
The Influence of Sharia Marketing Strategies on Consumer Purchase Intention toward MSME Products: Evidence from Kuningan Regency, Indonesia

Nur Fitri Prihartini¹, Barnawi², Abu Lubaba³

Sharia Economics Study Program, Faculty of Economics and Islamic Business, UI Bunga Bangsa Cirebon, Indonesia

Submitted: 2026-01-19 ; Accepted: 2026-02-26 ; Published: 2026-02-28

Abstract

The purpose of this study was to examine the influence of sharia marketing strategies on consumer interest in buying MSME products in Kuningan Regency. The specific objectives of this study were to: identify the factors that influence consumer interest in sharia-compliant products and services, develop marketing strategies that are aligned with Islamic values, measure the effectiveness of sharia marketing campaigns. This study uses a quantitative research approach. Data collection was carried out through a survey of 86 consumers in Kuningan Regency. The survey instrument is a questionnaire designed to measure respondents' interest in sharia-compliant products and services. The results of the study show that there is a positive and significant influence of sharia marketing strategies on consumer buying interest in MSME products in Kuningan Regency. The study also found that the following factors are important in influencing consumer interest in sharia-compliant products and services: promotion of halal products and services, use of quality and halal raw materials, emphasis on ethical business practices, affordable product prices. The results of this study indicate that sharia marketing can be an effective way to attract and retain customers for MSMEs in Kuningan Regency. The regression equation is $Y = a + BX$ or $52.951 + 0.171X$. By adhering to Islamic values in their marketing practices, MSMEs can create a more positive image for their business and attract more customers. This study also has implications for government policy. The government can support the growth of MSMEs in Kuningan Regency by providing sharia-based marketing promotion and resource management training. This will help MSMEs in Kuningan Regency to develop more effective marketing strategies and increase sales.

Keywords: *-Based Marketing Strategy, Consumer Interest, MSMEs*

Copyright © 2026 Authors

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are becoming an increasingly important economic sector in strengthening Indonesia's economic competitiveness. However, there are still many obstacles faced by MSME actors, such as problems in marketing their products in the market. The right marketing strategy is one of the crucial things that can win the competition and increase profits for MSMEs. Sharia marketing has become an increasingly popular topic in recent years. Apart from the COVID-19 pandemic which has made consumers more aware of the halalness of products, it is also due to the increasing public awareness of the importance of transactions in a sharia manner. Sharia marketing is also in line with the development of micro, small, and medium industries (MSMEs) that are growing in Indonesia. MSMEs have a significant role in the Indonesian economy, but there are still many who have difficulty in marketing their products effectively.

Research conducted by Ades Astika in 2017, this research is based on the many violations in conventional marketing that cause consumers to be disappointed with the products or services that have been purchased because they are different from those that have been promised by marketers. This study aims to determine the influence of sharia-based marketing strategies on consumers' interest in buying Zoya products. The results of this study show that there is a positive and significant influence resulting from sharia-based marketing strategies on consumer interest in buying Zoya products. Thus, research conducted by Ades Astika shows that sharia-based marketing strategies affect consumer interest, the higher the sharia-based marketing strategy, the higher the consumer interest.

By knowing the influence of sharia marketing strategies on consumer interest in buying MSME products, it is hoped that the results of this research can provide recommendations for MSME actors in developing appropriate and effective marketing strategies to win competition in the market. In addition, the results of this research can also contribute to the development of sharia marketing literature and MSMEs in Indonesia.

Identification of problems in this study Previous research has shown that sharia marketing strategies have a positive influence on consumer interest in buying products. However, research on the influence of sharia marketing strategies on consumers' interest in buying MSME products is still limited. In the context of MSMEs, this research is important because MSMEs in Indonesia generally have not utilized sharia marketing strategies optimally. In addition, there are several problems faced by MSMEs in marketing their products, including:

1. Lack of knowledge and skills in developing proper and effective marketing strategies. Many MSME actors still rely on conventional marketing and have not yet utilized more modern and innovative marketing strategies, including sharia marketing strategies.
2. Consumer interest in MSME products is still low. Apart from the lack of understanding of the products produced by MSMEs, consumer interest is also influenced by many factors, such as product quality, price, and brand reputation.
3. Increasingly fierce competition in the market. MSMEs must compete with other products that have already had a name and reputation in the market. Therefore, it takes a proper and effective marketing strategy to win the competition. By identifying the problems faced by MSMEs in marketing their products and paying attention to the importance of sharia marketing strategies in increasing consumer interest in buying MSME products, this research is expected to make a significant contribution to the development of appropriate and effective marketing strategies for MSMEs in Kuningan Regency.

Based on the background and limitations of the problem that has been described, the problems in this study can be formulated as follows:

1. What is the sharia marketing strategy for MSME products in Kuningan Regency?
2. What is the interest of consumers to buy MSME products in Kuningan Regency?
3. How does the sharia marketing strategy affect consumers' interest in buying MSME products in Kuningan Regency?

RESEARCH METHODOLOGY

The method used in this study is the quantitative method as a tool to collect and analyze data. In the book *Research Methods* written by Beni Ahmad Saebani, the quantitative method is a research method that uses numbers in the presentation of data and utilizes statistical analysis techniques in examining hypotheses that have been formulated previously. In quantitative research, hypotheses play an important role because they are a guide in collecting data and evaluating research results. Thus, quantitative research can help researchers in making decisions based on objective data and can be accounted for scientifically based on the results of research or surveys conducted.

This research was conducted in Kuningan Regency from March 2, 2023 to March 17, 2023, and was carried out for 16 days during semester 8 of the 2023 school year. The figures studied are MSME actors in Kuningan Regency and the local community as consumers of products sold by Kuningan Regency SMEs.

Population is the whole of an element, or research unit, or unit of analysis that has certain characteristics or characteristics that are used as the object of research or are of concern in a research (observation). Based on the results of an interview with one of the MSME actors in Kuningan Regency, Mr. Ikin Nasikin, the customer data in one day is 20 people. Thus, the population in this study is customers of MSME products in Kuningan Regency who come to shop on average per month amounting to 600 people.

Samples are a small fraction of the population taken according to certain procedures to represent the entire population. The sampling method used in this study is Nonprobability sampling, where each member does not have the same opportunity to be included in the sample. So the number of samples used was 86 samples from the entire population determined using the accidental sampling method. The technique of determining samples based on chance, i.e., the person who happened to meet the researcher can be used as a sample, if it is seen that the person who happened to meet it is suitable as a data source.

The data collection technique in this study uses a methodology, which is a data collection technique that is carried out by giving a set of written questions to the respondents to be answered. Respondents can give answers by filling out the questionnaire and then the results are measured using the Likert scale.

The tests carried out are validity tests, reliability tests, simple linear regression tests, and hypothesis tests.

RESULTS AND DISCUSSION

1. To market MSME products in Kuningan Regency with a sharia marketing approach, there are several strategies implemented by MSME actors in the region. The following are some of the sharia marketing strategies that are implemented, taking into account the concepts of Theistic (Rabbaniyah), Ethical (Akhlaiyyah), Realistic (Al-Waqil'iyah), and Humanistic

(Al-Insaniyyah). MSME actors in Kuningan Regency focus on premium and halal product quality. In addition, they set product prices according to market standards, but provide better service so that they can compete with other actors. MSME actors also promote products in accordance with reality and not excessively in promotion. All of this can be seen from the respondents' response to the dependent variable (X) involving a sharia-based marketing strategy, which is 2.29%. Thus, MSME actors in Kuningan Regency have implemented a sharia-based marketing strategy that reflects Theistic, Ethical, Realistic, and Humanistic values.

2. The influence of sharia-based marketing strategies on consumer interest in purchasing MSME products in Kuningan Regency has been proven through regression analysis conducted. The results of the study show that sharia-based marketing strategies have a significant influence on consumer interest. This finding can be proven by a calculated T value of 1.705. To determine the level of significance, a table T was used with the degree of freedom $df = (86-1) = 85$ and a significance level of 0.05. The T value of the relevant table is 1.662. In this case, the value of the calculated T (1.705) exceeds the value of the Ttable (1.662). Therefore, it can be concluded that the results of the Ttable test show a greater value compared to the Ttable value.
3. Simple linear regression equations obtained $Y = a + BX$ or $52.951 + 0.171X$. Based on the hypothesis test in this study, there is a positive and significant relationship between sharia-based marketing strategies and consumer interest in MSME products in Kuningan Regency. This can be seen from the t-value of the calculation that is greater than the density of the table, indicating the existence of significance. In other words, the higher the implementation of sharia-based marketing strategies, the more consumer interest in MSME products in Kuningan Regency will increase.

CONCLUSION

This research shows that MSME actors in Kuningan Regency have implemented sharia-based marketing strategies that reflect theistic, ethical, realistic, and humanistic values, through an emphasis on halal product quality, reasonable pricing, and honest and not excessive promotion. The results of the regression analysis indicate that the sharia marketing strategy has a positive and significant effect on consumer buying interest, as evidenced by the value of t calculated (1.705) which is greater than the t table (1.662). The regression equation $Y = 52.951 + 0.171X$ reinforces that the increase in the implementation of sharia marketing strategies will be followed by an increase in consumer interest in MSME products in Kuningan Regency.

BIBLIOGRAPHY

Al-quran dan Hadis

- Abdurahman Maman, D. (2011). *Dasar-dasar Metode Statistika Untuk Penelitian*. Bandung: CV Mustika Setia.
- Alma Buchari, D. J. (2014). *Manajemen Bisnis Syariah*. Bandung: Alfabeta.
- Andi Bagus Putra, J. L. (2014). "Bauran Pemasaran Pengaruhnya Terhadap Minat Membeli Kembali Voucher Isi Ulang Telkomsel. *Jurnal EMBA*, 428-237.
- Astika, A. (2017). Pengaruh Strategi Pemasaran Berbasis Syariah Terhadap Minat Konsumen Untuk Membeli Produk Pada Zoya Palembang. *Jurnal Manajemen*.
- Daryanto. (2011). *Manajemen Pemasaran*. Bandung: PT. Sarana Tutorial Nurani Sejahtera.
- Febriani, R. &. (2019). Analisis Strategi Pemasaran Berbasis Syariah pada Produk Kosmetik di

160 | The Role of PT Danamas Insan Kreasi Andalan in Enhancing Community Economic Development: An Islamic Economic Perspective (Cirebon Branch)

Kota Bandung. *Jurnal Ekonomi Syariah Teori dan Terapan*, 143-158. Firdaus, A. (2017). Pengaruh Strategi Pemasaran Terhadap Minat Konsumen Membeli Produk Perumahan (Kasus pada perumahan Surya Mandiri Teropong PT. Efa Artha Utama). *Jurnal FISIP*, 1-12.

Ghozali, I. &. (2019). Pengaruh Bauran Pemasaran Islami Terhadap Kepuasan Pelanggan dan Niat Beli Kosmetik Halal di Indonesia. *Jurnal Pemasaran Islami*, 860-874. Hiam

Alexander, C. (1994). *The Portable MBA Pemasaran*. Jakarta: Binarupa Aksara.

Hurriyati, R. (2010). *Bauran Pemasaran dan Loyalitas Pelanggan*. Bandung: Alfabeta.

Husein, U. (2008). *Desain Penelitian MSDM dan Perilaku Karyawan*. Jakarta: Rajawali Pers.

Kotler, K. (2013). *Manajemen pemasaran*, Edisi 13 Jilid 1. Jakarta: Erlangga. M. Fakhru Rizky

NST, H. Y. (2014). Pengaruh Promosi dan Harga Terhadap Minat Beli Perumahan Obama PT. Naila Adi Kurnia Sei Mencirim Medan. *Jurnal Manajemen dan Bisnis*, 2071-2079.

Nabila Veren Estefany, M. F. (2022). Penerapan Strategi Pemasaran Syariah UMKM Kampung Pia Untuk Meningkatkan Pendapatan Masyarakat. *Jurnal Rumpun Ekonomi Syariah*.

Rianto, A. A. (2012). *Dasar-Dasar Pemasaran Bank Syariah*. Bandung: Alfabeta.

Santana, M. F. D., & Amanah, A. (2025). Analysis of the Mudharabah Contract in the Perspective of Islamic Fiqh and Its Implementation in Sharia Banking Practice. *Ecobankers: Journal of Economy and Banking*, 6(2), 128-134.

Saebani, A. B. (2008). *Metode Penelitian*. Bandung: CV Pustaka Setia. Setiadi. (2008). *Perilaku Konsumen: Konsep Dan Implikasi Untuk Strategi Dan Penelitian Pemasaran*. Jakarta:

Kencana Prenada Media Group. Sugiyono. (2009). *Metode Penelitian Kuantitatif*

Kualitatif dan R&D. Bandung: Alfabeta. Usaha mikro kecil menengah. (2023, Juni 6).

Retrieved from Wikipedia: <https://id.wikipedia.org>

Pratama, G., As'adi, A., Rahmah, A., Muhajir, A. A., Fauziah, A., Nuramalia, A., ... & Elatifania, W. (2025). *Digital Marketing*. PT Arr Rad Pratama.

Vina Rakhmawati, Eka Nurfadila, & Gama Pratama. (2025). Uang dan Mekanisme Bunga: Konsep, Definisi, serta Contoh dalam Sistem Ekonomi Modern. *JURNAL MANAJEMEN DAN BISNIS EKONOMI*, 3(4), 66-79. <https://doi.org/10.54066/jmbe-itb.v3i4.3575>

Yuli, M., Ningsih, S. A., & Pratama, G. (2025). Faktor-Faktor Penyebab Masalah Pokok Pembangunan Ekonomi di Era Globalisasi di Indonesia. *JURNAL MANAJEMEN DAN BISNIS EKONOMI*, 3(4), 21-30.