

## ANALYSIS OF ISLAMIC MARKETING ETHICS ON CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS A MEDIATION (SURVEY OF VISITORS TO ISLAMIC-THEMED COFFEE SHOPS IN SUKABUMI CITY)

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### Abstract

*This study aims to analyze the influence of Islamic marketing ethics on customer loyalty with customer satisfaction as a mediating variable, by surveying visitors to Islamic-themed coffee shops in Sukabumi City. This study uses a quantitative method with an associative descriptive approach. The sample used in this study was 135 respondents who were consumers who had visited or customers of Sono Space and Zenith Coffee Stores in Sukabumi City. Data were obtained through a distributed research questionnaire containing 27 questions regarding Islamic marketing ethics variables, customer satisfaction variables, and customer loyalty variables. Furthermore, the data obtained will be subjected to various tests such as validity and reliability tests using the help of smartPLS 3.0 software. The results of the study show that the Islamic marketing ethics variable on customer satisfaction is tested significant, the customer satisfaction variable on customer loyalty, the Islamic marketing ethics variable on customer loyalty shows positive and significant and the customer satisfaction variable mediates effectively in the relationship between the Islamic marketing ethics variable and the customer loyalty variable is tested significant.*

*Keywords: Islamic Marketing Ethics, Customer Satisfaction, Customer Loyalty, smartPLS 3.0, Coffee Shop.*

### Abstrak

*Penelitian ini bertujuan untuk menganalisis pengaruh islamic marketing ethic terhadap customer loyalty dengan kepuasan pelanggan sebagai variabel mediasi, dengan survey Pada pengunjung coffee shop bernuansa islam kota sukabumi. Penelitian ini menggunakan metode kuantitatif dengan pendekatan deskriptif asosiatif. Sampel yang digunakan pada penelitian ini sebanyak 135 responden yang merupakan konsumen yang pernah berkunjung atau pelanggan sono space dan zenith coffee store di kota Sukabumi. Data diperoleh melalui kuesioner penelitian yang disebarkan berisi 27 pertanyaan mengenai variabel islamic marketing ethic, variabel kepuasan pelanggan dan variabel customer loyalty. Selanjutnya data yang diperoleh akan dilakukan berbagai pengujian seperti uji validitas dan realibilitas menggunakan bantuan software smartPLS 3.0. Hasil penelitian menunjukkan variabel islamic marketing ethic terhadap kepuasan pelanggan teruji signifikan, variabel kepuasan pelanggan terhadap customer loyalty, variabel islamic marketing ethic terhadap customer loyalty menunjukkan positif dan signifikan dan variabel kepuasan pelanggan memediasi secara efektif dalam hubungan variabel islamic marketing ethic terhadap variabel customer loyalty teruji signifikan.*

*Kata Kunci: Islamic Marketing Ethic, Kepuasan Pelanggan, Customer Loyalty, smartPLS 3.0, Coffee Shop.*



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## INTRODUCTION

Data quoted from World Population Data, Indonesia is currently the fifth largest Muslim majority country in the world after Pakistan, now Indonesia is in second place with 242.7 million Muslim residents.<sup>1</sup> With the world's largest Muslim population, it is crucial that trade practices are balanced with Islamic business ethics that emphasize fairness, honesty, and mutual consent, guiding business actors to conduct their activities in a manner that aligns with Islamic principles and values.<sup>2</sup> The large Muslim majority in Indonesia presents a market opportunity to open businesses that apply Islamic principles, including coffee shops. In response to the proliferation of coffee shops today, every business owner is required to have a concept and creativity to compete. They must be sensitive to change and prioritize customer satisfaction as their primary goal.<sup>3</sup> This should be a new challenge for coffee shop entrepreneurs, implementing Islamic marketing that creates a unique atmosphere compared to other coffee shops. Businesses are also striving to further improve and explore the most effective methods to ensure customer satisfaction and loyalty.<sup>4</sup>

Cafe business owners are expected to pay attention to the taste, service and atmosphere of the cafe, including the price, and this is one way to survive in competition with other coffee shop business owners, because this will make consumers loyal and return to the cafe.<sup>5</sup> A customer is said to be loyal or loyal if the customer shows regular purchasing behavior or there is a condition that requires the customer to buy at least twice within a certain time interval.<sup>6</sup> Therefore, customer loyalty is important in the midst of tight business competition because it is beneficial for long-term business development.<sup>7</sup> In maintaining customer loyalty to a product or service, there must be satisfaction felt by customers in using a product or service.<sup>8</sup> Customer satisfaction can be stated as a variable that has an important role in creating an attitude of loyalty and increasing business

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<sup>1</sup> world population Databoks, "6 Negara Dengan Populasi Muslim Terbanyak Di Dunia," Siti Zulaikha, 2024, <https://www.idntimes.com/news/world/6-negara-dengan-populasi-muslim-terbanyak-di-dunia-01-fgtbv-4wznmhz>.

<sup>2</sup> Irawan Heri, "Penerapan Etika Bisnis Islam Pada Pedagang Sembako Di Pasar Sentral Sinjai," *Skripsi* 5, no. 1 (2017): 1–127.

<sup>3</sup> Muhammad Amin Pohan, "Tinjauan Ekonomi Islam Terhadap Etika Pemasaran," *Qonun Iqtishad EL Madani Journal* 2, no. 1 (2023): 12–19, <https://doi.org/10.55438/jqim.v2i1.51>.

<sup>4</sup> Tiara Ramadhani et al., "The Role Of Character Education In Forming Ethical And Responsible Students," *IJGIE (International Journal of Graduate of Islamic Education)* 5, no. 2 (2024): 110–24, <https://doi.org/10.37567/ijgie.v5i2.3064>.

<sup>5</sup> Ricky Hofriyanto, "Pengaruh Harga, Suasana Cafe Dan Lokasi Terhadap Loyalitas Pelanggan Melalui Kepuasan Konsumen Sebagai Variabel Mediasi Pada Workshop," *Repository Wiraraja*, 2024.

<sup>6</sup> Arbelaez-cruce Shell, *Pengantar Perilaku Konsumen*, no. August (2016).

<sup>7</sup> Dina Apriani et al., *Analysis of Consumer Satisfaction and Prices on Customer Loyalty Analisis Kepuasan Konsumen Dan Harga Terhadap Loyalitas Pelanggan*, 7 (2023): 726–41.

<sup>8</sup> Suriyanti et al., "Penetapan Strategi Prilaku Dan Pemilihan Target Pasar Dengan Strategi Bisnis Di Pasar Digital," *Economics and Digital Business Review*, 2024.

profitability due to the attitude of repeat purchases.<sup>9</sup> Strong, trusting relationships will increase customer satisfaction, leading to greater customer recommendations, repeat purchases, and trust in the product. Customer satisfaction is crucial to building customer satisfaction because it helps businesses understand customer perceptions of products and services.<sup>10</sup> One relevant approach, especially in a Muslim-majority country like Indonesia, is the application of Islamic-based marketing ethics, including in coffee shop business.

*Islamic marketing ethics* ensure the instilling of values of harmony, family and creating justice in society.<sup>11</sup> Therefore, Islamic marketing ethics strives not to harm any party and always pays attention to justice. This is reinforced by the statement Nasuka et al.,<sup>12</sup> Islamic marketing ethics emphasize integrity, honesty, and good service. If these ethical values are implemented, they will perfect the essence of humankind as a whole.<sup>13</sup> Emphasizing the importance of adhering to Islamic teachings in trading activities, ensuring actions are in line with ethical standards that promote customer satisfaction and loyalty.<sup>14</sup>

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<sup>9</sup> Dewi Noor Susanti, "Pengaruh Green Perceived Value Terhadap Repurchase Intention Dengan Kepuasan Konsumen Sebagai Intervening," *Jurnal E-Bis (Ekonomi-Bisnis)* 4, no. 2 (2020): 131–37, <https://doi.org/10.37339/e-bis.v4i2.298>.

<sup>10</sup> MA Fatma and M Kumar, "Exploring the Correlation Between Service Quality and Customer Satisfaction in the Hospitality Industry," *International Journal of Indian Psychology* 12, nos. 1400–1410 (2024), <https://doi.org/10.25215/1201.131>.

<sup>11</sup> Agvina Rachmayanti and Nanik Eprianti, "Tinjauan Etika Bisnis Islam Pada Praktik Konsinyasi," *Bandung Conference Series: Sharia Economic Law* 2, no. 2 (2022): 188–94, <https://doi.org/10.29313/bcssel.v2i2.2863>.

<sup>12</sup> Moh Nasuka et al., "The Role of Islamic Marketing Ethics for Customer Loyalty in Islamic Banking through Customer Satisfaction," *Economic Annals-XXI* 187, nos. 1–2 (2021): 189–96, <https://doi.org/10.21003/EA.V187-18>.

<sup>13</sup> D.O. Temara, "Analisis Dampak Transformasi Digital terhadap Kinerja Perusahaan," *Al-Qalam: Jurnal Kajian Islam dan Pendidikan* 7, no. 2 (2023), <http://repository.unpas.ac.id/66572/>.

<sup>14</sup> Kurnia Sari Rahma et al., "Pengaruh Penerapan Etika Bisnis Islam Terhadap Loyalitas Pelanggan Dengan Kepuasan sebagai Variabel Intervening Pada Pedagang Di Pasar Tradisional Kelurahan Sengeti," *MUQADDIMAH: Jurnal Ekonomi, Manajemen, Akuntansi Dan Bisnis* 2, no. 1 (2023): 118–34, <https://doi.org/10.59246/muqaddimah.v2i1.585>.

The latest data on coffee shops in Sukabumi from 2020 to 2024 is released once a year.

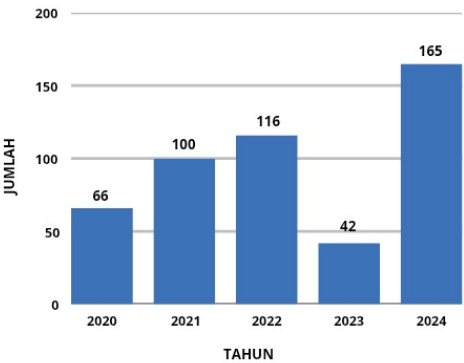


Figure 1. Sukabumi City Coffee Shop Data

Source: ODKS (Processed by Researchers, 2025)

Based on Figure 1 above, it can be seen that coffee shop data from 2020-2024 continues to increase. From the latest data from 2024, there are two coffee shops with an Islamic nuance that have survived, namely SONO SPACE & ZENITH COFFE STORE. According to the survey, these two coffee shops are different from other coffee shops because they apply elements of value and adopt Islamic principles in running their business, where in service, atmosphere of the place, and the way employees dress. Thus, it is different from other coffee shops. However, based on the results of observations on Google ratings, it shows that there are things that are a complaint of consumers ranging from poor service, to menu inconsistencies and some menus are always out of stock.

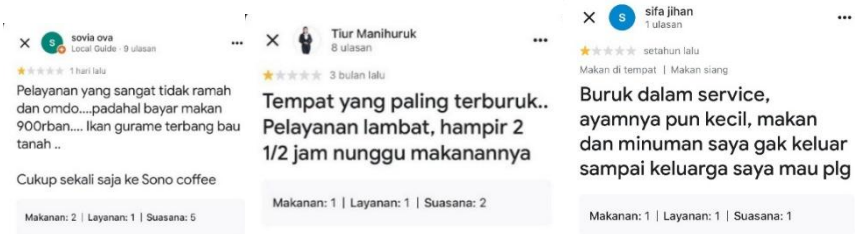


Figure 2. Google Rating Reviews

Source: Google Maps (Processed by researchers, 2025)

According to Figure 2.1, this reduces customer satisfaction and loyalty. Therefore, the implementation of Islamic marketing ethics has not been met by the coffee shops Sono Space and Zenith Coffee Store due to a lack of trust and a lack of implementation towards employees.

Empirically, several studies have shown that the application of Islamic marketing ethics can have a positive effect on customer loyalty. For example, research by Sulastri & Fakhruddin<sup>15</sup> those

<sup>15</sup> Ratu Sulastri and Muhamad Fakhruddin, *Analisis Penerapan Etika Bisnis Islam Dalam Membangun Loyalitas Konsumen (Studi Kasus Kafe Cavelet)*, 9, no. 204 (2024): 1623–36.

who implement Islamic relations or Islamic marketing in their companies will gain customers who will have an impact on loyalty. In Indonesia itself, a similar study by Wardani & Ridlwan<sup>16</sup> shows that the implementation of marketing ethics in accordance with Islamic values has the potential to increase consumer satisfaction, especially among Muslim customers, which then has an impact on their loyalty to certain brands or products.

*Research Gap* In this study, there is a lack of comprehensive research on the role of consumer satisfaction as a mediating variable in the relationship between Islamic Marketing Ethics and consumer loyalty.<sup>17</sup> That the Islamic marketing ethics variable has a positive effect on customer satisfaction, while research Sinaga states that satisfaction influences loyalty. From the two studies, there is a gap, the research results according to Salam & Habibah<sup>18</sup> and Azzaida & Suzanawaty<sup>19</sup> that Islamic marketing ethics do not have a significant influence on loyalty and through consumer satisfaction.

Most previous research has focused on the Islamic banking industry, but few have examined the application of Islamic Marketing Ethics in coffee shops, particularly in local markets like Sukabumi City. Furthermore, there is a lack of studies exploring how Islamic Marketing Ethics simultaneously impact customer satisfaction and loyalty.

Thus, this study is expected to fill the gap and provide a deeper understanding of the effectiveness of Islamic Marketing Ethics in the coffee shop sector based on Islamic values. From the above background, the research is interested in taking the title "ANALYSIS OF ISLAMIC MARKETING ETHICS ON CUSTOMER LOYALTY WITH CONSUMER SATISFACTION AS MEDIATION (survey on visitors to Islamic-themed coffee shops in Sukabumi City)".

## RESEARCH METHODS

This study uses a marketing management approach with research objects that include, the independent variable is Islamic marketing ethics (X), the mediating variable is customer satisfaction (M), the dependent variable is customer loyalty (Y). The method used in the study uses associative

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<sup>16</sup> Yudhita Meika Wardani and Ahmad Ajib Ridlwan, "Penerapan Etika Bisnis Islam Dalam Membangun Loyalitas Pelanggan Pada PT. Tanjung Abadi," *JESI (Jurnal Ekonomi Syariah Indonesia)* 12, no. 1 (2022): 37, [https://doi.org/10.21927/jesi.2022.12\(1\).37-52](https://doi.org/10.21927/jesi.2022.12(1).37-52).

<sup>17</sup> Farah Avista Melania and Ahmad Ajib Ridlwan, "Pengaruh Penerapan Etika Pemasaran Islami Terhadap Kepuasan Pelanggan (Studi Pada Pelanggan Produk Chiztikk Surabaya)," *Jurnal Iqtisaduna* 8, no. 1 (2022): 43–56, <https://doi.org/10.24252/iqtisaduna.v8i1.29069>.

<sup>18</sup> Abdus Salam and Muzayyidatul Habibah, "Pengaruh Etika Bisnis Islam Dan Bauran Pemasaran Terhadap Loyalitas Nasabah Dengan Keputusan Menjadi Nasabah Sebagai Variabel Intervening (Studi Pada BPD Jateng Syariah, BRI Syariah Dan Bank Muamalat) Di Kota Semarang," *BISNIS: Jurnal Bisnis Dan Manajemen Islam* 9, no. 1 (2021): 33, <https://doi.org/10.21043/bisnis.v9i1.11461>.

<sup>19</sup> ibna rusan Azzaida and Leis Suzanawaty, "Pengaruh Sharia Marketing Dan Kualitas Layanan Terhadap Loyalitas Dengan Kepuasan Sebagai Variabel Intervening (Studi Kasus Pengguna Tabungan Syariah Di BMT Huwaiza Depok)," *Jurnal Ilmiah Ekonomi Islam*, 2022.

descriptive research with a quantitative approach. The population in this study is the people of Sukabumi city, totaling 365,735 residents who have visited SONO SPACE and ZENITH COFFEE STORE, using a non-probability type with a purposive sampling technique. Non-probability sampling is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample.<sup>20</sup> Whereas, purposive sampling technique is a sampling technique that uses certain considerations with the desired criteria to determine the number of samples to be studied.<sup>21</sup> In this study, the sample was taken from the population, namely visitors or customers of SONO SPACE and ZENITH COFFEE STORE in Sukabumi City with a total of 135 people. Data collection techniques were carried out using non-participant observation and questionnaires.

## RESULTS AND DISCUSSION

Researchers obtained 135 respondents who completed the questionnaire. Below are the results of the data processing conducted by the researchers.

### Measurement Evaluation (Outer Model)

#### Validity and reliability test

##### Convergent validity

Convergent validity is assessed based on the factor loadings of the indicators measuring the construct. The rule of thumb used is outer loading  $> 0.7$  and Average Variance Extracted (AVE)  $> 0.5$ . Discriminant validity is measured by comparing the square root of a construct's AVE; it must be higher than the correlation between latent variables or by looking at the cross-loading score.<sup>22</sup>

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<sup>20</sup> Sugiyono, "Metode Penelitian Bisnis: Pendekatan Kuantitatif, Kualitatif, Kombinasi, Dan R&D," in *Metode Penelitian Bisnis: Pendekatan Kuantitatif, Kualitatif, Kombinasi, Dan R&D* (CV. Alfabeta: Bandung, 2017).

<sup>21</sup> Sugiyono, "Metode Penelitian Bisnis: Pendekatan Kuantitatif, Kualitatif, Kombinasi, Dan R&D."

<sup>22</sup> Jogiyanto Hartono and Willy Abdillah, "Partial Least Square (PLS) Alternatif Structural Equation Modeling (SEM) Dalam Penelitian Bisnis," in *Partial Least Square (PLS) Alternatif Structural Equation Modeling (SEM) Dalam Penelitian Bisnis* (Yogyakarta : Andi., 2015, 2015).

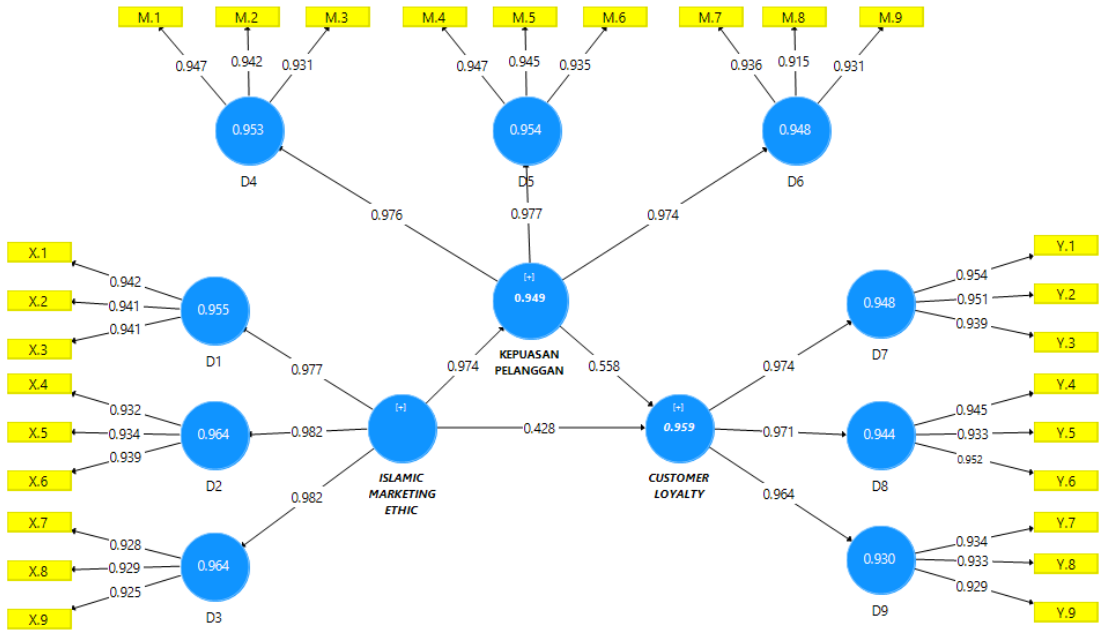


Figure 3. Path Diagram of the PLS Model

Source: processed by researchers, 2025

The results of the convergent validity test using SmartPLS software can be seen in the following loading factor values:

Table 1. Loading Factor Value Results

| Latent variables         | Dimensions            | Loading Factor | Indicator    | Loading Factor | Information |
|--------------------------|-----------------------|----------------|--------------|----------------|-------------|
| Islamic Marketing Ethics | Integrity             | 0.977          | X1 Indicator | 0.942          | Valid       |
|                          |                       |                | X2 Indicator | 0.941          | Valid       |
|                          |                       |                | X3 Indicator | 0.941          | Valid       |
|                          | Product               | 0.982          | X4 Indicator | 0.932          | Valid       |
|                          |                       |                | X5 Indicator | 0.934          | Valid       |
|                          |                       |                | X6 Indicator | 0.939          | Valid       |
|                          | Behavior              | 0.982          | X7 Indicator | 0.928          | Valid       |
|                          |                       |                | X8 Indicator | 0.929          | Valid       |
|                          |                       |                | X9 Indicator | 0.925          | Valid       |
| Customer Satisfaction    | Consumer Expectations | 0.976          | M1 Indicator | 0.947          | Valid       |
|                          |                       |                | M2 Indicator | 0.942          | Valid       |
|                          |                       |                | M3 Indicator | 0.931          | Valid       |

|                 |                             |       |              |       |       |
|-----------------|-----------------------------|-------|--------------|-------|-------|
|                 | Hope Fulfilled              | 0.977 | M4 Indicator | 0.947 | Valid |
|                 |                             |       | M5 Indicator | 0.945 | Valid |
|                 |                             |       | M6 Indicator | 0.935 | Valid |
|                 | Price                       | 0.974 | M7 Indicator | 0.936 | Valid |
|                 |                             |       | M8 Indicator | 0.915 | Valid |
|                 |                             |       | M9 Indicator | 0.931 | Valid |
| <i>Customer</i> | <i>Repeat</i>               | 0.974 | Y1 Indicator | 0.954 | Valid |
| <i>Loyalty</i>  | <i>Purchase(Repurchase)</i> |       | Y2 Indicator | 0.951 | Valid |
|                 | <i>Recommendation</i>       |       | IndicatorY3  | 0.939 | Valid |
|                 |                             |       | IndicatorY4  | 0.945 | Valid |
|                 | <i>Retention</i>            | 0.971 | IndicatorY5  | 0.933 | Valid |
|                 | <i>(Retention)</i>          |       | IndicatorY6  | 0.952 | Valid |
|                 |                             | 0.964 | Y7 Indicator | 0.934 | Valid |
|                 |                             |       | Y8 Indicator | 0.933 | Valid |
|                 |                             |       | Y9 Indicator | 0.929 | Valid |

Source: processed by researchers, 2025 (using smartpls 3 software)

Based on Table 4.2 above, the loading factor values are almost all close to  $>0.5$ . Table 4.2 shows that each indicator in this research questionnaire has met the convergent validity criteria. Furthermore, to test the convergent validity of a model, the average variance extracted (AVE) criterion is used. The following table shows the average variance extracted (AVE) values:

**Table 2. Results of AVE analysis**

| <b>Variables</b>                | <b>Average variance extracted(AVE)</b> |
|---------------------------------|----------------------------------------|
| <i>Islamic Marketing Ethics</i> | 0.839                                  |
| Customer satisfaction           | 0.835                                  |
| <i>Customer Loyalty</i>         | 0.833                                  |

Source: Processed by researchers, 2025 (using smartpls 3 software)

Based on table 4.3, it can be seen that the AVE value for each indicator has a value  $>0.5$  so it can be concluded that all variables in this study meet the convergent validity criteria.

### Composite Reliability and Cronbach's Alpha

Reliability testing consists of Cronbach's alpha and composite reliability. Cronbach's alpha measures the lower limit of a construct's reliability, while composite reliability measures its true

reliability. The rule of thumb is that Cronbach's alpha must be  $>0.6$  and composite reliability must be  $>0.7$ .<sup>23</sup>

**Table 3. Reliability Test Results**

| <b>Variables</b>                | <b>Composite<br/>reliability</b> | <b>Cronbach's<br/>alpha</b> | <b>Information</b> |
|---------------------------------|----------------------------------|-----------------------------|--------------------|
| <i>Islamic Marketing Ethics</i> | 0.979                            | 0.976                       | Reliable           |
| Customer satisfaction           | 0.979                            | 0.975                       | Reliable           |
| <i>Customer Loyalty</i>         | 0.978                            | 0.975                       | Reliable           |

Source: processed by researchers, 2025 (using smartpls 3 software)

Based on Table 4.4, it can be seen that the composite reliability and Cronbach's alpha values for each variable are  $>0.7$ . Based on these values, it can be concluded that all indicators in the variables are said to be reliable.

### Structural Model Evaluation (Inner Model)

#### *Coefficient of determination (R<sup>2</sup>)*

The r-square (R<sup>2</sup>) test is conducted to measure the level of variation. The R<sup>2</sup> value is used to measure the degree of variation in changes in the independent variable against the dependent variable. The R-square assessment is 0.75 (strong), 0.50 (moderate), and 0.25 (weak).<sup>24</sup>

**Table 4. r-square table**

| <b>Variables</b>        | <b>R-square</b> | <b>Information</b> |
|-------------------------|-----------------|--------------------|
| Customer satisfaction   | 0.949           | Strong             |
| <i>Customer Loyalty</i> | 0.959           | Strong             |

Source: Processed by researchers, 2025 (using smartpls 3 software)

Based on table 4.5, the R-square value (determinant coefficient) of the customer satisfaction variable (M) is 0.949, which means that the value can be perceived as a strong Islamic marketing ethic. The R-square value for the customer loyalty variable (Y) is 0.959, which indicates that the value is perceived as a strong Islamic marketing ethic and customer satisfaction can influence customer loyalty.

<sup>23</sup> Hartono and Abdillah, "Partial Least Square (PLS) Alternatif Structural Equation Modeling (SEM) Dalam Penelitian Bisnis."

<sup>24</sup> Hartono and Abdillah, "Partial Least Square (PLS) Alternatif Structural Equation Modeling (SEM) Dalam Penelitian Bisnis."

**Effect Size (f-square)**

The F-square test is calculated as the absolute value of the individual contribution of each latent predictor variable to the R-squared value of the criterion variable. The F-square assessment is 0.02 (weak), 0.15 (medium), and 0.35 (large).<sup>25</sup>

| Table 5. Effect size results |   |        |       |
|------------------------------|---|--------|-------|
| Variables                    | X | M      | Y     |
| Islamic Marketing Ethics     |   | 18,473 | 0.230 |
| Customer satisfaction        |   |        | 0.392 |
| Customer Loyalty             |   |        |       |

Source: Processed by researchers, 2025 (using smartpls 3 software)

Based on table 4.6, the F-square effect size results show that the influence of Islamic marketing ethics on customer satisfaction with a value of 18.473 can be included in the category that Islamic marketing ethics on customer satisfaction is stated to have a large influence. Meanwhile, the influence of Islamic marketing ethics on customer loyalty shows a value of 0.230 categorized as a medium influence and customer satisfaction on customer loyalty shows a value of 0.392 which is stated as a large category.

**Influence Summary Matrix**

The conclusions of all the influence values are collected in one matrix, making it easier for researchers to analyze the influence between latent variables, the influence between variables in this study is as follows:

| Table 6. Influence Summary Matrix |             |         |           |           |           |
|-----------------------------------|-------------|---------|-----------|-----------|-----------|
| Variables                         | T-statistic | p-value | Direct    | Indirect  | Total     |
|                                   | Coefficient |         | influence | influence | influence |
|                                   | track       |         |           |           |           |
| Islamic marketing ethics          |             |         |           |           |           |
| → Customer satisfaction           | 126,936     | 0.000   | 0.974     | 0.000     | 0.974     |

<sup>25</sup> Mahfud Sholihin and Dwi Ratmono, “Analisis SEM-PLS Dengan WarpPLS 7.0 Untuk Hubungan Nonlinier Dalam Penelitian Sosial Dan Bisnis,” in *Analisis SEM-PLS Dengan WarpPLS 7.0 Untuk Hubungan Nonlinier Dalam Penelitian Sosial Dan Bisnis*, ed. Clara Mitak (Penerbit Andi, 2021).

|                                                                                   |       |       |       |       |       |
|-----------------------------------------------------------------------------------|-------|-------|-------|-------|-------|
| customer satisfaction<br>—► customer loyalty                                      | 5,493 | 0.000 | 0.558 | 0.000 | 0.558 |
| Islamic marketing<br>ethics —► Customer<br>loyalty                                | 4,005 | 0.000 | 0.428 | 0.000 | 0.428 |
| Islamic marketing<br>ethics<br>—► Customer<br>satisfaction —►<br>Customer loyalty | 5,499 | 0.000 | 0.428 | 0.544 | 0.972 |

Source: processed by researchers, 2025 (using smartpls 3 software)

Based on Table 4.7, it can be seen that the direct influence between the variables of Islamic marketing ethics, customer loyalty and customer satisfaction has a significant value. To determine whether the value is significant or not, it can be seen in Table 4.7 in the p-value section where the results obtained are as follows:

The results of the influence of the Islamic marketing ethic variable (X) on customer satisfaction (M) amounted to 0.974 with a T-statistic of  $126.936 > 1.96$  and a P-value of  $0.000 < 0.05$ . So it can be concluded that the customer satisfaction variable has a positive and significant influence on customer satisfaction. Therefore, the higher customer satisfaction at Sono Space and Zenith Coffee Store, the more important thing is to further improve Islamic marketing ethics, this is in line with research.<sup>26</sup> Convey that the application of Islamic marketing ethics can involve achieving customer satisfaction.

#### **H1: Analysis of Islamic marketing ethics on customer satisfaction.**

The results of the influence of the customer satisfaction variable (M) on customer loyalty (Y) amounted to 0.558 with a T-statistic of  $5.493 > 1.96$  and a P-value of  $0.000 < 0.05$ . So it can be concluded that the customer satisfaction variable has a positive and significant influence on customer loyalty. So that the higher customer loyalty at Sono Space and Zenith Coffee, what must be done is to make customer satisfaction in line with the research Kotler & Armstrong<sup>27</sup> which states

<sup>26</sup> Zaenudin Mansyur et al., *Asy-Syari 'Ah*, 22, no. 2 (2020).

<sup>27</sup> Philip Kotler and Gary Armstrong, "Prinsip-Prinsip Pemasaran," in *Prinsip-Prinsip Pemasaran*, ed. Adi Maulana et al. (ERLANGGAN, 2018).

that satisfaction is a key factor in creating customer loyalty. Customers who feel satisfied will be more loyal so they make repeat visits, recommend to others and retain as regular customers.

## **H2: analysis of customer satisfaction towards customer loyalty.**

Based on the test results, customer satisfaction (M) successfully mediates Islamic marketing ethics (X) towards customer loyalty (Y) which is tested to be significant because it has an influence value of 0.972 with a T-statistic of  $5.499 > 1.96$  and a P-value of  $0.000 < 0.05$ . So it can be concluded that customer satisfaction significantly mediates the relationship between Islamic marketing ethics and customer loyalty. So it can be concluded that customer satisfaction mediation successfully mediates Islamic marketing ethics towards customer loyalty in line with the research results of Qurrata et al.,<sup>28</sup> and Fitri et al.,<sup>29</sup> states that customer satisfaction is able to indirectly mediate the influence between Islamic marketing ethics and loyalty.

## **H3: Customer satisfaction mediates the relationship between Islamic marketing ethics and customer satisfaction.**

## **CONCLUSION**

The analysis results show that Islamic Marketing Ethics (X) has a significant effect on customer satisfaction (M). The higher the application of Islamic ethical values in marketing activities, the higher the level of customer satisfaction at Sono Space and Zenith Coffee Store. To increase satisfaction, Sono Space and Zenith Coffee Store need to strengthen the dimensions of Islamic Marketing Ethics, such as guaranteeing halal and clean products, ensuring consumer health, maintaining employee behavior through friendliness, sharia-compliant clothing, and the ability to greet and serve well. In addition, integrity such as honesty of product information, availability of halal labels, and willingness to accept customer complaints must also be maintained. Consistent application of these values will create customer satisfaction and form a positive image that is able to meet consumer expectations sustainably.

The analysis results found that customer satisfaction (M) on customer loyalty (Y) has a significant influence. Empirically, the higher the customer satisfaction, the higher the customer loyalty. Therefore, the higher the customer loyalty at Sono Space and Zenith Coffee Store, the more

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<sup>28</sup> Vika Annisa Qurrata et al., *Social Media and Islamic Marketing Towards Customer Satisfaction and Loyalty Impacts in Indonesia*, 161, no. Ciiber 2019 (2021): 139–47, <https://doi.org/10.2991/aebmr.k.210121.021>.

<sup>29</sup> safira Aulia Fitri et al., “Analisis Tingkat Kepuasan Konsumen Dan Loyalitas Merek Cokelat Silverqueen Di Kabupaten Pekalongan,” *Analisis Tingkat Kepuasan Konsumen Dan Loyalitas Merek Cokelat Silverqueen Di Kabupaten Pekalongan*, no. Vol. 7 No. 1 (2023) (2023), <https://doi.org/10.21776/ub.jepa.2023.007.01.12>.

important thing is to further improve customer satisfaction. Therefore, Sono Space and Zenith Coffee Store must maintain and improve the dimensions of customer satisfaction, such as fulfilled expectations due to the suitability of the product received, the availability of service information and a varied menu, consumer expectations with speed in service, the coffee shop atmosphere and performance that exceeds expectations, and prices ranging from affordability, intensity of discounts, and ease of payment. When all these aspects are met, customers will feel a pleasant experience and ultimately decide to make repeat purchases, recommend to others, and remain loyal as customers.

The analysis results found that customer satisfaction (M) mediates Islamic marketing ethics (X) on customer loyalty (Y) showing a significant influence. This shows that the application of Islamic marketing ethics is not enough to create loyalty if it is not accompanied by customer satisfaction. In this case, customer satisfaction is the main bridge connecting the values of Islamic marketing ethics and loyalty. Therefore, Sono Space and Zenith Coffee Store must emphasize the importance of marketing strategies that focus on customer satisfaction while maintaining Islamic principles, such as halal and clean products, polite and friendly service, and honesty in conveying information. When customers feel satisfied because their expectations are met in terms of service, atmosphere, and price, loyalty will be formed in the form of repeat purchases, recommendations, and the desire to remain regular customers. This is an important contribution in building long-term relationships with consumers. So, Sono Space and Zenith Coffee Store must carry out several stages so that customer loyalty can occur which can provide contributions.

## **SUGGESTION and RECOMMENDATIONS**

This study provides a theoretical contribution by demonstrating that Islamic Marketing Ethics empirically influence customer satisfaction and loyalty. For future research, it is recommended to use different methods or expand the research object to achieve more varied and general results. Practically, Sono Space and Zenith Coffee Store are advised to improve the retention dimension of customer loyalty, given its low value. Furthermore, the implementation of Islamic marketing ethics must be continuously strengthened in every aspect of service to create trust and a positive experience for customers. Increasing satisfaction through fast service, a comfortable atmosphere, affordable prices, and honest information will help build sustainable customer loyalty.

The researcher recommends that further researchers pay attention to this, and further researchers can conduct more analysis units, not just two coffee shops. This requires testing more analysis units and can analyze research elsewhere. This study only focuses on three main variables: Islamic marketing ethics as the independent variable, customer satisfaction as the mediating variable, and customer loyalty as the dependent variable. Further research can use other variables,

such as moderator variables, to analyze more research so that it can determine the value of other influences.

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