



The Influence of Customer Orientation, Promotion and Service on Customer Satisfaction

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ABSTRACT

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This study aims to analyze the influence of customer orientation, promotion, and service on customer satisfaction from a sharia perspective. The research adopts a quantitative approach, involving 150 respondents who have purchased products either directly or online. Data were collected through structured questionnaires and analyzed using Structural Equation Modeling (SEM) with the SmartPLS 4 software. The results reveal that customer orientation, promotion, and service each have a positive and significant effect on customer satisfaction. Furthermore, the findings underscore that incorporating Islamic principles such as honesty, responsibility, and quality service into business operations contributes to enhanced customer trust and satisfaction. Theoretically, this study supports the integration of Islamic business ethics in modern marketing strategies, demonstrating that sharia-compliant practices are not only spiritually aligned but also commercially viable. In an educational context, the findings provide valuable insights for business and economics educators, especially in Islamic higher education, to emphasize the relevance of ethical entrepreneurship and value-based service delivery. Teaching such approaches can foster the development of future business leaders who are both market-savvy and ethically grounded. This research highlights the strategic importance of aligning customer relationship management with faith-based values to achieve sustainable competitive advantage.

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INTRODUCTION

With intense competition among businesses, customer satisfaction plays a crucial role in retaining customers, improving financial performance, and ensuring business survival. Furthermore, satisfied customers can drive a company's growth by providing ideas and suggestions for improving product quality (Angelia & Rezeki, 2020). In an era of increasingly fierce business competition, customer satisfaction is a key factor in the success of any business,

including in the Muslim fashion industry. One approach to improving customer satisfaction is a customer-centric strategy, focusing on customer needs, desires, and expectations. This approach not only aims to increase customer loyalty but also to create long-term, mutually beneficial relationships between sellers and buyers (Santoso et al., 2024).

The rise of the hijab business has brought many changes to various sectors, both social and economic. However, further research is needed regarding customer orientation across various dimensions and indicators that significantly influence the sustainability and development of the hijab business. Customer satisfaction is key to business success, including in the hijab industry. The level of customer satisfaction is determined by the difference between expectations and perceived performance. If performance falls short of expectations, customers tend to be disappointed. If it meets expectations, they will be satisfied. However, if performance exceeds expectations, customers will be highly satisfied. Satisfied customers tend to be more loyal, less price-sensitive, and willing to provide positive reviews of the hijab businesses they trust (Puput Dewi Anggraeni & Tantri Adithia Sabrina, 2021). Customer orientation in this case refers to the store's efforts to proactively understand and meet customer needs, from providing quality products to providing friendly and professional service to customers.

According to Dodi Ria Atmaja (2024), customer orientation can be understood as an organization's focus on customer needs and satisfaction. Customer orientation is the process of collecting and fulfilling customer expectations, as well as applying customer information throughout the organization, followed by coordinated actions based on that knowledge. Customer orientation is basically divided into two parts: behavior-based orientation and attitude-based orientation. Behavior-based orientation is the ability or competence of salespeople in serving customers by prioritizing their needs, acting as problem solvers, and recommending products that suit customer needs. Attitude-based orientation indicates positive actions when interacting with customers shown by salespeople and the company.

Besides customer orientation, two other important factors that influence customer satisfaction are promotion and service. Promotion plays a strategic role as a means of communication between businesses and customers, introducing and building the image of the products they offer. An effective promotional strategy can expand market reach and shape positive brand perceptions. Meanwhile, service reflects how well a business provides a satisfying experience to customers, from communication and speed of service to a friendly demeanor (Yusditarra et al., 2024). Customer satisfaction is the end result of a synergy between customer orientation, promotions, and services implemented by a

business. Satisfied customers will not only return but also have the potential to become indirect promotional agents through recommendations. We can see this in the example of MSMEs such as the owner of the UUS Hasanah Hijab convection business, who started her business while still a student with Rp. 0 capital and the courage to pawn her gold as initial capital. The success of this entrepreneur is inseparable from her efforts to prioritize customer satisfaction.

Entrepreneurship is one of the best ways to navigate the increasingly competitive economy. Every individual has the opportunity to become a successful entrepreneur, provided they possess the will and perseverance to manage their business. Starting a business doesn't always require a large amount of capital; the most important thing is determination, hard work, and perseverance in pursuing your endeavors (Dewintara, 2021). Therefore, we must be prepared to start from scratch with enthusiasm and dedication. Entrepreneurship doesn't have to be limited to adults; in fact, we should teach entrepreneurship to children from an early age. Teaching entrepreneurship from an early age will yield optimal and maximal results, enabling them to develop independent personalities and not always rely on their parents.

Currently, the Muslim fashion industry continues to grow rapidly, especially in the hijab and Muslimah clothing sector. Along with the increasing awareness of Muslim women to wear the hijab according to Islamic law, the development of hijab fashion has also experienced increasingly varied innovations, both in terms of models, materials, and attractive motifs. This creates a large business opportunity in the Muslim fashion sector, especially for entrepreneurs who are able to present quality products with designs that suit market needs. One of the businesses that the author will analyze is the UUS Hasanah Hijab Shop, located in Karanganyar Village, Paiton District, Probolinggo Regency, precisely on Jl. KH Argo Utara, Nurul Jadid Islamic Boarding School. In addition to providing hijabs in various models and materials, this shop also continues to innovate in presenting products that follow the latest developments in Muslimah fashion without eliminating the values of Islamic law. Supported by friendly service, ease of shopping, and a commitment to maintaining product quality, UUS Hasanah Hijab is one of the trusted hijab shops in the Paiton area.

UUS Hasanah Hijab is a business that provides a variety of hijabs for all ages, from children and teenagers to adults. Marketing and promotion are carried out conventionally, prioritizing the best and maximum service to every customer who comes, with the hope that they will recommend this shop to other consumers. A sharia perspective approach is a crucial aspect in the hijab business, because the hijab business is not only oriented towards worldly profits, but must also comply with Islamic principles, such as honesty (shiddiq), responsibility

(amanah), transparency (fathanah), and excellent service (ihsan) (Muhammad Irham Ilahi, 2019). This study will analyze the extent to which UUS Hasanah Hijab applies these values in its interactions with customers and how this affects customer satisfaction.

Marketplace A marketplace is a business platform used by merchants to sell through digital media. In this regard, marketplaces have the advantage of reaching more consumers and expanding advertising coverage to a broader market. Through the use of the internet, products can be marketed by anyone, anytime, and anywhere, without being limited to a specific geographic area. Consumers come not only from one region but also from various regions, even from other countries. Thus, utilizing marketplaces not only increases market reach but also provides opportunities for businesses to expand globally.

In today's internet era, where nearly all businesses sell through social media, UUS Hasanah Hijab recognizes that fluctuations in store revenue are also a result of current trends, particularly online sales and purchases. Therefore, the store implements a sales strategy by promoting its products through social media, such as conducting 24/7 live broadcasts on Shopee and TikTok. However, the store faces challenges in the form of a lack of information about the latest hijab styles. This is due to employees' primary focus on product promotion and increasing their following, resulting in suboptimal monitoring of the latest hijab styles being produced.

Customers are one of the important assets/components that can influence business development (Chasanah, 2021). Customers are the parties who will accept product offers or purchase products and services offered by UUS Hasanah Hijab. Customers are a crucial part, especially in transactions conducted offline and online. Each month, UUS Hasanah Hijab serves more than 10,000 customers. The problem that occurs in this store is low customer satisfaction with the availability of products offered. This is caused by limited stock, so that products that customers frequently seek may be out of stock or unavailable. In addition, some products offered are not in line with the latest developments in Muslim fashion, with a limited variety of colors and models.

One strategy that can be used is customer orientation, namely a strategy that focuses on a deep understanding of customer needs, preferences and satisfaction (Ardzani et al., 2024). UUS Hasanah Hijab emphasizes that a customer-oriented strategy cannot stand alone but needs to be supported by an effective promotional strategy and quality service. Attractive promotions can increase a store's appeal and expand market reach, while friendly and responsive service can create a pleasant shopping experience. Combining these three aspects allows stores to build stronger relationships with customers and encourage repeat purchases. Customer behavior and loyalty patterns in making subsequent

purchases can be influenced by customer satisfaction or dissatisfaction with the goods and services they purchase.

A company's success is highly dependent on customer satisfaction. This is because customer loyalty increases directly with the level of customer satisfaction. After a purchase, the selected option is evaluated to see if it at least exceeds consumer expectations. Furthermore, satisfied consumers are more likely to make repeat purchases in the future and tell others about the service they received (Novitasari et al., 2024). This study aims to examine the influence of customer orientation, promotion, and service on the level of customer satisfaction at UUS Hasanah Hijab, Karanganyar Village, using a sharia approach and values. UUS Hasanah Hijab as a business unit focuses on selling Muslim fashion products such as hijab. With the above background, the author wants to examine the Influence of Customer Orientation, Promotion and Service on Customer Satisfaction at the UUS Hasanah Hijab Store, Karanganyar Village from a Sharia Perspective.

RESEARCH METHOD

This study used a mix methodology, where the application of social media as an educational promotion effort at the Poltekkes Kemenkes East Kalimantan systematically, gradually, and continuously. Qualitative research is a process of examination to obtain complete information in the form of structured narratives or expressed verbally or in writing by a real person (Hidayat & Nuralasari, 2024). Data collection techniques used observation methods, questionnaires and documentation studies. Direct observation was conducted in 2025 at the Poltekkes Kemenkes East Kalimantan by collecting data from the rectorate regarding the number of applicants over the past 5 years. In addition, questionnaires were also sent to Poltekkes East Kalimantan students to determine which digital media platforms were most influential in providing information related to products at Poltekkes Kemenkes East Kalimantan.

This study uses primary and secondary data. Primary data is obtained through observation and questionnaire results completed by students. Meanwhile, secondary data is data that can strengthen analysis and research, helping to evaluate research objectively through pre-existing data (Lexy Moleong, 2024). In this study, secondary data was obtained through supporting data from the rectorate of the Poltekkes Kemenkes East Kalimantan, related to the use of digital media as a promotional tool for education at the Poltekkes Kemenkes East Kalimantan to support quantitative approach.

The data collection process in this study focuses on identifying the methods and tools used by researchers to gather accurate and relevant information. This process is designed to be systematic, ensuring that each step

follows a clear and structured approach. Researchers carefully select appropriate instruments to support the collection of qualitative and quantitative data. These instruments are chosen based on their reliability, ease of use, and relevance to the research objectives. The clarity in selecting and using these tools is essential to maintain consistency and credibility in the data obtained. Overall, this process ensures that the research findings are based on well-documented and methodologically sound data sources.

RESULT AND DISCUSSION

Result

Data collection in this study was conducted using a survey method by distributing an online questionnaire using Google Forms. The questionnaire was distributed through social media such as WhatsApp, Instagram, and Shopee. This study had 15 questions. The questionnaire was distributed from June 10, 2025, to June 20, 2025, and the researcher obtained 150 respondents. This number met the sample size criteria required in this study. Table 2 describes the characteristics of the respondents in this study.

Table 2. Characteristics of Research Respondents

Respondent Characteristics	Amount	Percentage (%)
Gender		
Male	7	4.7
Female	143	95.3
	Total	150 100.0
Age		
<20	25	16.7
20-25	112	74.7
>25-30	6	4.0
>30-35	2	1.3
>35-40	2	1.3
>40	3	2.0
	Total	150 100.0
Domicile		
East Java	135	90.0
Central Java	3	2.0
DI Yogyakarta	2	1.3
DKI Jakarta	1	0.7
Bali	7	4.7
Southeast Sulawesi	1	0.7
Pekanbaru Riau	1	0.7
	Total	150 100.0
Last education		
Junior High School	1	0.7
SMA	84	56.0

D3 2 1.3
 S1 61 40.7
 S2 2 1.3
Total 150 100.0

Monthly Income

Not Yet Earning 101 67.3
 <1,000,000 19 12.7
 1,000,000 - 2,500,000 17 11.3
 >2,500,000 - 5,000,000 10 6.7
 >5,000,000 - 7,500,000 1 0.7
 >7,500,000 2 1.3
Total 150 100.0

Evaluation of Measurement Model (OuterModel)

Validity Test

Convergent Validity

The validity tests used in this study are convergent validity and discriminant validity. According to Hair, Sarstedt et al (2021) Convergent validity is measured through the AVE (Average Variance Extracted) and outer loading values. Convergent validity is considered achieved if the AVE value is at least 0.50 and the outer loading value for each indicator is ideal. ≥ 0.708 .

Table 3. Convergent Validity Test Results

Variables	Item	AVE	Outer Loading
Customer Orientation	OP1	0.640	0.837
	OP2	0.791	
	OP3		0.822
	OP4	0.747	
Promotion	P1	0.597	0.759
	P2	0.781	
	P3	0.785	
	P4	0.766	
L1 Service	L1	0.707	0.833
	L2	0.814	
	L3	0.875	
KP1 Customer Satisfaction	KP1	0.681	0.838
	KP2	0.861	
	KP3	0.803	
	KP4	0.798	

Based on the results of the convergent validity test, Table 3, it was found that one of the measurement items in the promotion variable, namely indicator P1, had an outer loading value of 0.759. Although this value was still within the acceptable threshold of between 0.6 and 0.7, the researchers decided to remove

indicator P1. This decision was made to improve the overall quality of the model, align the indicators with more relevant theoretical concepts, and improve the reliability of the promotion construct.

Table 4. Results of the Average Variance Extracted (AVE) Test

Variables	AVE
Customer Orientation	0.640
Promotion	0.648
Service	0.707
Customer Satisfaction	0.682

After removing indicator P1 from the measurement, Table 4 shows that the AVE results for all constructs in this study have met the minimum criteria, namely greater than 0.5. This indicates that each construct has adequate convergent validity.

Discriminant Validity

The next validity test conducted was a discriminant validity test, where this study used the Fornell Larcker criteria. According to Sari & Lestariningsih (2021) A construct is said to have good discriminant validity if the square root of the AVE for each construct is greater than the correlation between the other constructs. Table 5 shows that the constructs in this model do not meet the established criteria. Therefore, the researcher continued by conducting retesting to ensure the model's overall validity and reliability before proceeding to the next stage of analysis.

Table 5. Results of Discriminant Validity Test

KP L OP P
KP 0.825
L 0.773 0.841
OP 0.745 0.745 0.800
P 0.818 0.851 0.772 0.773

Note: KP = Customer Satisfaction, L = Service, OP = Customer Orientation, P = Promotion

After conducting a re-test of discriminant validity, Table 6 shows that all constructs in the model have adequate discriminant validity and have met the Fornell Larcker criteria.

Table 6. Results of Discriminant Validity Test

	KP	L	OP	P
KP	0.826			
L	0.772	0.841		
OP	0.744	0.745	0.800	
P	0.790	0.822	0.727	0.805

Note: KP = Customer Satisfaction, L = Service, OP = Customer Orientation, P = Promotion

Reliability Test

The next step is to conduct construct reliability testing. Tajudinur et al. (2022), explains that this test aims to demonstrate the extent to which the measurement results using the instrument are reliable. A construct with a composite reliability value of more than 0.7 can be said to have high reliability.

Table 7. Composite Reliability Test Results

Composite Reliability Variable	Description
Customer Orientation (X1)	0.877 Reliable
Promotion (X2)	0.847 Reliable
Service (X3)	0.879 Reliable
Customer Satisfaction (Y)	0.895 Reliable

Table 7 shows that the composite reliability test results obtained have exceeded 0.7, indicating that all constructs in this study have met adequate reliability criteria. Figure 2 shows the measurement model (outer model) through the factor loading values of each question item in the questionnaire used in this study.

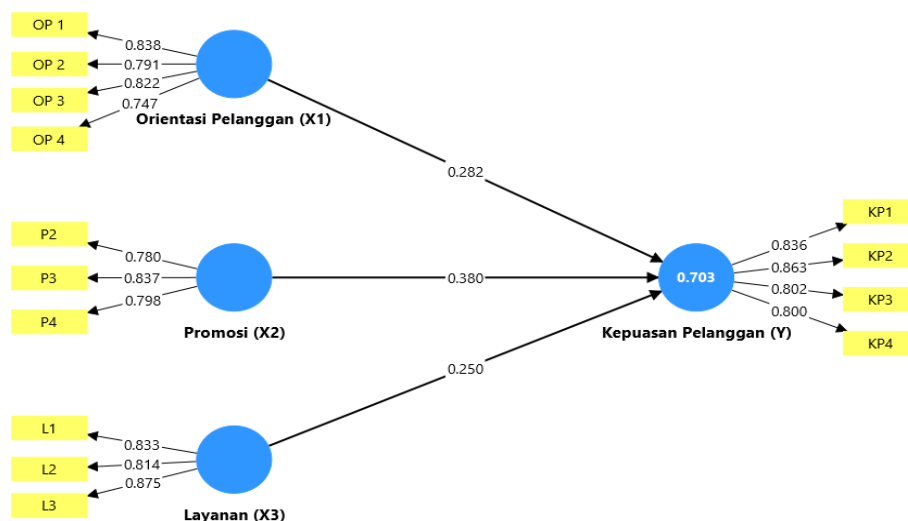


Figure 2. Measurement Model (Outer Loading)

Structural Model (Inner Model)
Model Fit Test

Table 8. Model Fit Test Results
Saturated Model p-value

SRMR	0.073	0.073
d_ ULS	0.566	0.566
d_ G	0.337	0.337
Chi-square	277,501	277,501
NFI	0.782	0.782

Koraag Satrio Tegar Gunung (2024), explained that the assessment of model fit can be done through the p-value in the SRMR (Standardized Root Mean Square Residual), where the ideal value is usually between 0.008 and 0.100. The results of the study showed that the SRMR value was 0.073, so it can be concluded that the model used in this study has a good level of fit. This allows the study to proceed to the next stage of analysis.

Hypothesis Testing

This study conducted three hypothesis tests using the SmartPLS 4 analysis tool.

Table 7. Hypothesis Test Results

Construct	Original Sample	Sample Mean	Standard Deviation	T-Statistics	P-values	Information
OP → KP	0.282	0.278	0.109	2.594	0.010	Supported
P → KP	0.380	0.391	0.104	3.656	0.000	Supported
L → KP	0.250	0.247	0.099	2.520	0.012	Supported

Koraag, Satrio Tegar Gunung (2024), states that a hypothesis can be accepted if the significance value of the relationship between variables in the path coefficient test table is at $p < 0.05$. Based on these provisions, the three hypotheses in this study are proven to be supported.

Discussion

Hypothesis 1: The Influence of Customer Orientation on Customer Satisfaction

The first hypothesis in this study states that customer orientation has a positive and significant effect on customer satisfaction, as evidenced by the test

results with p values <0.05 , which is 0.010, thus the first hypothesis is supported. These results indicate that the higher the customer orientation implemented by UUS Hasanah Hijab, such as understanding customer needs and desires as a form of concern and *masalah*, the higher the level of satisfaction will be.

Hypothesis 2: The Effect of Promotion on Customer Satisfaction

The second hypothesis in this study states that promotions have a positive and significant effect on customer satisfaction, as evidenced by the test results with a p-value of <0.05 , which is 0.000, thus supporting this second hypothesis. These results indicate that the higher the level of promotion carried out by UUS Hasanah Hijab in attracting customer purchasing interest without *gharar* elements and while maintaining sharia ethics, the higher the level of satisfaction will be.

Hypothesis 3: The Influence of Service on Customer Satisfaction

The third hypothesis states that, based on the testing conducted, service has a positive and significant effect on customer satisfaction, as evidenced by the test results with a p-value of <0.05 , namely 0.012. Therefore, this third hypothesis is supported. The better the service provided, the greater the customer satisfaction received.

The findings of this study contribute significantly to the field of education, particularly in entrepreneurship and Islamic economics learning. The positive and significant relationship between customer orientation, promotion, and service with customer satisfaction can be utilized as practical teaching material within business curricula that incorporate Islamic values (Sari & Lestariningsih, 2021). This helps students understand that business success is not solely driven by marketing strategies but also by adherence to ethical principles such as *masalah* (benefit) and the avoidance of *gharar* (uncertainty).

Furthermore, this study can serve as a case example for project-based learning or field study activities in vocational schools and Islamic educational institutions. Students can be encouraged to analyze local business practices that implement Islamic business ethics, fostering the development of ethical, customer-oriented, and responsible entrepreneurs. This approach not only enhances students' analytical skills but also builds awareness of the importance of integrating strategic business practices with spiritual values.

CONCLUSION

Based on the research results, there are several conclusions as follows. There is a positive and significant influence between customer orientation on customer satisfaction of UUS Hasanah Hijab. This means that the higher the

customer orientation implemented by UUS Hasanah Hijab such as understanding customer needs and desires as a form of concern and masalah in business interactions, this ultimately has a positive impact on increasing customer satisfaction in shopping at UUS Hasanah Hijab. In addition, there is a positive and significant influence between promotions on customer satisfaction. This means that if promotions are more attractive, honest and transparent, the greater the satisfaction felt by customers. Another result of this study, service also shows a positive and significant influence on customer satisfaction. This means that fast and friendly service as a form of ihsan attitude will increase customer satisfaction with UUS Hasanah Hijab.

This study aims to determine the influence of customer orientation, promotion, and service on customer satisfaction from a sharia perspective. The unit of analysis used is the individual customer who has purchased products from UUS Hasanah Hijab, either in person or online. Based on data collection, these three variables were proven to have a positive and significant influence and align with the core values of Islamic transactions.

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