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## SHARIA-BASED MARKETING STRATEGIES FOR INCREASING HOUSING SALES IN THE CITY OF TASIKMALAYA

**Ramdan Hidayat**

Institut Agama Islam Darussalam (IAID) Ciamis, Jawa Barat  
E-mail: ramdan\_hidayat29@yahoo.com

**Eggy Armand Ramdani**

Institut Agama Islam Darussalam (IAID) Ciamis, Jawa Barat  
Email: eggy.armadr@iaid.ac.id

**Tazkiyah Ainul Qolbi**

Institut Agama Islam Darussalam (IAID) Ciamis, Jawa Barat  
Email: tazkiyah.ainulqolbi@iaid.ac.id

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### Abstract

Marketing strategy is an essential component of any business operation. Whether a business is successful depends on whether its marketing strategy is effective for its needs. Therefore, the selection of a marketing strategy requires precise calculations and analysis. According to the title observed, the method used in this study is a qualitative research method that generates descriptive data through observations, interviews, and documentaries. Cordova Living is a housing community that employs a sharia payment system, eliminating the BI checking system so that there are no interest, usury, confiscation, or fines. Based on the fact that Cordova Living was the pioneer of sharia-compliant housing in Tasikmalaya, the sharia marketing strategy is a great fit for marketing its products. As evidenced by the marketing mix, implementing sharia marketing strategies can increase sales figures and the selling value of Cordova Living housing. In terms of price (price) has advantages for consumers to negotiate because of the *khiyar* rights. In terms of products, transparency from start to finish, detailed explanations, and the freedom to bargain and negotiate can eliminate the element of fraud. The strategic place (location) close to the city center and education center provides added value for Cordova Living. The promotion (promotion) used by Cordova Living is friendly and applies 3S (*senyum*/smiles, *salam*/greetings, and *sapa*/greetings) and friendly service by applying Islamic rules.

### Abstrak

Strategi Pemasaran merupakan suatu hal yang penting untuk diterapkan dalam proses sebuah bisnis. Keberhasilan bisnis salah satunya bergantung pada strategi pemasaran yang digunakan apakah sudah efektif sesuai dengan kebutuhan perusahaan atau tidak. Maka pemilihan penggunaan sebuah strategi pemasaran harus melalui perhitungan dan analisis yang tepat serta akurat. Metode yang digunakan dalam penelitian ini adalah metode penelitian kualitatif yang menghasilkan data deskriptif dengan menggunakan teknik pengumpulan data melalui pengamatan, wawancara, dan dokumenter sesuai dengan judul yang diamati. Cordova Living merupakan perumahan yang menggunakan sistem pembayaran syariah, dengan menghilangkan sistem BI *checking* sehingga di Cordova Living tidak ada bunga, riba, sita, dan denda. Sesuai dengan prinsipnya yaitu menjadi *founder* perumahan syariah pertama di Tasikmalaya, maka strategi pemasaran syariah sangat tepat digunakan dalam pemasaran produk Cordova Living. Terbukti dengan penerapan strategi pemasaran syariah mampu meningkatkan angka penjualan serta nilai jual dari perumahan Cordova Living, bisa dilihat dari segi marketing mix 4P. Dari segi *price* (harga) memiliki kelebihan untuk konsumen melakukan negosiasi karena adanya hak *khiyar*. Dari segi *product* (produk), transparansi dari awal sampai selesai serta penjelasan yang mendetail, dan kebebasan untuk bernegosiasi serta bermusyawarah maka dapat menghilangkan unsur penipuan. *Place* (lokasi) yang strategis dekat ke pusat kota dan pusat pendidikan memberikan nilai lebih bagi Cordova Living. *Promotion* (promosi) yang digunakan Cordova Living yang ramah dan menerapkan 3S (senyum, salam, sapa), serta pelayanan yang ramah dengan menerapkan aturan Islam.

**Keywords:** Strategy, marketing, marketing strategy, marketing mix

### Introduction

The population of East Priangan, particularly in and around Tasikmalaya, is growing annually. According to information on the BPS website for the City of Tasikmalaya, the population increases from 1,000 to 2,000 people annually (BPS, 2020). This is due not only to the high birth rate, but also to the increasing number of residents moving from outside the City of Tasikmalaya for employment-related or other reasons.

Population growth is one of the factors contributing to the

rising housing demand. Housing is one of the three fundamental human needs, alongside food and clothing. Every individual will prioritize the satisfaction of fundamental needs over secondary needs. Similarly, everyone will attempt to meet the need for a house at every level of people's lives by taking existing tastes and abilities into account. (Ramdania, 2020). At first, the house was intended to satisfy the needs of human life for a comfortable, safe, and quiet place to live. However, currently home ownership is not only intended to fulfill basic needs for housing but has become an attractive investment alternative with returns in the form of rental income or profit opportunities in the form of capital gains which is the difference between the purchase price and the selling price when the house is sold.

Based on Law No.1 of 2011 concerning Housing and Settlement Areas, it is stated that housing is a collection of houses as part of settlements, both urban and rural, which are equipped with infrastructure, facilities, and public utilities as a result of efforts to fulfill livable houses. The house is a product of primary needs, namely, a place to live that everyone needs (Nurhadi & Salim, 2019). This means that the need for these products never stops (repeat business) along with the increasing birth rate and increasing population. Therefore, housing and settlements are a growing and sustainable phenomenon because they always follow the dynamics of population growth, and economic and social development of the community (Einstein, 2008).

Economic development in this industry is marked by the emergence of various kinds of property products that are very fast and continuous. Different new products that were previously unimaginable are now widely known by the public (Rahma & Nasution, 2022). The implication of this trend is that, on the one hand, the community as consumers have more choices, and on the other hand, the company as a producer is encouraged to continue to follow the direction of the community's needs by taking advantage of the available opportunities and seeing the technological possibilities it has in developing its product design so as to make business in the property sector (housing) has wide open opportunities and is growing rapidly. This can be seen with the growing number of companies engaged in property, they offer each other various advantages of the products they create to meet the needs and desires of consumers in housing.

Judging from the wishes of these consumers, it is not surprising that currently many property companies offer various types of housing, with sizes, facilities, designs and prices that are very attractive to consumers. In the residential property business, there are many things

that must be done by property companies so that consumers can feel comfortable living in the homes they live in in a beautiful, healthy place and all needs can be easily met (Hasan & Noviarita, 2021). For this reason, property companies must be able to consider the problems faced such as determining how their products can be of interest to consumers, the prices offered to consumers for the products provided are appropriate or not, strategic locations and considerations from the family involved in consumers before deciding to buy. buying housing, this of course can also affect the level of housing sales.

Tasikmalaya is one of the cities in West Java which is known as the city of santri. This is due to the large number of Islamic boarding schools there and the large number of great scholars who became the center of the spread of Islam in East Priangan in particular. This causes the culture of the people in the City of Tasikmalaya to be more religious, so that any business created will develop more quickly if it is related to Islam. PT. Hermawan Land Propertindo is one of the companies that is interested in the opportunity in the property sector and combines it with the religious culture of the Tasikmalaya City community so as to create a new innovation, namely sharia housing.

## **Literature Review**

Initially the concept of strategy was defined as various ways to achieve goals. This concept is especially in accordance with the early development of the use of the concept of strategy used in the military world. Strategy in the military world is the various ways used by warlords to defeat the enemy in a war. While the method used by troops to win the battle is called tactics. Meanwhile, conceptually, strategy can be understood as an outline of the direction in which to act to achieve predetermined goals (Nazaruddin, Hidayat, & ..., 2020). According to Ismail Solihin (2012: 24), strategy can also be understood as all means and power to deal with certain targets under certain conditions in order to obtain the maximum expected results. The definition of strategy put forward by Sedarmayanti (2014: 4), states that strategy is the long-term goal of a company, as well as the utilization and allocation of all important resources to achieve that goal.

In line with the development of the concept of strategic management, strategy is not defined solely as a means to achieve goals. Because the strategy in the concept of strategic management includes the determination of the various goals themselves (through various strategic satisfactions made by the company's management) which are

expected to ensure the maintenance of the company's competitive advantage (Yusuf & Asytuti, 2022).

Seeing strategy as only one part of the plan does not provide a satisfactory explanation for various strategic phenomena in the business world. Therefore, as quoted by Ismail Sholihin, expands the concept of strategy and defines strategy by taking into account the various dimensions of the concept of strategy. The word "strategy" has several meanings, including: (1) The science and art of developing all the nation's resources to implement certain policies in war and peace. (2) The science and art of leading armies to face the enemy in conditions of war or in favorable conditions. (3) Careful planning of activities to achieve specific goals (Vera & Crossan, 2004).

Seeing strategy as only one part of the plan does not provide a satisfactory explanation for various strategic phenomena in the business world. Therefore Mintzberg as quoted by Ismail Sholihin (2012:26) expands the concept of strategy and defines strategy by taking into account the various dimensions of the strategy concept and calls it "Strategy 5 P", namely: (1) Strategy as a plan (plan). In this case, there are two very important characteristics of the strategy, namely, first, the strategy is planned in advance consciously and deliberately before the various actions that will be taken based on the strategy made. Second, strategies are then developed and implemented in order to achieve a goal. (2) Strategy as a maneuver (play). In this case the strategy is a specific maneuver to signal threatening to the company's competitors. For example, a decision made by a market leader to increase factory capacity is not only a strategy in the sense of a "plan", but this strategy will also be a "play" so that it can discourage potential new entrants from entering the industry because the new entrants, for example, do not have the scale. economy comparable to the market leader. (3) Strategy as a pattern. Strategy as a pattern indicates a series of actions taken by management in pursuit of a goal. Based on his observations, Mintzberg found the phenomenon that the strategy planned by the company through the planning process which was translated into a deliberate strategic action often turned into a strategy that could not be realized due to changes in the company's environment. On the other hand, a strategy that was not intended previously can emerge as an alternative strategy which, if implemented by the company, can become a strategy that can be realized. (4) Strategy as a position. In this case the strategy shows the various decisions the company chooses to position the company's organization within the company's environment. (5) Strategy as a perspective. In this case the strategy shows the perspective of strategic decision

makers in viewing the world. Strategy is a thought that lives in the minds of strategic decision makers and, like ideology or culture, tries to become a shared value within an organization (Vera & Crossan, 2004).

The next concept is marketing. Ita Nurcholifah cites several definitions of marketing as follows: According to the American Marketing Association (AMA) is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. According to Boyd et al., Marketing is a social process involving important activities that enable individuals and companies to get what they need and want through exchanges with parties and to develop exchange relationships (Aminin, 2017).

The definition of marketing according to Stanton is a total system of business activities designed to determine prices, promote and distribute goods and services that can satisfy desires both current and potential consumers. in the field of marketing, must be aimed at determining the product and its market, price and promotion, in order to provide satisfaction to consumers.

In other words, marketing strategy is a set of goals and objectives, policies and rules that provide direction to marketing efforts from time to time, at each level and its references and allocations, especially as the company's response in dealing with the environment and competitive conditions that are always changing (Winarni, 2015). From the various definitions of marketing above, it can be concluded that marketing is a socio-economic process that relies on meeting individual and group needs by creating exchanges so as to provide maximum individual or group satisfaction. This definition of marketing according to Usi Usmara (2010:4-6) explains that marketing is based on the following core concepts: (1) Need, is a state of feeling the absence of certain basic satisfactions. People need food, clothing, a home, a sense of security, a sense of belonging, self-esteem and others to stay alive. (2) Wishes and requests. Desire is a strong desire for specific satisfaction of deeper needs. Human desires are continually shaped by social forces and institutions such as mosques, churches, schools, families and business enterprises. (3) Product, is something that can be offered to someone to satisfy a need or desire. We usually use the terms product and service to distinguish between physical objects and intangible objects. (4) Utility, value and satisfaction. Utility is a consumer's estimate of the overall capacity of a product to satisfy his needs. (5) Exchanges, transactions and relationships. Exchange is the act of obtaining a desired product from

someone by offering something else in return. Exchange is a clear concept that underlies marketing. Transactions are the basic unit of exchange. transaction is a trade of values between two parties. Transactions do not require money as one of the values traded or exchanged. (6) Market. The concept of exchange brings us to the concept of the market. The market consists of all potential customers who have a particular need or want who may be willing and able to engage in an exchange to satisfy that need or want. (7) Marketing and marketers. A marketer is someone who seeks resources from others and is willing to offer something of value in return (Ramdania, 2020).

## **Method**

This research uses the type of case study research. A case study is an in-depth, contextual analysis of the problems faced by a company or organization (Sayidah, 2018:32). There are many types of case studies, but what the author uses for research is observational case studies, which prioritize data collection techniques through observation. The author's case study at the Cordova Living Housing PT Hermawan Land Propertindo Tasikmalaya.

## **Results and Discussion**

Based on the data obtained in the field, this study produces data: (1) The sharia marketing strategy in terms of the 4P marketing mix in the sale of PT Hermawan Land Propertindo's Cordova Living housing has been implemented effectively and efficiently. (2) The impact of the sharia marketing strategy in the sale of PT Hermawan Land Propertindo Tasikmalaya's Cordova Living housing is to increase the sales of Cordova Living housing. It can be seen from sales data for the last 3 years where Cordova Living's sales figures are higher than Jasmine Residence's sales figures, both of which are products of PT Hermawan Land Propertindo Tasikmalaya. (3) Implementation of the sharia marketing strategy in the sale of PT Hermawan Land Propertindo's Cordova Living housing is evidenced by the implementation of sharia payment methods, where Cordova Living applies sharia principles in every marketing process, prioritizing deliberation, providing convenience to its customers by providing *khiyar* rights, being transparent, the absence of usury, interest, confiscation and also fines.

According to M. Mursid (2014:10), marketing strategy is a statement that gives instructions about the direction of the goals of

various businesses that are important to achieve the desired goals. To get profit and prosperity in business, a businessman takes certain steps. The steps that can be taken by business people is to carry out a strategy. A businessman can carry out his strategy by learning from the past experiences of other business people, or he can create his own strategy.

According to Irwan Purwanto (2010:151), explaining that marketing strategy is defined as an analysis of strategy development and implementation of activities in the strategy of determining the target market for products in each business unit, setting marketing goals, and developing, implementing, and managing marketing program strategies, positioning market designed to meet the wants of target market consumers.

According to M. Mursid (2014: 31) marketing strategy can be based on 5 (five) strategic concepts as follows: (1) Market Segmentation. Each market consists of a variety of buyers who have different needs and habits. The company may not be able to meet the needs of all buyers. Therefore, the company must group the heterogeneous market into homogeneous market units. (2) Market Positioning. The company may not be able to dominate the market as a whole, so the second principle of marketing strategy is to choose a specific pattern of the company's market that will give the company maximum opportunity to gain a strong position. In other words, the company must choose the market segment that will generate the most sales and profits. This kind of market segment has 4 (four) characteristics, namely: large enough, has the potential to continue to grow, does not have or is fulfilled by rival companies, has unfulfilled needs, where these needs can be satisfied by companies that choose the market segment. (3) Market Entry Strategy. Market entry strategy is the company's strategy to enter the market segment that is the target market for sales. The strategy to enter a market segment can be done by buying other companies. There are companies that prefer to develop through their own efforts, namely through research and development because they believe that only in this way can leadership in the industry be achieved. In addition, it can also be done through collaboration with other companies. The advantage of this method is that the risks are shared, and each company complements each other's skills and resources. (4) Marketing Mix Strategy (Marketing Mix Strategy). Marketing Mix strategy is a collection of variables that companies can use to influence consumer responses. The variables that can influence buyers are the so-called 4Ps, namely Product, Price, Place, and Promotion. The explanation is as follows: (a) Product. A

product is something that fulfills what a customer needs or wants. The product becomes something that customers associate with the company. Every product goes through a life-cycle that includes a growth phase followed by a maturity phase and finally a period in which sales of the product decline.

Therefore, companies must be able to predict how long the life-cycle of a product will be and focus its attention on the challenges that arise as the product moves through each phase. Companies must also pay attention to the product mix of their products. The company must also know how to position the product, how to use the brand, how to use company resources, and how to organize the product mix so that each product complements each other. (b) Price. Price is the amount of money paid by the customer for the product. Price is very important because it determines the company's profit. Adjusting prices has a profound impact on marketing strategy, and can sometimes also affect demand and sales. (c) Promotion. Promotion refers to all communication methods used to provide information to other parties about the product. Promotion consists of elements such as advertising, public relations, and sales promotion. Advertising includes any paid communication, from television, radio, internet advertisements to print media and billboards. Public relations is when communication is not paid for directly and includes press releases, sponsorship agreements, exhibitions and seminars. (d) Place. Place refers to providing the product in a convenient place for customers to get it. Place is almost the same as distribution. Various strategies such as franchising can be used by companies to complement other aspects of the marketing mix. (e) Timing Strategy. Determining the right time to market goods is something that needs to be considered. Although the company sees a good opportunity to set objectives and develop a marketing strategy, this does not mean that the company can immediately start marketing activities. The company must first make preparations both in the field of production and in the field of marketing, then the company must also determine the right time for throwing goods and services into the market (Weller, 2008).

In the perspective of sharia, it is seen that the trade or marketing sector is a sector to fulfill the necessities of life which is permissible, as long as it is carried out in the right way which is far from false elements. As stated in the Qur'an Surah An-Nisa' verse 29 below: "O you who believe, do not eat each other's property in a vanity way, except by means of commerce, which applies with mutual consent between you and do not kill yourselves; Verily Allah is Most Merciful to you." (Q.S. An-Nisa: 29).

The translation of the verse above shows that all economic activities can be pursued with the right trade or marketing efforts, which are far from false elements. Marketing in Islamic fiqh literature is called *wakalah* or representation. *Wakalah* or *wikalah* which means submission, delegation or granting of a mandate. *Wakalah* can also be interpreted as a submission from someone that can be done by an individual or can be represented by someone else. Sharia marketing is defined as a strategic business unit discipline directed to a process where there is a change in value and offers from one initiator to another in its entirety per accordance with the principles of muamalah activities in Islam. In sharia marketing, a business that is accompanied by sincerity is solely to seek the pleasure of Allah, then the form of the transaction, God willing, becomes the value of worship before Allah SWT.

Ethics in business as exemplified by the Prophet, namely when he was young he did business by paying attention to honesty, trust and sincerity and hospitality. Then follow it up with the application of business principles with the values of *siddiq*, *amanah*, *tabligh*, and *fathanah*, as well as moral values and justice (Tamalasari & Niemi, 2016).

There are several qualities that made the Prophet Muhammad successful in doing business, namely: (a) Siddiq (honest or true). In trading, the Prophet Muhammad was always known as a marketer who was honest and truthful in informing his products. (b) Amanah (trustworthy). When he became a trader, the Prophet Muhammad always returned the property of his superiors, whether in sales or leftovers. (c) Fathanah (intelligent). In this case a leader who is able to understand, appreciate, and recognize his business duties and responsibilities very well. (d) Tabligh (communicative). If a marketer must be able to convey the advantages of the product in an attractive and targeted manner without abandoning honesty and truth.

## **Conclusion**

The sharia marketing strategy in terms of the 4P marketing mix has been implemented effectively and efficiently in the sale of PT Hermawan Land Propertindo's Cordova Living housing. The effect of the sharia marketing strategy on the sale of Cordova Living housing by PT Hermawan Land Propertindo Tasikmalaya is to increase sales of Cordova Living housing. Cordova Living's sales figures are higher than those of Jasmine Residence, both of which are products of PT Hermawan Land Propertindo Tasikmalaya, based on sales data from

the past three years. The implementation of the sharia payment method is evidence of the implementation of the sharia marketing strategy in the sale of PT Hermawan Land Propertindo's Cordova Living housing. Cordova Living applies sharia principles in every marketing process, prioritizing deliberation, providing convenience to its customers by providing *khiyar* rights, transparency, no usury, interest, confiscation, or fines.

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