consistent service and information transparency as key to building consumer trust. Differentiation strategies must be balanced with values of social responsibility and market fairness to prevent exploitation of consumers or other small business actors. Academics are advised to further research the relationship between Islamic business ethics practices and customer loyalty empirically and across regions. For regulators, it is crucial to create regulations that encourage healthy competition, consumer protection, and concrete support for business actors who uphold Sharia principles. All parties need to synergize to create a coffee industry ecosystem that is not only competitive but also fair and brings long-term social blessings.

## ACKNOWLEDGMENT

This research strengthens the findings of several previous studies that discuss the dynamics of competition, consumer loyalty, and ethical principles in the F&B business. (Indah Greszesky



Putri, 2024) demonstrated that consumer loyalty in the contemporary beverage industry is strongly influenced by service consistency and the quality of the direct customer experience. Their study of Janji Jiwa Coffee consumers in Karawang revealed that staff friendliness, speed of service, and the alignment between promotions and product reality significantly influence satisfaction and loyalty. This aligns with the results of this study's survey, which showed that despite Janji Jiwa's strong promotions, fluctuations in taste and service were the main complaints, negatively impacting consumer perception.

This study is also consistent with the findings (M. Fahrul Rozjiqin, 2022) which states that social media activity doesn't automatically create emotional attachment or brand love. Only when supported by a satisfying, direct consumer experience can digital engagement become a meaningful asset. This is reflected in Kopi Kenangan's performance. Despite excelling in digital strategy and creative collaboration, Kopi Kenangan still faces criticism when its service quality doesn't meet market expectations.

From an Islamic economic perspective, the results of this study are in line with (Ending Solehudin, 2024) which emphasizes that free markets in Islam must be run with a commitment to business ethics, social responsibility, and moral principles. Misleading promotional strategies such as artificial discounts or market dominance that suppresses small players are considered contrary to the principles of justice (*al-'adl*) and fairness (*ṣidq*). Therefore, although market structures are theoretically sound, their ethical implementation still requires further review.

Furthermore, the interpretation of the findings shows that high levels of positive sentiment on social media or app ratings do not necessarily translate into long-term consumer loyalty. Today's consumers are more sensitive to tangible experiences, including barista service, taste consistency, and product value. This suggests that perceived quality is highly dependent on service integrity and brand honesty—core values in Islamic economics. Differentiation strategies that focus solely on visuals and promotions without considering the substance of service can create a misleading brand image, which contradicts the values of *ṣidq*, *amanah*, and *fathonah* (Aldeline Nolita Devia, 2018).

Therefore, it can be concluded that the success of contemporary coffee brands is determined not only by marketing strength or product uniqueness, but also by integrity and ethical commitment to consumers. Sustainable and growing loyalty can only be achieved through fair and honest business practices that reflect the spiritual and social values taught in Islamic economics.

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