

Marketing Strategy on Hijabelle Muslim in Maintaining Customer Loyalty in the City of Palembang

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ABSTRACT

This study aims to test the hypothesis of the influence of Marketing Strategy on Hijabelle Muslim in maintaining Customer Loyalty in the city of Palembang. The population of this study were all customers who had ever purchased Hijabelle Muslim products who were domiciled in the city of Palembang. The sampling technique was random sampling, with the criteria of customers who had made more than one purchase and had recommended Butik Hijabelle Muslim to others, the number of samples was 100 respondents. The research method used was a qualitative descriptive approach. with the data collection techniques that the author used were through observation, interviews, and documentation. while the data analysis used was qualitative descriptive. Based on the research results, the Marketing Strategy carried out by Hijabelle Muslim in the city of Palembang to maintain customer loyalty uses an emotional and functional approach in building customer loyalty, including product quality, customer satisfaction, service quality, customer satisfaction, price, and customer loyalty.

A. INTRODUCTION

The products sold at Hijabelle Muslim are Muslim clothes that support daily lifestyles. A marketing strategy that is able to answer the emotional and religious needs of Muslim consumers. Some business actors still rely on conventional approaches, such as discounts or product promotions, The implementation of strategies in the right place or media will increase customer satisfaction without reducing their comfort in paying attention to the importance of brand engagement, two-way communication, and personalized customer experience. In fact, in the context of Muslim fashion products, factors such as Islamic values, comfort, self-identity, and trust in the brand greatly influence purchasing decisions and long-term loyalty.

This phenomenon shows that a sales strategy is needed that is not only attractive on the surface, but also able to build emotional attachment and customer trust. Therefore, business actors in the Muslim fashion industry need to design a structured and effective marketing strategy that is integrated and oriented towards long-term relationships with consumers. This includes the effective use of social media, the provision of loyalty programs, and customer service that is responsive and in accordance with Islamic values.

With the right strategy, customer loyalty to Muslim clothing products can be increased, thus not only creating short-term profits, but also long-term business sustainability.

When consumers are satisfied with the quality of the services provided, they tend to make repeat purchases and recommend products to family and friends. The quality of service has a close relationship with the level of customer loyalty. Loyalty will be formed when consumers get an experience that meets their expectations. After using the product, the satisfaction felt will encourage repeat purchases, which ultimately forms loyalty to the product.



One of the crucial strategies that can be implemented is content marketing, where startups create informative and valuable content, such as blog articles, tutorials, and educational videos, to build long-term relationships with consumers. This approach plays a role in strengthening credibility and trust in the company, as well as opening up opportunities to attract customer attention in a more organic way than conventional marketing methods. For example, the Hijabelle Muslim store also makes extensive use of social media as a means of promotion to reach a wider audience.

The number of players in the market with various product advantages available makes it difficult for boutiques to gain market share from competitors. Fierce competition indirectly affects a boutique in maintaining market share, so they need to go to great lengths to maintain customer loyalty. Retaining all existing customers is generally more profitable than replacing customers, as the cost of bringing in new customers can be up to five times the cost of retaining an existing customer. (Kotler, 2020)

Marketing Strategy has developed into a comprehensive analysis process that serves to understand the increasingly individual character of consumers and utilize various media that can work together effectively, so that Marketing strategies will create a stronger and more integrated effect. One of the stores that applies marketing tactics is on Hijabelle Muslim.

Usually, boutiques like this prioritize quality materials, comfortable pieces, and designs that follow the latest Muslim fashion trends.

A strategy of maintaining customer loyalty is essential for businesses. There is no doubt about the importance of customer loyalty to businesses, and many businesses want to retain customers in the long term or even permanently. Customer loyalty is a customer commitment to a relationship with a brand, store, or provider based on the characteristics of a long-term purchase that is highly profitable. From this understanding, it can be explained that brand loyalty is obtained because it is a combination of satisfaction and dissatisfaction. At the same time, customer satisfaction is derived from how well a company performs creating satisfaction that reduces due to dissatisfaction, leading consumers to make purchases over a long period of time.

The annual sales of a boutique like Hijabelle Muslim can vary depending on a number of elements, such as location and market reach. If the boutique is in a strategic area or has a strong online platform, the sales potential can be higher. Marketing strategies are effective promotions, and seasonal discount promotions ahead of Ramadan, Eid, or the end of the year can significantly increase sales.

B. THEORETICAL STUDY

Marketing

Haryanto, (2021) explained that marketing functions as a means to explain and convey information to interested people about products, so that it can attract the attention of consumers who have the potential to buy the goods offered. Based on Tjiptono's (2016) explanation, marketing consists of a series of activities or institutions that strive to create, communicate, convey, and offer goods or services owned by companies to customers, colleagues, or the public. Kotler and Keller (2016) define Marketing as a series of activities that involve various institutions and processes to generate, deliver, and exchange high-value offers for customers, business partners, and society in general. Kotler and Armstrong (2017) explain that marketing is a series of social and managerial activities that allow individuals and groups to meet their needs and desires through the process of creating and exchanging products and values in a mutually beneficial manner with other parties. According to Limakrisna and Purba (2017), marketing is one of the important elements in the economic field that has a role in creating economic value. Such economic value contributes to pricing and services. Factors that play a role in this value creation include production, marketing, and economics.

Marketing Strategy

Sofjan Assauri (2020) mengungkapkan bahwa strategi pemasaran merupakan rencana komprehensif, terintegrasi, dan bersinergi dalam sektor pemasaran, yang memberikan pedoman mengenai aktivitas yang akan dilakukan untuk mencapai tujuan pemasaran suatu perusahaan. Suliyanto et al. (2016) menyebutkan bahwa strategi pemasaran adalah kumpulan tujuan dan target, kebijakan serta pedoman yang memberikan arahan kepada kegiatan pemasaran dari waktu ke waktu di setiap tingkatan dan lokasi yang berbeda. Kotler (2016) mengemukakan bahwa rencana pemasaran adalah metode utama yang akan diterapkan dalam sebuah usaha untuk mencapai tujuan yang telah ditentukan, yang mencakup keputusan penting terkait pangsa pasar, campuran pemasaran, dan tingkat harga yang diperlukan. Indra Wijaya (2018) menyatakan bahwa rencana pemasaran merupakan seperangkat prinsip yang dirancang secara tepat, konsisten, dan dapat diimplementasikan oleh suatu lembaga pendidikan guna menjangkau target pasar yang diinginkan, baik dalam jangka pendek maupun panjang, sesuai dengan kondisi dan tingkat persaingan yang dihadapi.

Loyalitas Pelanggan

Kotler dan Keller (2018) mengungkapkan bahwa loyalitas adalah suatu komitmen yang kuat untuk terus membeli atau mendukung produk atau layanan yang disukai di masa mendatang, meskipun kondisi dan strategi pemasaran bisa mendorong pelanggan untuk beralih. Tannady (2015) menjelaskan bahwa loyalitas adalah hasil jangka panjang dari terciptanya kepuasan pelanggan. Menurut Kotler dan Keller (2016:138), loyalitas diartikan sebagai komitmen yang kuat untuk membeli atau mendukung kembali produk atau layanan yang disukai di masa depan, meskipun faktor situasi dan upaya pemasaran dapat menyebabkan pelanggan berpindah.

Menurut Hurriyati (2015), loyalitas adalah perwujudan dari kebutuhan manusia untuk merasa memiliki, memberikan dukungan, meraih rasa aman, membentuk ketertarikan, serta menciptakan ikatan emosional. Menurut Hasibuan (2015), loyalitas terlihat dari komitmen karyawan untuk tetap mendukung organisasi, baik saat menjalankan tugas maupun di luar lingkungan kerja, serta dari upaya mereka menjaga nama baik organisasi dari ancaman atau tindakan merugikan oleh pihak yang tidak bertanggung jawab.

C. RESEARCH METHODS

Research Object and Location

In this study, the object chosen was the Muslim Hijabelle Boutique in Palembang city Jl. Jenderal Ahmad Yani, 9/10 Ulu, Seberang Ulu I District, 3.2 Palembang City, South Sumatra 30111.

Research Methods

This study uses a qualitative method with a descriptive approach. The qualitative descriptive approach was chosen because it allows researchers to explore in depth the process of implementing marketing strategies and their impact on customer loyalty, through in-depth interview and observation techniques. This research is descriptive, which aims to explain or describe variables that occurred in the past and present. The data obtained in this study is in the form of qualitative data.

Population and Sample

According to Sugiyono (2019), a population is a generalized area consisting of objects or subjects that have certain characteristics and qualities that are set by researchers to study and then drawn conclusions. According to Sugiyono (2019), Samples are part of the number and characteristics possessed by a population. If the population is too large and cannot be studied as a whole, for example due to time or resource constraints, then the researcher can take a portion of the population as a sample to represent the whole. Respondents To obtain



representative data, the sample in this study was randomly selected. Therefore, the technique used in determining the sample is random sampling.

In this study, the researcher involved 100 respondents who were the people of Palembang City, especially those who lived permanently in the area. The respondents in this study were taken from the number of customers who visited. This data is taken from the last 2 months, namely March 2025, April 2025.

Data Collection Sources and Techniques

In this study, the authors used several techniques to obtain and collect the necessary data. Referring to the opinion of Sugiyono (2020), these techniques include:

a. Field Studies

1. Interview

That is a method of data collection that is carried out through direct interviews with parties who are considered relevant and can provide the information needed in the research

2. Observations

That is the method of data collection carried out through the process of direct observation and recording by the researcher of the symptoms or events being studied at the research location of the author's object.

3. Documentation

That is the method of data collection that is carried out by quoting and reviewing various records or documents related to the research topic, which are then processed into supporting data in the analysis and discussion process.

b. Literature Studies

It is a method of data collection that is carried out through a literature review of various sources relevant to the research object, such as theories studied in the Management Information Systems course, reference books, guidelines, and other literature related to the problem being researched.

Data Analysis Techniques

In this study, the data analysis technique uses the qualitative data analysis method of the Miles, Huberman, and Saldana model 45 Sugiyono (2019). This technique involves three main stages, namely data reduction, data presentation, and drawing conclusions or verification.

a. Data Reduction

Data reduction is the process of simplifying, selecting, and focusing data that has been collected from the results of interviews, observations, and documentation. In this study, the data obtained from informants will be reduced by selecting information that is relevant to Hijabelle Muslim's marketing strategy in maintaining customer loyalty.

b. Data Presentation

After reduction, the data that has been categorized will be presented in the form of a descriptive narrative. This presentation aims to provide a systematic overview of the marketing strategies implemented by Hijabelle Muslim, so as to provide a deeper understanding.

c. Conclusion Drawing and Verification

The last step is to draw conclusions based on the data that has been analyzed. The conclusions in this study are provisional, and will be verified repeatedly by comparing various data that have been collected. If the data obtained remains consistent, then final conclusions can be drawn as a result of the research.

To improve the validity of the data, this study also applies triangulation of sources and methods, by:

- a. Compare data from various informants (business owners, employees, and customers).
- b. Using more than one data collection technique (interviews, observations, and documentation).

This analysis technique is expected to be able to provide a comprehensive understanding of Hijabelle Muslim's marketing strategy in maintaining customer loyalty in Palembang City.

D. RESULTS AND DISCUSSION

Research Results

This research specifically aims to find out and describe in depth the marketing strategies applied by the Hijabelle Muslim boutique, a Muslim fashion retail business in Palembang City, in maintaining customer loyalty in the midst of the fierce competition in the modern Muslim fashion industry. "The main focus of this study is to examine how the marketing strategies implemented by Hijabelle Muslim – covering aspects of products, prices, promotions, venues, and services – contribute to building customer satisfaction, trust, and positive experiences that ultimately impact the creation of sustainable customer loyalty."

In order to achieve the research objectives, the researcher applied a qualitative approach using a descriptive type of research. This approach was chosen because it is able to uncover the meaning behind consumer behavior and business strategies that cannot be measured numerically. The descriptive qualitative approach focuses attention on the process, meaning, context, and interpretation of the marketing strategies used by boutiques, taking into account the experiences and views of various parties directly involved, such as business owners, employees, and customers.

In the data collection process, researchers use three main techniques, namely:

- 1) In-depth interviews with key informants consisting of boutique owners, two frontliner employees, and ten regular and new customers. This interview is designed in a semi-structured manner so that researchers can explore information freely while still focusing on the research variables.
- 2) Direct observation of promotional activities, interaction with customers, as well as the atmosphere and service at the Hijabelle Muslim store. Observations were made during several visits to obtain valid and consistent data.
- 3) Documentation, in the form of social media promotion archives, product brochures, customer testimonials, and records or photos of in-store activities related to marketing strategies.

After the data was collected, the researcher applied the interactive model data analysis technique developed by Miles, Huberman, and Saldana (in Sugiyono, 2019), which includes three main components, namely:

a. Data Reduction

The data reduction process is carried out by sorting out information based on its relevance to the research focus, namely marketing strategy. Here are some key points from the data reduction results:

1) Product Strategy

Hijabelle Muslim emphasizes the quality of materials, sharia but still fashionable designs, and a variety of products such as robes, hijab, and Muslim tops. This emphasis aims to meet the functional and emotional needs of modern Muslim consumers. This is in line with the opinion of Tjiptono (2016), that the success of a product is greatly influenced by how much the product is able to meet customer needs and preferences.

2) Pricing Strategy

Pricing is done with a competitive approach. Hijabelle Muslim products are sold at medium to upper prices but are considered commensurate with their quality. This strategy follows the concept of customer value, where customers are willing to pay more for quality and brand image (Kotler & Keller, 2020).



3) Promotion Strategy

Promotions are carried out intensively through social media (Instagram, TikTok), endorsements by local celebrities, and seasonal discounts (for example during Ramadan and Eid). The use of digital promotion shows the use of content marketing and influence-based marketing (influencer marketing) that is able to build emotional customer attachment.

4) Place Strategy (Distribution)

Hijabelle Muslim has offline stores in strategic locations in Palembang City, as well as utilizing online marketplaces such as Shopee and Tokopedia to reach a wider range of consumers. This reflects an omnichannel strategy (Smith & Zook, 2019).

5) Service Strategy

Responsive customer service, membership programs, and after-sales service (return of damaged items, size consultation) are among the important strategies in building loyalty. This supports the theory of service excellence (Maulyan et al., 2022) which states that high-quality service will create a positive customer experience.

b. Data Presentation

Based on the data that has been reduced, the following are the findings presented in narrative form:

1) Customer Satisfaction

Most customers expressed satisfaction with Hijabelle Muslim products. The quality of materials and the design that is trendy but still sharia are the main reasons for repurchases. This shows that the product strategy has been working effectively.

2) Perception of Price

The customer states that the price is in accordance with the quality. This reinforces the principle of value perception in marketing, where price is not the only major consideration.

3) Social Media Effectiveness

Promotion through Instagram and TikTok is considered very effective in shaping brand perception and expanding market reach. Content that is consistent, interactive, and in accordance with Islamic values makes Hijabelle Muslim relatable to the target market.

4) Shopping Convenience

Both offline and online stores provide convenience for customers. Some customers state that the ease of returning items increases trust in the brand.

5) Customer Engagement

Loyalty programs such as giveaways, discounts on multiple purchases, and interactive content drive customer engagement. This is in accordance with Kotler's (2020) theory which states that engagement is the key to maintaining loyalty.

c. Conclusion Drawing and Verification

Based on the results of the research, it can be seen that the marketing strategy implemented by Hijabelle Muslim has succeeded in maintaining customer loyalty. This is evidenced by the following indicators:

1. There are repeat purchases from existing customers.
2. Customers recommend Hijabelle to others (word of mouth).
3. Customers are satisfied with the overall purchase experience (product, price, service).
4. Customers are actively involved in digital promotion activities (like, comment, share).

These findings have been verified through triangulation of sources and methods, namely by comparing data from business owners, employees, and customers as well as through interviews, observations, and documentation. The results show the consistency and strength of the data.

5. Questionnaire Answer Results

The following are the results of the questionnaire answers from customers of the Hijabelle Muslim Boutique in Palembang City:

Table of Customer Answer Results of Hijabelle Muslim Boutique Palembang City

No	Statement	Answer Options	
		Yes	No
1	The products offered by hijabelle muslim have good quality.	29	1
2	The size of clothing on the Muslim hijabelle is available quite diverse for various body types.	25	5
3	The design of hijabelle muslim products is attractive and in accordance with the development of trends.	29	1
4	The size of clothing on the Muslim hijabelle is available quite diverse for various body types.	25	5
5	The price of hijabelle muslim products is in accordance with the value and quality offered.	26	4
6	The price of hijabelle muslim products reflects the design and model of clothing that follows fashion trends.	28	2
7	The price of hijabelle muslim products is one of the main reasons in your purchase decision	26	4
8	Hijabelle muslim offline store has a strategic location and is easy to reach.	25	5
9	The process of buying hijabelle muslim products online is easy to do and not confusing.	27	3
10	Muslim hijabelle products can be accessed through online platforms such as marketplaces or social media.	26	4
11	Questions or complaints are responded to quickly and professionally by hijabelle muslim	27	3
12	The service provided by hijabelle muslim feels friendly and helpful.	26	4
13	The overall hijabelle muslim service makes you feel comfortable and want to go back to shopping.	27	3
14	Promotions carried out by hijabelle muslim make you more confident in products or services.	25	5
15	Discounts or special offers made by hijabelle muslim increase your satisfaction as a customer.	26	4
16	The information in the advertisement or promotion of hijabelle muslim looks trustworthy.	27	3
17	The marketing done by hijabelle muslim is in accordance with your real experience using the product.	28	2
18	Hijabelle Muslim's marketing strategy makes this product worthy of trust and recommendation.	30	0
19	Products/services are always available when you need them	24	6
20	Discounts and special offers make you repeat more often.	27	3

Source: Researcher-processed customer answers, 2025

Overall, Hijabelle Muslim has built a strong, trusted, and recommended brand image by consumers, mainly due to product quality, design, appropriate price, and good service. However, several aspects such as the availability of product sizes and stock are still important notes to be improved, in order to reach consumers more widely and evenly.



Discussion

The findings of this study show that Hijabelle Muslim's marketing strategy focuses on a combination of emotional and functional approaches in building customer loyalty. This is relevant to Assauri's (2020) theory which states that marketing strategies must include thorough planning that is integrated with the company's goals.

- a) **The Influence of Product Strategy on Customer Loyalty**
Product strategies that prioritize quality and Islamic values contribute greatly to customer satisfaction. This is in line with research by Jennifr & Laulita (2023) which states that product quality has a significant influence on customer loyalty, especially in the fashion industry.
- b) **The Influence of Price Strategies on Customer Confidence**
Competitive prices that are comparable to quality increase the perception of price fairness. Customers do not feel disadvantaged, thus strengthening trust in the brand.
- c) **The Role of Digital Promotion Strategies in Building Long-Term Relationships**
Promotional content through social media is not only informative, but also emotional and religious. This creates an emotional bonding that extends the customer lifecycle (customer lifetime value).
- d) **Effectiveness of Online and Offline Distribution**
Hijabelle Muslim's distribution strategy has adapted to the needs of the modern market, namely convenience and accessibility. Presence in various channels makes customers more flexible in shopping.
- e) **The Importance of Excellent Service and After-sales**
Good, responsive, and courteous service shows the Islamic values that the brand upholds, thus forming long-term trust. This reinforces the findings of Rukmaya & Maida (2023) about the importance of service in shaping perception and loyalty.
Overall, the marketing strategy implemented by Hijabelle Muslim has proven to be able to maintain customer loyalty in the midst of fierce competition in the Muslim fashion market in the city of Palembang.
- f) **Comparison with Previous Research**
This study examines the marketing strategy of Hijabelle Muslim in maintaining customer loyalty in Palembang City.

First, research by Saputra (2021) on "Marketing Strategies in Maintaining Customer Loyalty in Ampera Putra Tanjung Lima Kaum Tanah Datar Regency" shows that product and service strategies show a significant influence on customer loyalty. This finding is in line with the results of previous research, where product quality (comfortable materials, sharia design) and excellent service (responsiveness, friendliness, and loyalty program) are key factors that keep Hijabelle Muslim customers loyal. However, the striking difference lies in the use of digital media. Saputra's research emphasizes more on conventional approaches, while this research highlights the power of digital marketing (especially social media and endorsements) as a strategic instrument in building customer loyalty

Second, in Hasibuan's (2024) research entitled "Marketing Strategies in Maintaining Customer Loyalty of Motorcycle Spare Parts at the Rubiah Shop in Siraisan Village", the focus of the strategy is on prices and discount promotions to maintain customer satisfaction. The study also shows that loyalty can be improved through fair price perception and periodic promotions. These results are relevant to research on Muslim Hijabelle, where competitive pricing strategies and seasonal promotions (such as Ramadan and Eid) are used to attract and retain customers. However, different product contexts (Muslim fashion vs. motorcycle spare parts) affect the emotional approach in marketing strategies. In Hijabelle Muslim, an emotional and religious approach is an important part of the brand strategy that was not found in Hasibuan's research.

Third, research by Mudmainah (2019) regarding "Marketing Strategies in Maintaining Customer Loyalty at BMT Arsyada" emphasizes the importance of two-way communication and sharia services as the basis for building loyalty. This research has similarities with this research in terms of Islamic values that are the basis in service and marketing. At Hijabelle

Muslim, Islamic values are realized through sharia products and services in accordance with Islamic manners. Both show that in a business context that is close to religious values, the value-based marketing approach is very effective in creating customer loyalty.

Thus, compared to previous studies, this study makes a new contribution in terms of:

1. Emphasis on integrating digital marketing strategies with religious approaches,
2. The use of social media as a means of engagement and loyalty building, and;
3. A service strategy combined with technology-based loyalty programs (such as online discounts and quick responses via Instagram DMs).

This research enriches the treasure of literature by combining modern (digital) and traditional (direct service) approaches in maintaining customer loyalty in the Muslim fashion sector

E. CONCLUSION AND SUGGESTIONS

Conclusion

Based on the findings of the research that has been carried out regarding the marketing strategy of the Hijabelle Muslim boutique in maintaining customer loyalty in the city of Palembang, based on the description above, the conclusions that can be drawn are as follows:

- 1) Hijabelle Muslim's marketing strategy has proven to be effective in maintaining customer loyalty through an emotional and functional approach. This is evidenced through a comprehensive approach to the elements of the marketing mix (4P):
 - a. Product: Offering high-quality, comfortable Muslim women's clothing, with sharia design but still fashionable and trendy.
 - b. Price: Set competitive prices commensurate with quality, which gives consumers a perception of high value.
 - c. Promotion: Using digital marketing strategies through social media such as Instagram and TikTok, endorsements from local celebrities, and attractive seasonal discounts.
 - d. Venue: Combining offline stores with sales through online marketplaces, reaching local and out-of-region consumers.
- 2) The service provided by hijabelle muslim is one of the key factors in building customer loyalty. Friendly, responsive service, as well as membership programs, and after-sales service will increase consumer trust and comfort.
- 3) Hijabelle muslim mampu memadukan strategi konvensional dan modern secara harmonis, dengan tetap menjunjung nilai-nilai keislaman dalam setiap aspek bisnisnya. Pendekatan ini terbukti mampu menciptakan keterikatan emosional dan kepercayaan konsumen secara berkelanjutan.

Suggestion

From the results of the research and the conclusions that have been submitted, the author conveys some suggestions as follows:

- 1) Maintaining the quality of Muslim hijabelle products and designs is recommended to continue to maintain the quality of materials and designs that are sharia but remain fashionable in accordance with Muslim fashion trends. Product quality proves to be a major factor in customer satisfaction and repeat purchases.
- 2) Maintaining friendly and responsive service, fast and friendly customer service is the hallmark of this boutique. For this reason, companies need to maintain and improve service quality through employee training, periodic evaluations, and the provision of more optimal digital customer service.
- 3) Strengthening digital promotion strategies through social media has proven to be effective in reaching consumers. Muslim hijabelle is advised to be more consistent in producing creative, educational, and interactive content on platforms such as Instagram, TikTok, and WhatsApp Business to build stronger brand engagement.
- 4) Increasing product availability and size variation based on the results of the questionnaire, there are still customers who feel that product sizes are less varied and



the availability of goods is limited. Therefore, there is a need for stock management evaluation and product development in various sizes in order to reach all customer segments.

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