



**THE EFFECT OF ISLAMIC MARKETING ON CUSTOMER LOYALTY
MEDIATED BY CUSTOMER SATISFACTION A STUDY OF CHICKEN
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Abstract

The growing awareness among Muslim consumers regarding the significance of halal and ethical standards in food has prompted businesses, including poultry slaughterhouses, to integrate sharia-compliant principles into their marketing practices. This research investigates the influence of Islamic marketing on customer loyalty, considering customer satisfaction as a mediating factor. Employing a quantitative method, data were gathered from 155 purposively selected consumers in Surakarta who had purchased from chicken slaughterhouses. A structured questionnaire using a Likert Scale was utilized, and data were analyzed through the SEM-PLS technique. Findings reveal that while Islamic marketing exerts a positive yet statistically insignificant impact on customer loyalty, it significantly enhances customer satisfaction. Moreover, customer satisfaction positively and significantly influences loyalty and acts as a significant mediator between Islamic marketing and loyalty. This study provides theoretical contributions by expanding the scope of Islamic marketing studies in the primary food sector, as well as practical contributions in the form of recommendations for marketing strategies that are in accordance with Islamic values. The social implications are increased awareness of the importance of halal consumption and encouragement for local business actors to consistently implement business practices that are in accordance with sharia principles.

Keywords: Islamic Marketing, Customer Loyalty, Customer Satisfaction, Sharia Marketing, Chicken Slaughterhouse

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INTRODUCTION

In the competitive modern era, the food sector has experienced very rapid development, including in terms of chicken meat consumption (Laddha & Agrawal, 2024). Chicken meat represents a widely favored animal protein source among Indonesians due to its affordability and ease of preparation (Triwibowo et al., 2024). However, amidst this increase in consumption, the Muslim community, as the majority in Indonesia, is increasingly selective about the food products they consume, particularly concerning their compliance with halal standards ((Pereira et al., 2023). That is a challenge as well as an opportunity for business actors, especially chicken slaughterhouses, to ensure that their business processes not only prioritize efficiency but also pay attention to Sharia principles (Achmad et al., 2021).

The relevance of Islamic marketing continues to grow within the context of poultry slaughterhouses, because it emphasizes Islamic values such as honesty, fairness, responsibility, and benefits for consumers (Wuryaningrat et al., 2024). Its application includes slaughtering according to Sharia, transparency of product information, and ethical service (Agus Setyawan et al., 2020). This approach is believed to form a positive perception of the brand, because Muslim consumers prefer products that are not only of good quality, but also halal and thayyib (Indriana et al., 2022). Thus, Islamic marketing can increase trust, which in turn drives customer satisfaction and loyalty in the long term (Salehzadeh et al., 2023).

Customer satisfaction serves as a pivotal factor linking Islamic marketing to customer loyalty. According to Sambodo, (2021), satisfaction is defined as the result of customer evaluation of the suitability between expectations and the reality they experience after receiving a product or service. Customers perceive



that the chicken slaughterhouse operates in alignment with Islamic principles, maintains product quality, and provides good service; then their satisfaction with the service tends to increase (Sitthipon et al., 2022). In this context, Islamic marketing can be seen as a stimulus that produces satisfaction as a response from customers (Ashfaq et al., 2019).

Furthermore, satisfied customers tend to have a stronger relationship with the company (Nguyen et al., 2021). They not only repurchase but also tend to recommend the product to others. This is the basis of customer loyalty. Loyalty reflects not only repeat purchases but also emotional loyalty to a brand or service provider. For chicken slaughterhouses, having loyal customers is very important, considering the tight competition and the ease with which customers switch to other providers who offer lower prices or faster service (Kumar et al., 2022).

Prior research indicates that Islamic marketing positively influences customer loyalty (Raisa Putri, 2024). A study by Arifa & Sholahuddin, (2022) showed that sharia-based marketing has a significant effect on consumer loyalty in the halal food industry. However, many of these studies are still limited to the retail sector, halal restaurants, or Islamic financial institutions, while the chicken slaughterhouse sector is still rarely the object of research, even though it is an important part of the halal food supply chain (Sumadi, 2022).

The majority of prior studies highlight a direct link between Islamic marketing and customer loyalty, often overlooking satisfaction's mediating role, despite its recognized significance in loyalty formation within consumer behavior theory. Islamic marketing that is implemented well is not necessarily effective if it is not accompanied by customer satisfaction. In addition, previous research has focused on urban areas and modern service sectors, such as Islamic banking or e-



commerce, while the context of chicken slaughterhouses located in semi-urban or rural areas with different customer characteristics has rarely been studied. Therefore, this research addresses the existing gap by examining the impact of Islamic marketing and the mediating effect of satisfaction on customer loyalty within a traditional, community-oriented setting.

This study presents a novelty by combining three main variables: Islamic marketing as an independent variable, Customer satisfaction serves as a mediating variable, while customer loyalty functions as the dependent variable in the context of chicken slaughterhouses, an approach that has not been studied comprehensively. This study primarily examines the indirect influence of Islamic marketing on loyalty via customer satisfaction through a quantitative survey method. The findings aim to contribute theoretically to Islamic marketing development and offer practical insights for poultry slaughterhouse businesses in aligning marketing strategies with Islamic principles. For academics, this study broadens the understanding of the application of Islamic values in the traditional business sector, while for business actors, the results can be a reference for building an ethical and religious marketing system. Socially, this study supports increasing Muslim consumer awareness of the importance of halal and thayyib consumption, as well as being a means of education and strengthening demand for sharia-based products.

Given this background, it is clear that it is important to explore how Islamic marketing influences customer loyalty by fostering satisfaction, especially in the chicken slaughterhouse sector. This study is expected to be able to answer fundamental questions regarding the effectiveness of Sharia marketing in this sector and open up space for the development of a more applicable and



contextual Islamic marketing model. Furthermore, this research seeks to broaden the existing body of knowledge in Islamic marketing literature, which is currently still focused on large industries and has not touched much on the MSME sector or primary food service providers such as chicken slaughterhouses. Therefore, this study's findings are anticipated to advance theoretical discourse and holistically foster the growth of a Sharia-oriented people's economy.

LITERATURE REVIEW

Islamic Marketing

Islamic marketing refers to a strategic business approach that facilitates value creation and exchange between producers and stakeholders, aligned with Islamic contractual principles (Kartika, 2021). It involves fulfilling consumer needs through the distribution of halal products in accordance with Islamic ethical and legal standards (Aena Sari et al., 2025).

Customer Satisfaction

Customer satisfaction is an emotional response that arises after customers evaluate their experience with a product or service (Herman, 2022). Kotler and Keller (2016) define customer satisfaction as the emotional response resulting from comparing perceived performance to prior expectations (Antaiwan Bowo, 2023). Satisfaction arises when performance meets expectations, while exceeding them leads to delight, and falling short results in dissatisfaction (Ali et al., 2021).

Customer Loyalty

Customer loyalty is the desire of customers to repurchase goods or services provided by a producer (Sambodo, 2021). Customer loyalty refers to the enduring commitment of a consumer to repeatedly choose a favored product or service



over time, regardless of external influences or rival marketing strategies (Nuryulia Praswati & Ningsih, 2024). Customer loyalty is reflected in repeat purchasing behavior, resistance to competitor influence, and the tendency to recommend the product to others (Tjahjaningsih et al., 2020).

RESEARCH METHOD

In this study, a quantitative method was used. With the data source of this study in the form of primary data obtained by the survey method (Sekaran & Bougie, 2016). The survey involved distributing questionnaires to individuals who had purchased from chicken slaughterhouses, focusing on the impact of Islamic marketing on customer satisfaction and loyalty.

In this research, the sampling method used is the purposive method, where the sample is selected by considering several factors and analysis using several variables (such as correlation or multiple regression) The sampling process ensures that the sample size is at least 5 to 10 times the number of indicators. Primary data serve as the main information source, gathered via respondents' answers to a closed-ended questionnaire.

Data were collected through questionnaire distribution, structured using a Likert scale format, which generally uses an interval scale. In statistical analysis of data using the SEM PLS method (Achmad & Kuswati, 2021). SEM-PLS analysis involves assessing the outer model for indicator validity and reliability using loading factors, AVE, composite reliability, and Cronbach's alpha, while the inner model evaluates latent construct relationships via R^2 , F^2 , and Q^2 . Hypotheses are tested based on t-statistics (> 1.96) or p-values (< 0.05) to determine significance.

RESULTS AND DISCUSSION

Outer Model Analysis

This study employs Partial Least Squares (PLS) analysis using SmartPLS 3.2 for hypothesis testing. The tested model scheme is illustrated below.

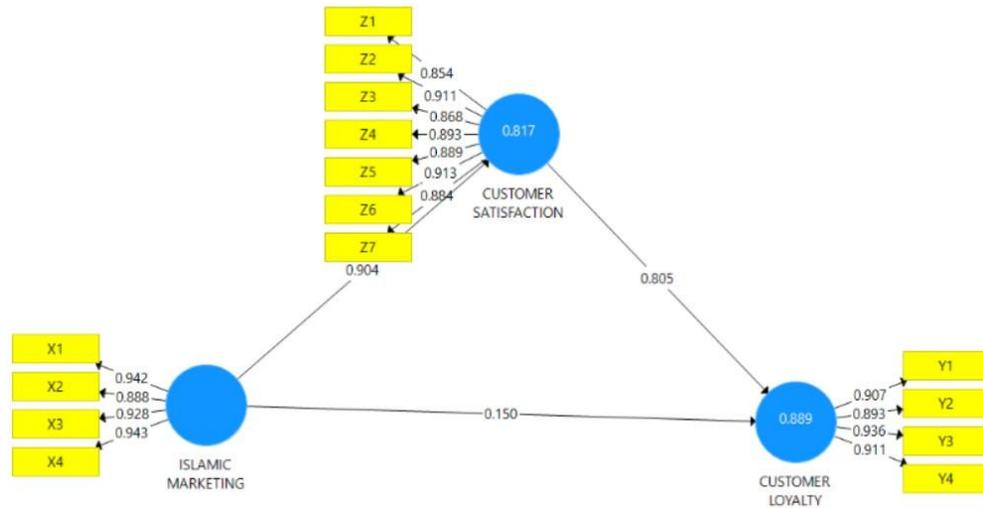


Figure 1.
Outer Model

Outer model testing aims to assess the relationship specifications between latent constructs and their indicators, encompassing both validity and reliability evaluations.

Convergent Validity

An indicator demonstrates adequate convergent validity when its outer loading exceeds 0.7. The following table presents the outer loading values for each indicator across the study variables.

Table 1.
Outer Loading Values

Variable	Indicator	Outer Loading
Islamic Marketing (X)	X.1	0,942
	X.2	0,888



	X.3	0,928
	X.4	0,943
Customer satisfaction (Z)	Z.1	0,854
	Z.2	0,911
	Z.3	0,868
	Z.4	0,893
	Z.5	0,889
	Z.6	0,913
	Z.7	0,884
Customer Loyalty (Y)	Y.1	0,907
	Y.2	0,893
	Y.3	0,936
	Y.4	0,911

Source: Processed primary data (2025)

Referring to Table 1, all indicator outer loadings exceed 0.7. Nonetheless, Chin (1998) asserts that loadings between 0.5 and 0.6 are adequate for convergent validity. Since no indicators fall below 0.5, all are deemed valid and suitable for subsequent analysis.

Discriminant Validity

Discriminant validity is evaluated by ensuring the Average Variance Extracted (AVE) exceeds 0.5, indicating adequate convergent validity (Fornell & Larcker, 1981). The AVE scores for each variable in this study are as follows:

Table 2.
Values Average Variance Extracted

Variable	AVE (Average Variance Extracted)	Description
Islamic Marketing (X)	0.857	Valid
Customer satisfaction (Z)	0.788	Valid
Customer Loyalty (Y)	0.831	Valid

Source: Processed primary data (2025)

Table 2 indicates that all variables exhibit an AVE (Average Variance Extracted) exceeding 0.5, with Islamic Marketing at 0.857, Customer Satisfaction



at 0.788, and Customer Loyalty at 0.831. These values confirm the discriminant validity of each construct.

Reliability Test

Reliability reflects the consistency and stability of an instrument in measuring a construct (Abdillah & Hartono, 2015). This study employed Composite Reliability and Cronbach's Alpha. A construct is considered reliable if its composite reliability exceeds 0.7 and its Cronbach's Alpha value is above 0.60 (Cronbach, 1951).

Table 3.
Reliability Test

Variable	Composite Reliability	Cronbachs Alpha
Islamic Marketing (X)	0.960	0.944
Customer satisfaction (Z)	0.963	0.955
Customer Loyalty (Y)	0.952	0.932

Source: Processed primary data (2025)

As presented in Table 3, all research variables demonstrate composite reliability values exceeding 0.7, Islamic Marketing (0.960), Customer Satisfaction (0.963), and Customer Loyalty (0.952), indicating strong reliability across constructs. Similarly, Cronbach's alpha values for all variables surpass 0.6, confirming that the reliability criteria are fulfilled.

Inner Model Analysis

This section outlines the results of the goodness-of-fit assessment, path coefficient evaluation, and hypothesis testing.

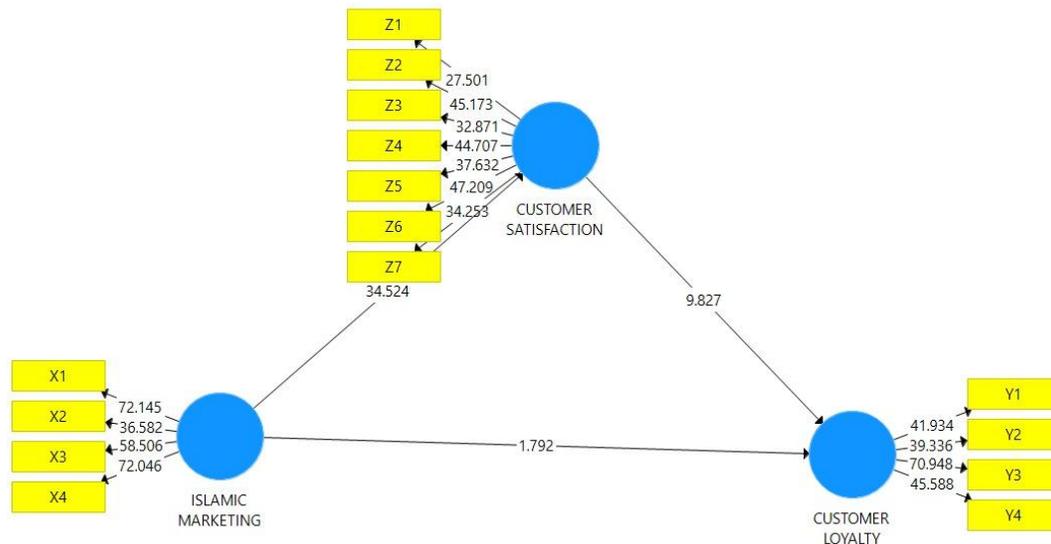


Figure 2.
Inner Mode

The inner model assesses the effect between latent constructs. This evaluation involves three key analyses: R^2 (coefficient of determination), Goodness of Fit (GoF), and path coefficients.

Goodness of fit Test

Structural model assessment examines the associations among latent and manifest variables, including predictors, mediators, and outcomes within a unified framework. The GoF analysis includes two components, primarily the R^2 value, which reflects the explanatory power of exogenous variables on endogenous ones. Higher R^2 values indicate stronger explanatory capacity. According to Ghozali (2015), R^2 values of 0.75, 0.50, and 0.25 suggest strong, moderate, and weak models, respectively. The following section presents the determination coefficients for this study.

Table 4.
R-Square Value

	R-Square	R-Square Adjusted
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Customer satisfaction (Z)	0,817	0,816
Customer Loyalty (Y)	0,889	0,887

Source: Processed primary data (2025)

Referring to Table 4, the R-Square value indicates that Islamic marketing accounts for 81.7% of the variance in customer satisfaction and 88.9% in customer loyalty, both reflecting strong relationships.

Hypothesis Testing

Direct Effect

Table 5.
Path Coefficient (Direct Effect)

	Hypothesis	Original Sample	t-Statistics	P Values	Description
Islamic Marketing -> Customer Loyalty	H1	0,150	1,792	0,052	Positive Not Significant
Islamic Marketing -> Customer Satisfaction	H2	0,904	34,524	0,000	Positive Significant
Customer Satisfaction -> Customer Loyalty	H3	0,905	9.827	0,000	Positive Significant

Source: Processed primary data (2025)

Referring to Table 5, the first hypothesis examines the impact of Islamic Marketing on Customer Loyalty, yielding a t-value of 1.792, a coefficient of 0.150, and a p-value of 0.052. As the t-value is below 1.96 and the p-value exceeds 0.05, the effect is positive but statistically insignificant. The second hypothesis assesses the relationship between Islamic Marketing and Consumer Satisfaction, showing a t-value of 34.524, a coefficient of 0.904, and a p-value of 0.000, indicating a strong and significant positive effect. The third hypothesis evaluates the influence of



Consumer Satisfaction on Customer Loyalty, with a t-value of 9.827, a coefficient of 0.905, and a p-value of 0.000, confirming a significant positive relationship.

Indirect Effect Test

The subsequent phase involves assessing the indirect effect, as indicated by the Specific Indirect Effect results. A p-value below 0.05 denotes statistical significance.

Table 6.
Specific Indirect Effect

	Hypothesis	Original Sample	t-Statistics	P Values	Description
Islamic Marketing -> Consumer Satisfaction -> Customer Loyalty	H4	0.728	9,855	0,000	Positif Signifikan

Sumber : Data primer yang diolah, (2024)

Referring to Table 6, the fourth hypothesis examines the mediating role of Consumer Satisfaction in the relationship between Islamic Marketing and Customer Loyalty. The results show a t-statistic of 9.855, a path coefficient of 0.728, and a p-value of 0.000. As the t-statistic exceeds 1.96 and the p-value is below 0.05, it confirms that Islamic Marketing positively and significantly influences Customer Loyalty through the mediation of Consumer Satisfaction.

The Influence of Islamic Marketing on Customer Loyalty

The study reveals that Islamic marketing positively affects customer loyalty, though insignificantly. Despite promoting values like honesty, transparency, fairness, and social responsibility, its impact remains insufficient to significantly drive loyalty. This is supported by a t-statistic of 1.792 and a p-value of 0.052, falling short of statistical significance.



Several factors can explain this insignificance. First, it is likely that consumers do not fully understand or are aware of the implementation of Islamic marketing carried out by business actors, so that these values have not become a meaningful differentiator in forming loyalty. Secondly, customer loyalty is more significantly shaped by elements like product quality, pricing, service convenience, and emotional brand attachment than by religious values alone. This aligns with Mathew (2022) and Khan et al. (2021), who found that Islamic marketing fosters loyalty only when accompanied by strong customer satisfaction and trust.

Implicitly, these results indicate that the implementation of Islamic marketing must be carried out comprehensively and communicated clearly to customers in order to create a real impact on loyalty. Simply implementing sharia principles without building consumer understanding of these values is not enough to produce long-term, loyal relationships. Therefore, it is important for business actors to integrate this ethical approach with superior service strategies and consistent customer experiences.

The Influence of Islamic Marketing on Consumer Satisfaction

The study reveals that Islamic marketing significantly enhances consumer satisfaction (coefficient = 0.904; $t = 34.524$; $p < 0.001$), indicating that greater adherence to principles like honesty, fairness, social responsibility, and ethical service corresponds with increased satisfaction among chicken slaughterhouse customers. Consumer satisfaction in this context is formed because customers feel a match between expectations of Islamic values and the actual experience they get in the purchasing process. Muslim consumers not only assess products from the aspect of quality, but also consider the integrity of service providers in



maintaining halal values, clarity of information, and fairness in transactions. This aligns with Kotler and Keller's (2016) view that satisfaction emerges from comparing expectations with actual experiences.

Supporting this, prior research (Salehzadeh et al., 2023; Annisa Qurrata et al., 2021) indicates that marketing aligned with Islamic principles enhances trust and comfort, thereby elevating consumer satisfaction. In the halal food sector, where spiritual and ethical aspects are highly considered, the implementation of Islamic marketing has proven to be a determining factor in building a positive perception of the company.

The implication of these results is that Islamic marketing is not only a differentiation tool in marketing strategy, but also serves as an effective approach in creating a satisfying customer experience. Therefore, business actors need to apply these principles consistently in all aspects of marketing, from the production process, promotion, to service, in order to have a positive impact on consumer perception and satisfaction.

The Influence of Consumer Satisfaction on Customer Loyalty

The study reveals a significant and positive impact of consumer satisfaction on customer loyalty ($t = 9.827$, $\beta = 0.905$, $p < 0.001$), indicating a strong association whereby increased satisfaction enhances brand loyalty. The high coefficient value also indicates that satisfaction is a key factor in forming customer loyalty in the context of chicken slaughterhouses.

This finding is in line with various previous studies, such as Sholahuddin & Saputri, (2020), Praswati et al., (2022) and Thi Hoai Nhung & Ngan, (2022) which states that satisfaction is the main prerequisite for forming customer loyalty because positive experiences encourage repeat purchases and



recommendations. Praswati et al. (2022) also emphasized that satisfaction increases emotional attachment to a brand, which has an impact on long-term loyalty. Research by Thi Hoai Nhung & Ngan (2022) also supports this finding, that satisfaction has a direct influence on loyalty in both the product and service sectors.

The practical implications of these results are very important for customer relationship management strategies. Companies must focus on increasing customer satisfaction through various aspects such as service quality, response speed, comfortable shopping experience, and consistency in meeting customer expectations. Loyalty is not only formed through promotions or prices, but through the creation of ongoing positive experiences, which make consumers feel valued and trust the brand or service provider.

The Influence of Islamic Marketing on Customer Loyalty Mediated by Consumer Satisfaction

This research investigates the mediating role of consumer satisfaction in the link between Islamic marketing and customer loyalty. The analysis reveals a t-statistic of 9.855, a path coefficient of 0.728, and a p-value of 0.000. As the t-statistic exceeds 1.96 and the p-value falls below 0.05, Islamic marketing is found to significantly and positively impact customer loyalty through consumer satisfaction. In other words, the application of Islamic marketing principles will be more effective in building customer loyalty if it first increases consumer satisfaction. These results indicate that consumer satisfaction plays an important role as a bridge or connecting mechanism between perceptions of Islamic Marketing and consumer decisions to remain loyal to a brand or company.



This result aligns with prior research (Kim et al., 2021; Jalil et al., 2020; Rahman, 2019), which emphasizes that in Islamic marketing, customer satisfaction primarily drives loyalty, as consumers perceive their ethical and religious values to be respected by the company. In addition, research by Jalil et al. (2020) shows that Islamic Marketing has a strong indirect influence on loyalty through increasing consumer satisfaction, especially in the Muslim consumer segment who pay attention to spiritual values in making consumption decisions. Similar results were also found by Rahman (2019), who stated that trust and satisfaction formed from Islamic marketing practices are dominant factors in forming brand loyalty in the halal product and sharia-based service sectors.

The implications of these findings are very important for companies targeting the Muslim market. To build customer loyalty, companies must not only apply the principles of Islamic Marketing, but must also ensure that these values are felt in real terms in the consumption experience. This includes transparency, fairness, honesty, and responsibility throughout the marketing process. By providing a satisfying experience that is in accordance with Islamic teachings, customer loyalty can be formed stronger and more sustainable.

CONCLUSION

This research investigates the impact of Islamic marketing on customer loyalty, with customer satisfaction serving as a mediating factor within chicken slaughterhouse settings. The findings reveal that while Islamic marketing does not significantly influence loyalty directly, it significantly enhances customer satisfaction, which in turn strongly affects loyalty. Moreover, satisfaction significantly mediates the relationship between Islamic marketing and loyalty.



Thus, applying Islamic marketing principles proves more effective when it prioritizes customer satisfaction, as it plays a crucial role in fostering sustained loyalty.

However, this study has several limitations. First, the scope of the research area is limited to Surakarta so that the results cannot be generalized to other areas. Second, the approach used is purely quantitative, without exploring consumer perceptions qualitatively. Third, the research model only relies on three main variables without involving external factors such as religiosity level, trust, or perception value.

This study yields both theoretical insights and practical applications. Theoretically, this study expands the application of the Islamic marketing model to a traditional sector that has not been widely studied, namely chicken slaughterhouses. Practically, these results serve as guidelines for business actors to apply Islamic values authentically and sustainably, because customer satisfaction has proven to be the main key to building loyalty. For further research, it is recommended that the scope of the area be expanded to various regions with different consumer characteristics. Researchers are also advised to combine quantitative and qualitative approaches so that a deeper understanding can be obtained. In addition, adding variables such as religiosity, trust, and perceived value offers a deeper insight into the linkage between Islamic marketing and customer loyalty.

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