


Analysis Of The Influence Of Islamic Marketing Ethics On Customer Satisfaction At Padang Padang Restaurant Morning Afternoon

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Article Info	ABSTRACT
Keywords: Islamic Marketing Ethics; Customer Satisfaction; RM Pagi Sore	This study aims to determine the application of Islamic marketing ethics to customer satisfaction of RM Pagi Sore in the Bogor area. The sample in this study were consumers of RM Pagi Sore. The research method used is the descriptive quantitative method. The sample was taken from 70 respondents using the purposive sampling technique. Hypothesis testing using multiple linear regression analysis methods with SPSS version 22. The results of the analysis show that Islamic marketing ethics positively and significantly influence customer satisfaction. This finding highlights the importance of applying Islamic ethical principles in marketing strategies to increase customer satisfaction in the restaurant industry. The managerial implications emphasize the need for restaurants to strengthen values such as Al-Siddiq (true, honest), Al-Amanah (trusted, credible), Al-tabligh (communicative, transparent), Al-fathanah (intelligent, professional) towards the environment in every aspect of its operations to build sustainable customer trust and loyalty.
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INTRODUCTION

Indonesia brings exciting dynamics to the service industry with its natural wealth and unique cultural diversity. (Zikri & Nurdin, 2021). This diversity provides excellent opportunities for the growth of the services sector, which offers experiences and local wisdom that appeal to consumers at home and abroad. However, the era of globalization also brings new changes and challenges, which require service companies to innovate and improve their competitiveness continuously. Increasingly fierce business competition encourages every company to maximize its performance to compete in a competitive market. (Setiyono & Sutrimah, 2016).

It is important for service companies, especially the culinary industry, to understand the needs and desires of consumers. With a good understanding, companies can design robust marketing strategies that create consumer satisfaction. (Fajrini & Djawoto, 2016). This will help companies maintain their business sustainability in fierce competition. In addition, the culinary industry in Indonesia has a significant role in contributing positively to global economic growth. According to data released by the Indonesian Ministry of Tourism and

Creative Economy, the culinary sector is the most significant contributor to the creative economy's Gross Domestic Product (GDP). In 2020, the culinary subsector contributed around IDR 455.44 trillion or around 41 percent of the total creative economy GDP of IDR 1,134 trillion. (CNBC, 2023). This shows how significant the role of the culinary industry is in the Indonesian economy.

Although tremendous growth opportunities exist in this sector, with many new players entering the market and evolving consumer tastes, maintaining competitiveness has become increasingly challenging. This is characterized by many businesses in the culinary field that produce the same type of products but diverse products and services. Thus, culinary companies must adapt quickly to new trends, product innovations, and effective marketing strategies to remain relevant in the eyes of consumers. However, not all companies can do so and are often trapped in offering the best quality without paying attention to consumers' feelings and needs. (Nuralam, 2018). Therefore, marketing strategy should be focused on its ability to gain a competitive advantage and build a strong position in the market.

One of Indonesia's most popular culinary businesses is Padang restaurant, famous for its Padang rice. According to the Indonesian Padang Warung Association (Iwapin), in Jabodetabek alone, there are at least 20,000 Padang restaurants. (wikipedia.org, 2023). These businesses offer typical Minangkabau dishes, such as rendang, a favorite among Indonesians and even recognized as one of the best foods in the world. Competition between Padang restaurants and the changing interest of Indonesian people in local cuisine, especially Padang cuisine, requires an effective and ethical marketing strategy. This fact made the author choose Padang Pagi Sore restaurant as the object of the author's research.

RM Pagi Sore is one of the culinary businesses that serves Minangkabau Padang cuisine in Jakarta. Established in 1973, this restaurant was founded by H. Lismar and H. Sabirin from Bukittinggi, West Sumatra. Initially, they started their business by renting a small place on Jl. Sudirman, Palembang, South Sumatra. Seeing the excellent market potential, in 2006, they made their first expansion to Jakarta. The positive feedback from consumers encouraged them to expand their business seriously. Currently, RM Pagi Sore has eight branches spread across Jakarta and Palembang. The uniqueness of RM Pagi Sore is that it is authentic with a traditional atmosphere and ornaments like the old days, providing comfort for consumers and a variety of menus.

Marketing is one of the essential factors in developing a business. Thus, it is important to consider ethical values in marketing strategies. This is especially relevant since most customers of Padang restaurants are Muslims (Laata et al., 2022). (Laata et al., 2022).. Muslim consumers often consider ethical values in their purchasing decisions. By paying attention to Islamic marketing ethics, these restaurants can strengthen customer relationships and build deeper trust in the long run. (Abbas et al., 2020).

Islamic Marketing Ethics refers to the ethical principles in Islam that are applied in marketing activities. This theory includes aspects of honesty, justice, and social responsibility that companies must consider when running their business. Marketing ethics in the Qur'an differs substantially from conventional marketing because it includes worldly and spiritual dimensions, while conventional marketing only focuses on worldly dimensions (Mujahidin,

2007). (Mujahidin, 2007). Applying Islamic marketing ethics is expected to create customer trust and satisfaction.

Previous research has explored the effect of Islamic marketing ethics on customer satisfaction in different contexts. A study by Puspitasari and Indrarini (2021) found that customer satisfaction mediates between service quality and customer loyalty. As for the effect of Islamic marketing ethics on satisfaction, SaSari et al. (2019), in their research, found a strong relationship between Islamic marketing ethics and Islamic bank customer satisfaction. Previous studies in the food and beverage sector by Muliati et al. (2021) explored that service quality significantly influences Muslim customer satisfaction, while Islamic business ethics contribute positively but not significantly. Considering this study's results, Islamic marketing ethics have significant potential to influence customer satisfaction in Padang restaurants.

So far, studies linking Islamic Marketing Ethics with customer satisfaction in the culinary sector, particularly Padang restaurants, are limited. Therefore, this research is expected to fill the gap and provide new insights into the importance of marketing ethics in the context of the Indonesian culinary business. This research aims to identify Islamic Marketing Ethics' effect on customer satisfaction at RM Pagi Sore. Thus, this research is expected to provide strategic recommendations for Rumah Makan Padang Pagi Sore and similar culinary businesses in developing ethical and effective marketing strategies, ultimately increasing customer satisfaction and strengthening their position in the market.

Literature Review

Marketing

Marketing is a vital process in communicating and delivering the value of a product or service to consumers. Kotler and Keller (2016) define marketing as an activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offers that value customers, clients, partners, and society. Modern marketing not only focuses on sales but also on building long-term relationships with customers, which is known as relational marketing. (Haryanto, 2023). This approach emphasizes the importance of customer interaction and satisfaction in creating loyalty and long-term value.

Islamic Marketing Ethics

According to Beekun & Isa (1996:38), ethics is a collection of moral principles distinguishing between good and evil. In the business context, ethics often refers to management or organizational ethics, which regulate the behavior framework within a business entity. The term most associated with ethics in the Qur'an is "Khuluq", which means character, character, and habit. (Muhammad, 2004:38).

Islamic marketing ethics is rooted in the principles of Sharia that govern business behavior and transactions. According to Beekun & Isa (1996), Islamic marketing ethics includes fairness, transparency, honesty, and social responsibility in business. In practice, Islamic marketing ethics encourages the avoidance of fraud and exploitation and promotes general welfare and social harmony. (Toriquddin, 2015). In running his business, Rasulullah SAW was a successful and well-known entrepreneur. This is because he has Indicators of success (Abbas et al., 2020), namely:

1. *Al-shiddiq* (truthful, honest): In this case, Padang Pagi Sore RM is measured based on their adherence to truth in product information and honesty in all aspects of promotion and advertising. Transparency in the delivery of information to customers is crucial to building trust.
2. *Al-amanah* (trustworthy, credible): Credibility and security in managing customer information and trust in financial transactions are vital assessments. Security in the storage of customer information and credibility in fulfilling promises and commitments are prioritized.
3. *Al-tabligh* (communicative, transparent): Communicative and transparent aspects are also a focus in assessing Islamic marketing ethics. It is also expected to communicate effectively about its products and services and be open regarding production and distribution processes. Transparency in business policies and practices is also considered an ethical act.
4. *Al-fathanah* (intelligent, professional): Intelligence in developing marketing strategies, professionalism in doing business and interacting with customers, and expertise in responding to market changes and customer needs are the final dimensions in assessing Islamic marketing ethics.

Customer Satisfaction

Customer satisfaction has long been recognized as a key to business success and an important performance indicator. Kotler and Keller (2016) define customer satisfaction as the level of a person's feelings after comparing a product's performance (or results) with his expectations. Oliver (1997) emphasizes that satisfaction is an emotional response to the experience of purchasing and using a product or service. After consuming or consuming a product the assessment given by consumers after using or consuming a product regarding the extent to which the product's performance meets or even exceeds their initial expectations or desired performance standards is referred to as customer satisfaction, as stated (Tjiptono, 2019). The dimensions and indicators of customer satisfaction, according to Rohmah et al. (2023), are as follows:

1. Product Quality: Customers rate the suitability, cleanliness, menu variety, and consistency of flavors. The quality of raw materials is a significant concern.
2. Service Quality: Customer experience involves speed of service, friendliness, menu availability, and effective complaint handling.
3. Price: Customers rate the appropriateness of the price to the value provided, availability of promotions, and transparency regarding the pricing structure.

Hypothesis Development

This research involves the role of Islamic marketing ethics on customer satisfaction at Padang Pagi Sore Restaurant. Relevant previous research reveals that Islamic business ethics have a positive influence on customer satisfaction. Abbas et al. (2019) and Fataron (2021) examined to determine the main characteristics of Islamic marketing ethics and identify its effect on Islamic banking customer satisfaction. The results show that Islamic marketing ethics are essential in increasing customer satisfaction. The research is reinforced by the findings of Amalia Anggraini and Sri Rahayu (2022) related to the influence of Islamic marketing ethics

that affect customer interest in using mudharabah savings products at BMT Ar-Rahmah Arta Syariah Mojokerto. Furthermore, Mondir et al. (2023) concluded that the Islamic marketing mix in products, places, promotions, and people significantly affects customer satisfaction at Muslim Millennial Shopee. Therefore, the research hypothesis is formulated as follows:
H1: *Islamic Marketing Ethics* significantly positively affects customer satisfaction at RM Padang Pagi Sore.

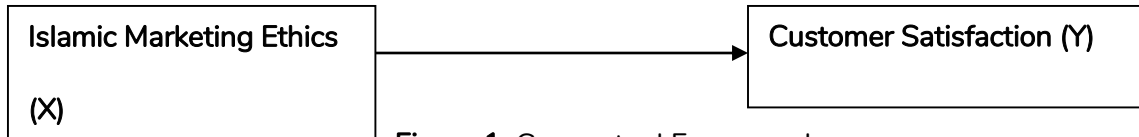


Figure 1. Conceptual Framework

METHODS

This quantitative research aims to examine the relationship between Islamic marketing ethics and customer satisfaction with a focus on RM Padang Pagi Sore customers. The analysis method used is descriptive analysis by applying simple linear regression with the equation (Sugiyono, 2013) as follows:

$$Y = b_0 + b_1X_1 + e$$

Where:

Y : Customer satisfaction

b₀ : Constant

b₁ : regression coefficient

X₁ : *Islamic Marketing Ethics*

e : Error

The research population involved all RM Padang Pagi Sore customers who live in Bogor. Sampling was carried out using non-probability sampling techniques, specifically purposive sampling, which is based on the characteristics of respondents by the research objectives, namely 1) Have ever purchased food at RM Padang Pagi Sore; 2) Domiciled in Bogor City. Researchers used the Lemeshow formula to determine the number of samples in conditions of uncertainty about the population size (Sugiyono, 2017).

$$n = z^2 p(1-p) / e^2$$

Description:

n = number of samples required

z = z score at 90% confidence=1.64

p = 50% chance of being correct = 0.5

e = alpha (0.010) or sampling error rate (10%)

Then, the calculation of the number of samples using the Cochran formula is as follows:

$$n = (1.64)^2 (0.5)(1-0.5)/(0.1)^2$$

$$n = 67,24$$

Based on the above calculations, the number of samples used is 67.24 = 68 people. In this study, the sample to be taken was 70 respondents.

In this research, the data used to support the questionnaire's results are primary and secondary data. Secondary data in this study were obtained from previous studies, journals, and literature studies from several books and websites to support the theory and results. In contrast, in collecting primary data, researchers distributed questionnaires using Google media and distributed them on social media such as WhatsApp and Instagram. The data is processed using the help of SPSS version 22 software.

This research model consists of dependent variables and independent variables. The dependent variable in this study is RM Padang Pagi Sore's customer satisfaction. At the same time, the independent variable is *Islamic marketing ethics*. The following is an operational definition in this study.

Table 1. Operational Variables

Variables	Dimensions	Indicator
Customer Satisfaction (Y) Rohmah et al. (2023)	Product Quality	<ul style="list-style-type: none"> - Compliance with customer expectations - Product hygiene and safety - Diversity and variety of menus - Consistency of flavor and quality of raw materials
	Service Quality	<ul style="list-style-type: none"> - Speed of service - Friendliness and courtesy of waiters - Menu and information availability - Handling customer complaints and requests
	Price	<ul style="list-style-type: none"> - Value-to-price comparison - Availability of promotions or discounts - Openness regarding the pricing structure - Customer perception of the value provided at the price paid
<i>Islamic marketing ethics (X)</i> (Abbas et al., 2020).	<i>Al-shiddiq</i> (truthful, honest)	<ul style="list-style-type: none"> - Compliance with truth in product information - Honest in promotion and advertising - Transparency in the delivery of information to customers
	<i>Al-amanah</i> (trustworthy, credible)	<ul style="list-style-type: none"> - Reliability in the management and storage of customer information - Security in financial transactions - Credibility in fulfilling promises and commitments

Variables	Dimensions	Indicator
	<i>Al-tabligh</i> (communicative, transparent)	<ul style="list-style-type: none"> - Effective communication about products and services - Openness regarding production and distribution processes - Transparency in business policies and practices
	<i>Al-fathanah</i> (intelligent, professional)	<ul style="list-style-type: none"> - Intelligence in marketing strategy development - Professionalism in doing business and interacting with customers - Expertise in responding to market changes and customer needs

Source: Primary Data (2024)

RESULTS AND DISCUSSION

RESEARCH RESULTS

Table 2. Validity Test

Variables	Indicator	r Count	Significant	Cronbach's Alpha
<i>Islamic marketing ethics (X)</i>	X1	0,821	0,000	0,925
	X2	0,859	0,000	
	X3	0,807	0,000	
	X4	0,825	0,000	
	X5	0,842	0,000	
	X6	0,826	0,000	
	X7	0,870	0,000	
Customer Satisfaction (Y)	Y1	0,694	0,000	0,912
	Y2	0,665	0,000	
	Y3	0,782	0,000	
	Y4	0,769	0,000	
	Y5	0,703	0,000	
	Y6	0,737	0,000	
	Y7	0,759	0,000	
	Y8	0,834	0,000	
	Y9	0,742	0,000	
	Y10	0,726	0,000	

Source: Data processed (2024)

Note: *Valid if r count > r table (0.235) or sig < 0.05

** Reliable if *Cronbach's Alpha* > 0.60

The validity test results show that all statement items have a value of $r_{count} > r_{table}$ 0.235 or $sig < 0.05$, so it can be concluded that all statement items are valid. Then, in the reliability test, it can be seen that all variables have a *Cronbach's Alpha* value > 0.60 , so it can also be concluded that all variables are reliable.

Table 3. Normality Test

		Unstandardized Residual
N		70
Normal Parameters ^b	Mean	.0000000
	Std. Deviation	2.35193643
Most Extreme Differences	Absolute	.182
	Positive	.118
	Negative	-.182
Test Statistic		.182
Asymp. Sig. (2-tailed)		.070 ^a

Source: Data processed (2024)

Notes: *Normal if Asymp. Sig. (2-tailed) > 0.05

The normality test results using standardized residuals in Table 2 obtained a Kolmogorov-Smirnov significance value of 0.070. This figure exceeds the 5% significance level (0.05) or $sig > 0.05$. This illustrates that the data for both variables are normally distributed.

Table 4. Heteroscedasticity Test

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	4.904	1.659			2.957	.004
X	-.098	.051			-.226	.270

Source: Data processed (2024)

Notes: *Homoscedasticity if Sig. > 0.05

The Glejser test output shows that all independent variables have a $sig > 0.05$ value. This indicates that no statistically significant independent variable affects the dependent variable *abs_res*. So, the regression model does not have heteroscedasticity symptoms.

Table 5. Simple Linear Regression Equation

Model	Unstandardized Coefficients	
	B	Std. Error
1 (Constant)	12.025	2.570
X	1.061	.080

Source: Data processed (2024)

Based on the table above, a simple linear regression equation is obtained: $Y = 12.025 + 1.061 X$. Islamic marketing ethics variable (X1) has a significant positive effect on customer satisfaction of RM Padang Pagi Sore. This indicates that if RM Padang Pagi Afternoon can apply Islamic marketing ethics well, customer satisfaction will increase.

Hypothesis Testing

Table 6. Test Coefficient of Determination (R)²

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.850 ^a	.723	.719	2.36917

Source: Data processed (2024)

The Adj R Square value is 0.723 or 72%. The coefficient of determination shows that the Islamic marketing ethics variable (X1) can explain the RM Padang Pagi Sore customer satisfaction variable by 72%, while other variables explain the remaining 28%. Furthermore, the t-test is carried out to determine whether individually (partially) the independent variable affects the dependent variable significantly or not. The following are the output results from SPSS:

Table 7. The t-test

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	12.025	2.570			4.679	.000
X	1.061	.080	.850		13.322	.000

Source: Data processed (2024)

Notes: *H1 is accepted if t count > t table (1.995) or Sig.<0.05

With a confidence level = 95% or $\alpha = 0.05$. The degree of freedom (df) = n-k-1 = 68. The calculated t value is 13.332 > t table, 1.995, and sig value. If 0.000 < 0.005, then H1 is accepted, meaning that the Islamic marketing ethics variable (X1) has an effect on customer satisfaction.

Discussion

This study aims to investigate the effect of Islamic marketing ethics on customer satisfaction at RM Padang Pagi Sore in the Bogor area. The results showed that the Islamic marketing ethics variable significantly positively influences customer satisfaction in the restaurant. This finding reinforces the importance of implementing Islamic marketing ethics in improving customer satisfaction, especially in the food and beverage industry context. This research is essential because it makes a new contribution to understanding the relationship between Islamic marketing ethics and customer satisfaction in the Padang restaurant industry.

The results of this study are consistent with previous findings showing that ethical factors, such as honesty, fairness, and social responsibility, can influence consumer behavior and customer satisfaction (Abbas et al.; Fataron (2021); Mondir et al., (2023)). Other similar research by Amalia Anggraini and Sri Rahayu (2022) also revealed that the Padang Pagi Sore RM manager can use these findings to develop more effective marketing strategies by strengthening marketing practices based on Islamic values.

In addition, the results of this study highlight substantial managerial implications for RM Padang Pagi Sore and other restaurants, emphasizing that the application of Islamic

marketing ethics can be vital in improving customer satisfaction. Restaurants can consistently implement values such as honesty, reliability, fairness, and care for the environment in every aspect of their operations. By providing honest information, fulfilling promises to customers, treating everyone fairly, and paying attention to the environmental impact of business activities, restaurants can build strong customer trust and loyalty. This can increase customer satisfaction at the restaurant and lead to increased long-term business profitability.

CONCLUSION

Based on this study's results, Islamic marketing ethics significantly impact customer satisfaction at RM Padang Pagi Sore and similar restaurants. Therefore, for restaurant management, the proposed practical steps include increased transparency in communication with customers, consistency in fulfilling promises made, fair treatment of all customers, and attention to environmental aspects in business operations. By applying these principles, restaurants can increase customer trust and loyalty, which will help increase profitability and the company's positive image. Although the results of this study provide valuable insights, some limitations need to be considered for future research. One limitation is the limited geographical coverage, which is only in the Bogor area. Future research could expand its geographical coverage to get a more representative picture of the relationship between Islamic marketing ethics and customer satisfaction across different geographical contexts. In addition, future research could also involve more relevant variables, such as product and service quality, price, and other environmental factors, to further deepen the understanding of the factors that influence customer satisfaction in the food and beverage industry.

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