
THE INFLUENCE OF SYARIAH BUSINESS PRODUCT QUALITY IN INCREASING COMPANY SALES VOLUME

¹Yuni Mayanti, ²Jujun Jamaludin, ³Putri Zafira Ruhliandini, ⁴Diki Ahmad,
⁵Yasir Muharram Fauzi

¹³⁵Universitas Ma'soem, Indonesia

²UIN Sunan Gunung Djati Bandung, Indonesia

⁴STIEBS Nahdlatul Ulama Garut, Indonesia

Email: yunimayanti@masoemuniversity.ac.id

Abstract

This study aims to analyze the effect of product quality in sharia business on increasing the company's sales volume. This study uses a library research method, namely by reviewing various sources of literature such as books, scientific journals, articles, and research reports that are relevant to the topic. Through a descriptive qualitative approach, this study examines various theories and previous findings related to product quality management, quality improvement strategies, and consumer behavior in the context of sharia business. The results of the study indicate that product quality has a central role in shaping positive consumer perceptions of the brand and sharia values carried by the company. Consumers who are satisfied with product quality tend to have high loyalty and make repeat purchases, and recommend the product to others. In addition, the application of sharia principles such as honesty, transparency, and social responsibility in the production and marketing processes also strengthens the company's positive image in the eyes of the public. The strategy of improving product quality that is carried out continuously is the main key to expanding the market and increasing sales volume. Thus, the results of this study are expected to be a reference for sharia business actors to focus more on quality as the main foundation in achieving competitive and sustainable growth.

Keywords: Product Quality, Sharia Business, Consumer Loyalty, Sales

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk dalam bisnis syariah terhadap peningkatan volume penjualan perusahaan. Penelitian ini menggunakan metode studi pustaka (library research), yaitu dengan mengkaji berbagai sumber literatur seperti buku, jurnal ilmiah, artikel, dan laporan penelitian yang relevan dengan topik. Melalui pendekatan kualitatif deskriptif, penelitian ini menelaah berbagai teori dan temuan terdahulu terkait manajemen kualitas produk, strategi peningkatan mutu, serta perilaku konsumen dalam konteks bisnis syariah. Hasil penelitian menunjukkan bahwa kualitas produk memiliki peran sentral dalam membentuk persepsi positif konsumen terhadap merek dan nilai-nilai syariah yang diusung perusahaan. Konsumen yang merasa puas dengan kualitas produk cenderung memiliki loyalitas yang tinggi dan melakukan pembelian ulang, serta merekomendasikan produk tersebut kepada orang lain. Selain itu, penerapan prinsip-prinsip syariah seperti kejujuran, transparansi, dan tanggung jawab sosial dalam proses produksi dan pemasaran juga memperkuat citra positif perusahaan di mata masyarakat. Strategi peningkatan kualitas produk yang dilakukan secara berkelanjutan menjadi kunci utama dalam memperluas pasar dan meningkatkan volume penjualan. Dengan demikian, hasil penelitian ini diharapkan dapat menjadi rujukan bagi pelaku bisnis syariah untuk lebih fokus pada kualitas sebagai pondasi utama dalam mencapai pertumbuhan yang kompetitif dan berkelanjutan.

Kata Kunci: Kualitas Produk, Bisnis Syariah, Loyalitas Konsumen, Penjualan

INTRODUCTION

In an era of increasingly tight business competition, product quality is one of the crucial factors that determine a company's success in attracting and retaining customers. Sharia business, which is growing rapidly in Indonesia, is not only oriented towards financial gain, but also places Islamic values as the foundation in every aspect of its business (Rayadi, 2025), including in terms of product quality. Product quality in sharia business includes product conformity with sharia principles, halal, honesty in the production process, and quality that can meet consumer expectations (Ernawati et al., 2025). This condition requires sharia companies to continue to improve the quality standards of their products in order to compete with conventional businesses while maintaining the trust of Muslim consumers who pay close attention to sharia aspects in their transactions.

However, in practice, many sharia companies face challenges in maintaining and improving product quality consistently. These obstacles include limited resources, lack of product innovation, and an uneven understanding of the importance of quality standards in accordance with sharia (Istiqomah, 2025). As a result, the products produced are sometimes not able to meet market expectations, resulting in low sales volume. In fact, high sales volume is a major indicator of business success because it shows the attractiveness of the product and the level of consumer satisfaction (Roynaldus A. K. Agung et al., 2023). Therefore, product quality management in sharia business is not only an operational need, but also an important strategy to maintain and develop an increasingly competitive market share.

In addition, sharia business consumers tend to be more selective in choosing products because they prioritize halal and blessed aspects in every purchase (Jannah, 2024). This puts additional pressure on companies to not only focus on the physical quality of the product, but also the spiritual and ethical aspects inherent in sharia business. Superior product quality will create added value and build a positive image of the company in the eyes of consumers, thereby increasing loyalty and driving sales volume growth (Yunaida, 2017). On the other hand, products that fail to meet quality standards not only lose potential sales, but can also damage the company's reputation which is difficult to repair in the long run (Yunaida, 2017). Therefore, improving product quality in sharia business must be managed in an integrated manner, involving the entire process from design, production, distribution, to after-sales service. Several studies have shown that product quality has a significant influence on consumer purchasing decisions and overall sales volume.

In the context of sharia business, this is increasingly relevant because consumers want products that are not only good in terms of material, but also in accordance with religious values. Therefore, sharia companies must be able to develop products that meet both aspects by prioritizing innovation, halal certification, and transparency in the production process. This step will strengthen consumer confidence and open up opportunities to expand the market, both nationally and internationally (Camelia et al., 2024). However, research that examines in depth

the relationship between the quality of sharia business products and sales volume is still limited, so a comprehensive study is needed to provide a clearer picture and practical solutions for business actors.

Based on that, this study aims to analyze the influence of sharia business product quality on increasing the company's sales volume. By understanding the product quality factors that contribute most to increasing sales, it is hoped that companies can formulate effective strategies in managing product quality while strengthening their position in the market. This study is also expected to provide practical recommendations for sharia business actors in increasing competitiveness through developing quality products that are in accordance with sharia principles.

METHODOLOGY

This study uses a library research method, namely by collecting and analyzing data from various relevant literature such as books, scientific journals, articles, and other documents that discuss product quality and sharia business. This method was chosen because it is appropriate to theoretically explore the relationship between product quality in sharia business and increasing sales volume. This study explores the concept of product quality, sharia principles in business, Muslim consumer behavior, and sales increase strategies through an Islamic approach. The steps of the library study include literature identification, data recording, content analysis, and drawing conclusions based on the synthesis of information from various sources. The goal is to gain an in-depth understanding of the importance of product quality as a key factor in building consumer trust, increasing loyalty, and driving sustainable sales growth of sharia-based companies.

RESULT AND DISCUSSION

The Role of Product Quality in Building Consumer Trust and Loyalty in Sharia Business

The role of product quality in building consumer trust and loyalty in sharia businesses is very crucial, considering that sharia businesses are not only oriented towards financial profit alone, but must also uphold Islamic principles that prioritize honesty, justice and blessings (Rayadi, 2025). Product quality in the context of sharia business includes various aspects, starting from the halalness of materials and production processes, product quality, to compliance with sharia principles accepted by the Muslim community. Product quality in the context of sharia business includes various aspects, starting from the halalness of materials and production processes, product quality, to compliance with sharia principles accepted by the Muslim community (Adi et al., 2025). Sharia business consumers tend to be more selective in choosing products because they not only want economic benefits, but also ensure that the products they consume or use do not violate religious rules (Jannah, 2024). Therefore, product quality is the main foundation that is able to foster consumer trust in the company (Yunaida, 2017), so they feel

confident that the product is not only halal according to sharia, but also of high quality and provides real added value.

This consumer trust is a very important social capital in sharia business because it creates long-term relationships between companies and customers. Consumers who believe in the quality of the product will feel comfortable and safe in making repeat purchases, thus creating ongoing loyalty (Oktaviani, 2019). This consumer loyalty is very valuable because it can reduce the marketing and promotion costs that the company must spend, while increasing sales volume through word of mouth recommendations (Salwa, 2019). In the context of sharia business, trust and loyalty are not only based on material aspects and profits, but also on the spiritual dimension that demands honesty and integrity from business actors. Therefore, maintaining product quality in accordance with sharia values will strengthen the company's position in the eyes of Muslim consumers and improve the overall business reputation (Lestari, 2024).

In addition, well-maintained product quality has a positive effect on consumer perception of the brand and company image. High-quality products will lead to greater satisfaction, which in turn increases the likelihood of consumers remaining loyal and making repeat purchases (Isyanto & Wijayanti, 2022; Ramadhani et al., 2021; Rayadi, 2025; Talahatu, 2024). This satisfaction is also closely related to the consumer experience who feel they have received a product that meets their promises and expectations, both in terms of function, packaging, and sharia aspects. In sharia business, products that meet sharia quality standards not only meet technical aspects but also meet the spiritual needs of consumers (Ernawati 2025). This differentiates sharia businesses from conventional businesses and is a major attraction for markets that prioritize religious values in making purchasing decisions.

In addition to maintaining product quality, sharia business companies need to communicate transparently and educate consumers about the advantages of their products and their commitment to sharia principles. Clear and easily accessible information about halal certification, production processes, and Islamic values applied in products will further strengthen consumer trust (Rahma, 2024). With effective communication, consumers feel valued and empowered to make decisions that are in line with their beliefs, which then fosters deeper loyalty. This process is important because in sharia business, consumer loyalty is not only formed from product satisfaction but also from shared values and beliefs that are upheld by both parties.

Overall, the role of product quality in building consumer trust and loyalty in sharia business is very fundamental. Good product quality and in accordance with sharia principles are a guarantee for consumers that the products they use or consume not only meet worldly standards, but also in accordance with religious guidance. The trust and loyalty built from this quality not only support increased sales volume, but also strengthen the company's position in the increasingly competitive sharia market. Therefore, sharia business companies must continue to strive to maintain and improve product quality consistently as part of a sustainable and ethical business strategy.

Product Quality Management and Improvement Strategy in Sharia Business to Increase Competitiveness and Sales

The strategy of managing and improving product quality in sharia business has a central role in increasing competitiveness and encouraging sustainable sales volume growth. In the context of sharia business, product quality is not only assessed from technical aspects such as raw materials, production processes, and end results, but also from compliance with sharia principles including halal, thayyib (good and beneficial), and Islamic business ethics (Rayadi, 2025). Therefore, the strategy for improving product quality in sharia business must reflect the integration between managerial innovation and strong sharia compliance, so that the products produced are not only functionally superior but also have high spiritual value in the eyes of Muslim consumers.

The first step in managing product quality is to ensure that the entire product supply chain complies with halal standards. This includes the selection of raw materials that are guaranteed to be halal, a production process that is clean from contamination of impurities or haram materials, and the existence of halal certification from recognized institutions such as MUI (Talahatu, 2024). In practice, companies need to conduct regular audits of all processes and partners to ensure that halal standards are always maintained. This step is important because Muslim consumers have high sensitivity to the products they consume, and violations of halal principles can permanently damage trust.

Furthermore, companies need to implement the principle of total quality management (TQM) which prioritizes comprehensive and continuous quality improvement (Baihaqi & Yasin, 2024). This approach involves all elements of the organization, from top management to front-line employees, in an effort to maintain and improve product quality. In sharia business, TQM must be combined with Islamic values such as amanah, ihsan, and honesty, so that the process of improving quality is not merely technical but also becomes part of moral and spiritual responsibility. This will create a productive and worship-worthy work culture, which in turn will strengthen the company's position in the competitive sharia market (Fuad et al., 2025).

Another strategy that can be implemented is product innovation based on the needs of Muslim consumers that continue to grow. This innovation does not only include improving the taste, packaging, or features of the product, but also responding to the halal lifestyle trend (Firdaus, 2023), such as halal healthy food trends, halal cosmetics, or Muslim fashion that is sharia-compliant yet fashionable. Through in-depth market research, companies can understand consumer preferences and develop products that are not only in accordance with Islamic values, but also follow the times (Firdaus, 2023). Thus, product quality is not only maintained, but also relevant and attractive to a wider target market, including the younger generation of Muslims who are aware of the importance of sharia-compliant consumption.

Copyright © 2025 The Authors. Published by Gunung Djati Conference Series This is open access article distributed under the CC BY 4.0 license - <https://creativecommons.org/licenses/by/4.0>

In addition to innovation, marketing communications must also strengthen the image of the quality and sharia value of the product. Companies need to use effective and honest media to convey the advantages of their products, both in terms of technical quality and sharia. Detailed explanations of the halal process, product added value, and social benefits of consuming sharia products will help build consumer awareness and loyalty (Rahma, 2024). Digital media and sharia e-commerce platforms can be utilized optimally to reach consumers with educational and transparent information, as well as provide a shopping experience that is in accordance with sharia principles. Improving product quality in sharia businesses must also be supported by adequate human resource training. Employees must be given an understanding of the importance of quality and sharia values in every aspect of their work (Indriani, 2020). Continuous education on the principles of halal, thayyib, and ethical responsibility in production and service will create a competent and integrated team. This is important because product quality is greatly influenced by the quality of the people involved in the production process.

By implementing a product quality management and improvement strategy that is integrated between technical aspects and sharia principles, sharia business companies can significantly increase their competitiveness. High-quality and sharia-compliant products will be more easily accepted by Muslim consumers, which will ultimately increase sales volume and strengthen the brand's position in the market. Moreover, the company will build long-term trust and loyalty from its consumers, which are the main assets in a value-based business such as a sharia business

CONCLUSION

Based on the discussion above, it can be concluded that the use of influencers in marketing Islamic banking products has a major strategic role in increasing brand awareness and customer trust. However, the success of this strategy is highly dependent on the ability of banking institutions to manage various challenges, especially related to the suitability of values, influencer credibility, marketing ethics, and compliance with applicable regulations. It is important for Islamic banking to conduct strict selection, provide education and training to influencers, and implement consistent supervision to maintain the integrity of marketing communications in accordance with Islamic principles. In addition, the development of standard operating procedures and systematic evaluations need to be carried out so that the positive impact of using influencers can be optimized. With the right and responsible approach, influencers can be an effective tool to strengthen the image and appeal of Islamic banking products without sacrificing religious values and customer beliefs.

REFERENCES

1. Adi, A., Julaihah, U., & Asnawi, N. (2025). *Kajian Makanan Halal dan Industri Fashion Dalam Tinjauan Konsumsi Islam*. 10(Maret), 36–45.
2. Anita Rizkia Rahma, R. R. P. (2024). Overcoming Barriers to Improve Halal Compliance in Indonesia. *Indonesian Journal of Law and Economics Review*, 9(3), 1–24.

3. Baihaqi, A., & Yasin, M. (2024). Konsep Total Quality Management (Tqm) Dan Implementasi Konteks Pendidikan. *Jurnal Manajemen Pendidikan Islam*, 02(01), 1–12. <https://doi.org/10.57146/alwildan.v2i1.2033>
4. Camelia, I., Indriyani Achmad, L., Ainulyaqin, M., Edy, S., & Pelita Bangsa, U. (2024). Analisis Peran Sertifikasi Halal pada Bisnis UMKM Kabupaten Bekasi. *Jurnal Ilmiah Ekonomi Islam*, 10(02), 1474–1484. <http://dx.doi.org/10.29040/jiei.v10i2.13349>
5. Erni Ernawati¹, Muhammad Salman Al Farisi, E. H. (2025). Pengaruh Kualitas Produk dan Strategi Pemasaran Syariah Terhadap Keputusan Pembelian. *Journal Scientific of Mandalika*, 6(8), 2103–2116.
6. Erni Yunaida. (2017). Pengaruh Brand Image (Citra Merek) Terhadap Loyalitas Konsumen Produk Oli Pelumas Evalube di Kota Langsa. *Jurnal Manajemen Dan Keuangan*, 6(2), 801.
7. Firdaus, F. (2023). Implikasi Sertifikat Halal Dalam Manajemen Bisnis Industri Makanan Dan Minuman. *At-Tawazun, Jurnal Ekonomi Syariah*, 11(02), 39–54. <https://doi.org/10.55799/tawazun.v11i02.322>
8. Fuad, R. M., Ismuni, M., & Haryadi, R. N. (2025). Penerapan Kedisiplinan dan Budaya Kerja Islam serta Pengaruhnya terhadap Kinerja Karyawan : Studi Kasus CV Garmen Bogor. *AKADEMIK: Jurnal Mahasiswa Humanis*, 5(2), 949–960.
9. Indriani, S. (2020). *Pelatihan Dan Pengembangan Sumber Daya Manusia (Sdm) Divisi Marketing Pada Bank Syariah Mandiri Kc Bintaro*. Universitas Muhammadiyah Jakarta.
10. Istiqomah, N. (2025). *Analisis Penerapan Manajemen Keuangan Syariah dalam Perbankan Indonesia Berdasarkan Regulasi yang Berlaku*. 196–213.
11. Isyanto, P., & Wijayanti, K. (2022). Pengaruh Kualitas Pelayanan Dan Citra Merek Terhadap Kepuasan Pelanggan J&T Express Pada Masa Pandemi COVID-19. *Owner*, 6(2), 2101–2111. <https://doi.org/10.33395/owner.v6i2.818>
12. Jannah, D. F. (2024). *Pengaruh Label Halal, Etika Bisnis Islam, Dan Islamic Marketing Dalam Mempengaruhi Minat Beli Konsumen (Studi Kasus Rumah Makan Ayam Penyet Surabaya Di Purwokerto)*. Universitas Islam Negeri Prof. K.H. Saifuddin Zuhri.
13. Lestari, E. P. (2024). *Pengaruh Branding Terhadap Kepercayaan Konsumen Pada Produk Halal*. 3(1), 1–11.
14. Oktaviani, G. (2019). *Pengaruh Kepuasan Terhadap Loyalitas Pelanggan Pada Jasa PT. Gita Rifa Express (Studi Kasus Pengiriman Barang Daerah Batusangkar)*. Universitas Islam Riau Pekanbaru.
15. Ramadhani, F. S., Sinring, B., Ajmal, & Prihatin, E. (2021). Pengaruh Citra Merek dan Kualitas Produk Terhadap Keputusan Pembelian Alat Musik. *Center of Economic Students Journal*, 4(4), 415–422. <https://doi.org/10.56750/csej.v4i4.514>
16. Rayadi, A. R. (2025). Aspek Syariah dan Halal : Definisi, Etika Bisnis, Ciri Khas Bisnis, Akad, Kerjasama, dan Standar Operasional Prosedur Halal. *Kampus Akademik Publisng Jurnal Ilmiah Ekonomi Dan Manajemen*, 3(2), 372–381.
17. Roynaldus A. K. Agung, Antonius Philipus Kurniawan, & Paulus Juru. (2023). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan PT. Borwita Citra Prima Maumere. *Jurnal Projemen UNIPA*, 9(2), 18–31. <https://doi.org/10.59603/projemen.v9i2.42>
18. Salwa, E. (2019). *Analisis Faktor-Faktor Yang Mempengaruhi Loyalitas Pelanggan Pada Pt. Sumber Utama Nusantara*. Universitas Muhammadiyah Sumatera Utara Medan.

19. Talahatu, I. (2024). Pengaruh Kesadaran Merek, Asosiasi Merek, Kualitas Yang Dipersepsikan, Dan Citra Merek Terhadap Keputusan Pembelian Sabun Mandi Cair Di Kota Ambon. *Jurnal Administrasi Terapan*, 3(1), 315–322.