



THE EFFECT OF SHARIA MARKETING ON THE PERFORMANCE OF MSMEs IN WEST JAVA

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ABSTRACT

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This study examines the impact of Islamic marketing on Micro, Small, and Medium Enterprises (MSMEs) in West Java, Indonesia. Responses from 115 business owners across various sectors of West Java MSMEs were analyzed using SPSS and Smart Partial-Least Square (PLS). The findings indicate that Islamic marketing, encompassing four dimensions (*Rabbaniyah*, *Akhlaqiyah*, *Al-Waqiyah*, and *Insaniyyah*), significantly influences performance, with Islamic principles positively affecting the progress of MSMEs in the West Java region. Despite the limited sample size, the study's results encourage further research into market variations. This can benefit the success of MSMEs in West Java, Indonesia, for both practitioners and academics, by highlighting the importance of Islamic marketing networks. The findings indicate that promoting a strong Islamic culture can encourage positive interactions between businesses and customers. These insights are valuable for policymakers and business advisors who aim to develop government support strategies for MSMEs in West Java and other Indonesian provinces. Additionally, this could serve as a focal point for future research. Future studies could examine these dynamics in other sectors and regions to gain a broader understanding of how Islamic marketing influences business performance globally.

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INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) remain crucial to Indonesia's economic development. This was highlighted by Hanung Harimba Rachman (Principal Expert for Entrepreneurship Development at the Ministry of Cooperatives and Small and Medium Enterprises). "The MSME sector is projected to contribute around 60% to GDP," he stated. "However, despite the large number, productivity remains low as 97% of Indonesian employment is within this sector," Hanung added (Risfill, 2024). To address this, the

government, through the Ministry of Cooperatives and SMEs, continues to empower MSMEs with various strategic initiatives, including performance improvement programs (Risfill, 2024).

Across Indonesia, the West Java region ranks among the top five regions with the highest number of MSMEs. In 2024, East Java Province led with 977,471 registered MSMEs, followed by Central Java with 862,926 MSMEs, and West Java with 641,639 MSMEs. West Nusa Tenggara and Yogyakarta ranked fourth and fifth, with 149,962 and 141,000 MSMEs, respectively.

Table 1. Top 5 most MSMEs by province

	Province	Number of MSMEs
1	East Java	977,471
2	Central Java	862,926
3	West Java	641,639
4	Nusa Tenggara Barat	149,962
5	Yogyakarta	134,025

Source: Badan Pusat Statistik (2024)

West Java Province plays a significant role in Indonesia's economy. Covering 20% of the country's total area, West Java is notable for having 98.5% of its economic drivers as MSME actors (Febriansyah et al., 2023). Sustainability, defined as the ability of a business to maintain operations and meet financial obligations over the long term, is crucial for the economic development and job creation of West Java's MSMEs (Kurniawan et al., 2023). However, these MSMEs face several challenges in achieving sustainability, including declining productivity, which impacts their overall

performance (Machin et al., 2023). While some aspects of the sharia economy have been implemented in West Java, there is still a lack of understanding among stakeholders to effectively demonstrate the sharia principles in the performance of MSMEs in the region (Sudrajat et al., 2024). MSME performance refers to the achievements of a business, which are crucial for strengthening the business in the global era (Sari, 2020). The measurement of business performance depends on the specific outcomes achieved by MSMEs. According to Ghifary, performance is defined as the results obtained by a business owner in line

with their responsibilities, ensuring they achieve legal goals, adhere to the law, and behave ethically and morally. Meanwhile, MSME performance is a combination of the outcomes of activities carried out within an MSME (Aini, 2021).

Islamic marketing can boost the performance of MSMEs by integrating sharia principles into their business operations. This method not only aids MSMEs in establishing a healthy and sustainable business but also ensures adherence to Islamic law (Putri & Oktafia, 2021). Sharia marketing is a type of marketing that complies with Islamic provisions and does not contradict them. Marketing activities encompass the distribution of goods and services from producers to consumers (Awa et al., 2024). West Java being one of the top three regions in Indonesia in terms of Muslim population, this demographic strongly supports sharia marketing, which significantly influences MSMEs in the region (Kusnandar, 2021). Research by Aini (2021) shows that sharia marketing has a positive effect on performance, while other studies, such as those by Priantoro and Yudiana (2021), indicate no significant impact. Consequently, the findings on the relationship between sharia marketing and performance are still inconsistent. Research was conducted to determine the impact of the dimensions of sharia marketing (*Rabbaniyah*, *Akhlaqiyyah*, *Al-Waqiiyah*, and *Insaniyyah*) on the performance of MSMEs in West Java. The direct approach to examining the relationship between these dimensions and performance shows that it can effectively enhance performance (Lestari & Widagdo, 2021). There are relatively few

studies on sharia marketing variables, as these are relatively new. Most previous research has focused on conventional marketing (Aini, 2021). Few previous studies have examined the four dimensions of sharia marketing that influence the performance of MSMEs. However, based on prior findings, it is recommended that these four dimensions be researched more thoroughly to positively impact MSME performance (Aini, 2021).

This research builds on previous studies that have been limited in their ability to enhance the performance of MSMEs, particularly in the realm of Islamic marketing. Wulandari et al (2022) highlighted the necessity for further investigation into the impact of sharia marketing on MSME performance to better understand how it can enhance MSME outcomes. The findings of this study will shed light on the Islamic marketing strategies employed by MSMEs, the effectiveness of these strategies, and the factors that either support or hinder MSME performance (Wulandari et al., 2022). Based on the above explanation, the researchers are interested in conducting a study titled "The Effect of Sharia Marketing on MSME Performance in West Java."

LITERATURE REVIEW

MSMEs

MSME stands for Micro, Small, and Medium Enterprises. Essentially, MSMEs refer to businesses operated by individuals, groups, small business entities, or households. In Indonesia, a developing country, MSMEs form the backbone of the community's economic sector. This approach aims to foster self-reliance

and development within society, particularly in the economic domain (Fauziyah, 2024). The quality of MSMEs in Indonesia continues to improve, thanks to robust government support for MSME entrepreneurs. This support is crucial

for anticipating future economic conditions and for maintaining and strengthening the national economy's structure (Fauziyah, 2024). The following table 2 shows the definitions of the figures or institutions:

Table 1. Definition of MSMEs from figures or institutions

No	Source	Definitions
1	OECD	MSMEs are defined as companies that have less than 250 employees. However, this limitation may vary between certain countries (Daniel, 2022).
2	David Storey	MSMEs are enterprises that are independently owned and run by individuals or families. They also have a relatively small scale of operations compared to large enterprises (Daniel, 2022).
3	M. Kwartono	MSMEs are people's economic activities that have a maximum net worth of IDR 200,000,000, where the land and building of the place of business are not considered. Or those with an annual sales turnover of at most IDR 1,000,000,000 and owned by Indonesian citizens (Daniel, 2022).

MSMEs Performance

There is no universal definition of performance, nor is there consensus on the specific purposes of performance indicators for MSMEs (Papulová et al., 2021). Performance is understood as the process of transforming inputs into outputs to achieve specific goals. From an economic perspective, performance focuses on the efficiency and effectiveness of a company in managing costs and outcomes (Ngcobo et al., 2024). In essence, organizational performance can be defined as the ability of an organization to utilize available resources efficiently and effectively to achieve its target goals (Charles & Benson Ochieng, 2023). Huda, Isra, and Karsudjono (2020) emphasized that the performance of MSMEs is a crucial topic for discussion within business organizations such as

MSMEs. Without business performance, MSMEs may be considered unable to make a beneficial contribution to their managers and other stakeholders. Organizational performance has often been overlooked by MSMEs yet understanding how activities are conducted is essential to gauge success. Many MSME business owners frequently open and close their businesses, change their ventures due to losses or lack of interest, or fail to compete with larger enterprises, often due to a lack of core business management skills.

The study by Suliyanto and Rahab (2012) adopted MSME performance measurements from Keskin (2006) and Lin et al. (2008). Keskin (2006) explains that these measurements are frequently used in previous assessments of MSME performance. They are also employed to account

for performance variations based on the characteristics of MSMEs by using appropriate performance metrics. Lin et al. (2008) added that business performance is defined as the achievement of organizational goals. These metrics include sales growth, profitability, and market share goals (Kohli et al., 1993; Narver & Slater, 1990; Sagita et al., 2024). Considering these perspectives, this study utilizes the measurement framework developed by Suliyanto and Rahab (2012), which includes market expansion, sales volume, complaint levels, number of employees, and number of customers. This study employs the unidimensional construct of MSME performance as defined by Suliyanto and Rahab (2012).

Sharia Marketing

Sharia Marketing, or Islamic marketing, is grounded in the intent and purpose of human creation. Marketing in this context goes beyond buying and selling, promotion, and profit; it also encompasses worship to Allah SWT (Aini, 2021; Rahmawaty, 2018). Muhammad Syakir Sula describes sharia marketing as a framework for business activities that emphasizes the creation, offering, and exchange of product values from initiators to stakeholders, in alignment with the principles of muamalah in Islam (Fanzuri, 2022; Huda et al., 2017). According to Abdullah Amrin, Islamic marketing encompasses all activities undertaken by business owners to create value, enabling entrepreneurs to grow and leverage its benefits. These activities are grounded in the principles of openness, fairness, honesty, and sincerity, in line with Islamic contracts (Cahyani et al., 2021). Kertajaya and Sula (2006)

suggest that there are 4 indicators of sharia marketing:

Rabbaniyah (Theistic)

Theistic traits are inherent in sharia marketing but absent in conventional marketing. Sharia marketing possesses a religious nature that conventional marketing lacks. A sharia marketer must embody divine qualities to act justly, align with goodness, prevent harm, uphold truth, eliminate falsehood, and spread benefits. They believe that the divine laws of sharia are the most just, perfect, and harmonious with goodness, capable of preventing damage, realizing truth, destroying falsehood, and spreading benefits. Business practitioners apply sharia principles in all their activities, with the intention of worship, maintaining honest speech and behaviour, and believing that sustenance is ordained by Allah. In communication, they must be truthful and accurately describe the product's quality without concealing its actual condition.

Correlation between Rabbaniyah and MSMEs Performance

Every entrepreneur believes that sincere efforts will yield positive results. By incorporating theistic principles into their business practices, entrepreneurs develop traits of honesty, trustworthiness, and fairness in their decision-making (Ambarwati, 2021). This belief significantly impacts the performance of MSMEs, as entrepreneurs exemplify a *Rabbaniyah* attitude, which involves surrendering to God's will. Previous research has also demonstrated that *Rabbaniyah* influences the performance of MSMEs (Aini, 2021). Therefore, the hypothesis in this relationship is:

H1: *Rabbaniyah* is significantly related to MSMEs Performance.

Akhlaqiyyah (Ethical)

The defining feature of sharia marketing is its focus on the importance of morals and ethics in every business activity. This ethical nature stems from its divine principles. Consequently, sharia marketing is designed to prioritize ethical and moral values that are universal and endorsed by all religions. Besides its divine nature (*rabbaniyyah*), Islamic marketing places a strong emphasis on morals in all aspects of its activities. Business practitioners uphold honesty, avoid cheating, and take responsibility for their words and actions. The products they produce must match what is promoted. They serve consumers fairly without discrimination, always maintaining humility (*Khidmah*), friendliness, politeness, and courtesy in their dealings with business partners.

Correlation between Akhlaqiyyah and MSMEs Performance

Sharia marketing consistently upholds proper speech and behavior in business dealings with all parties, including consumers, distributors, shops, suppliers, and competitors (Ambarwati, 2021). This approach positively impacts the performance of MSMEs, as good conduct from business actors fosters trust among consumers, distributors, shops, suppliers, and competitors. Such positive relationships motivate MSMEs to enhance their performance. This assertion is supported by previous research indicating that *Akhlaqiyyah* influences the performance of MSMEs (Aini, 2021). Therefore, the hypothesis in this relationship is:

H2: *Akhlaqiyyah* is significantly related to MSMEs Performance.

Al-Waqiyyah (Realistic)

Islamic marketing is a flexible concept that embodies the breadth and adaptability of Islamic sharia. Sharia marketers are professionals who maintain a clean, neat, and modest appearance, regardless of their style of dress. They prioritize religious values, piety, morality, and honesty in all their marketing activities. Business practitioners implement sharia principles by aligning their marketing efforts with the customs of their target market. As marketers, they must understand the trends and habits of their audience, convey information truthfully, and avoid imposing anything that may not be well-received in the region. Marketers should be both professional and adaptable in presenting product information.

Correlation between Al-Waqiyyah and MSMEs Performance

Business actors, when collaborating with resellers, always provide honest explanations about the product and pricing, ensuring they align with the existing quality. They also outline the potential benefits that can be gained and allow resellers to observe the production process firsthand, ensuring the quality of the materials used (Ambarwati, 2021). This approach instills a renewed spirit in MSME actors to enhance their performance. To improve performance, it is crucial to uphold ethics with transparency and honesty, which in turn boosts customer trust in business actors. Previous research indicates a strong positive influence between *Al-Waqiyyah* and performance (Aini, 2021). Therefore, the hypothesis in this context is:

H3: *Al-Waqiiyah* is significantly related to MSMEs Performance.

Insaniyyah (Humanistic)

Humanistic principles are among the universal strengths of sharia marketing. Sharia is intended to elevate human dignity, preserve human nature, and foster generosity in line with sharia guidelines. Islamic marketers embody a universal humanistic approach, meaning sharia is designed for humans to enhance their dignity, maintain their humanity, and control their negative traits. Islamic sharia is tailored for individuals regardless of race, skin colour, nationality, or status, making it universally applicable and humanistic.

Correlation between Insaniyyah and MSMEs Performance

Businesspeople should never discriminate against those who wish to collaborate with them, regardless

of regional origin, skin color, or social status. They should offer training to individuals who genuinely want to start a business. This initiative aims to create opportunities and support aspiring entrepreneurs, helping them feel confident and courageous enough to launch their ventures (Ambarwati, 2021). This attitude demonstrates the openness of businesspeople and the potential to enhance performance through mutual assistance and cooperation. *Insaniyyah* will play a crucial role in the performance of MSMEs, particularly in social interactions. Previous research indicates that

Insaniyyah has a strong positive impact on performance and can contribute to the betterment of MSMEs (Aini, 2021). Therefore, the hypothesis in this context is:

H4: *Insaniyyah* is significantly related to MSMEs Performance.

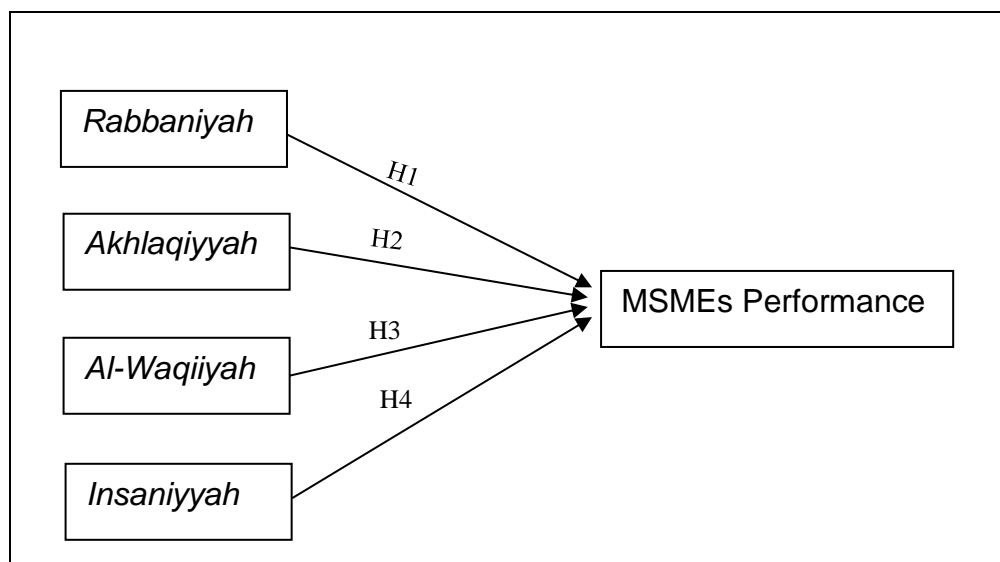


Figure 1. G*Power 3.1.9.7

Source: Data processed by author (2025)

RESEARCH METHODS

This study utilized quantitative methods, enabling the results to be

generalized to a broader population. Data was gathered through a survey distributed to small business owners in West Java, Indonesia, via Google

Forms. Each MSME was represented by a single individual who completed the questionnaire to ensure clarity of responses. The target population for this study comprises MSMEs in West Java in 2024, totaling approximately 641,639 (Badan Pusat Statistik, 2024). The sample size was determined using

G*Power 3.1.9.7, a user-friendly statistical tool for social and behavioral science research (Erdfelder et al., 2009). This tool recommended a minimum of 115 respondents for the study, based on a significance level of 0.05 and a power of 0.95 (Figure 2).

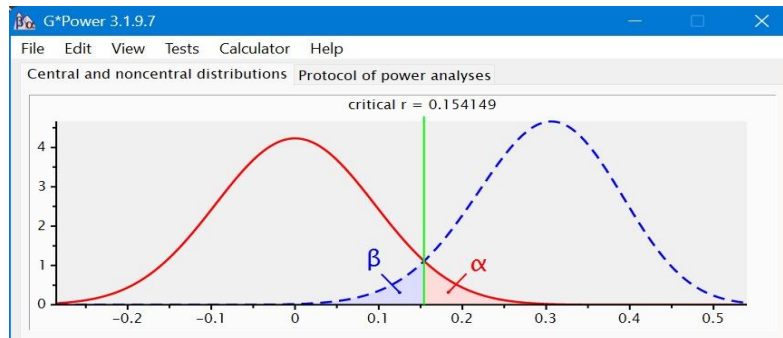


Figure 2. G*Power 3.1.9.7
Source: Data processed by author (2025)

Table 2. G*Power Explanation

Select:	Type of Power Analysis:	A priori
	Type of Test:	t-Test (means, two-tailed Accuracy mode calculation)
Input:	Alpha:	.05
	Power (1-beta):	0.95
	Effect size "d":	0.3
Result:	Total sample size:	115
	Actual power:	0.9501
	Critical r:	0.1541

Source: Data processed by author (2025)

This study utilized stratified random sampling to select participants. The stratified random sampling technique divides the population into different groups, known as strata, based on similar defining characteristics or traits (Thompson, 2012). This approach ensures that the sample accurately represents the entire population. According to Sekaran and Bougie (2010), data collection is a crucial part of research because data are necessary to obtain relevant and specific information, without

which research objectives cannot be achieved and hypotheses cannot be tested. To gather primary data for this research, a survey was conducted among MSMEs in West Java, Indonesia, using a structured questionnaire with closed-ended questions. Given the extensive geographic area of West Java, the questionnaire was distributed via a Google Form link to ensure accessibility for people in different locations. The sampling period was chosen based on the business cycle

in West Java. This timing reduces the likelihood of response variations due to busy or slow business periods, enhancing the reliability of the results. Each questionnaire was collected immediately after completion to allow for prompt verification of responses. Responses were standardized on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), covering a total of six items. The questionnaire was divided into three parts: the first part collected demographic information, while the

contents and aims of the other two parts are described elsewhere in the article. These steps not only allow subsequent researchers to replicate the methodology but also provide insight into the rationale behind the choice of the sampling period.

Focusing on SMEs Performance, it utilizes tools derived from Suliyanto and Rahab (2012). The measure consists of 3 items, as shown in Table 4

Table 4. The instruments of MSMEs Performance

Variable	Items	No of Items
MSMEs Performance	Our organization's sales volume is on the rise.	1
	Our sales are consistently growing	1
	The number of our customers has increased	1

Source: Suliyanto and Rahab (2012)

The study focuses on *Rabbaniyah* and evaluates it using three items. The questionnaire was adapted from

the research conducted by Rahmawaty (2018), as shown in Table 5.

Table 5. The instruments of Rabbaniyah

Variable	Items	No of Items
<i>Rabbaniyah</i>	The marketing that your business does is religious and Islamic	1
	Marketing that your business does not harm others	1
	Marketing conducted by your business never cheats or corrupts consumers	1

Source: Rahmawaty (2018)

Akhlaqiyyah was assessed using four items. The questionnaire was derived from the research conducted

by Rahmawaty (2018) as shown in Table 6.

Table 6. The instruments of Akhlaqiyyah

Variable	Items	No of Items
<i>Akhlaqiyyah</i>	Your marketing is based on honesty and openness	1

Marketing that your business does is fair	1
Marketing that your business does is always serving and humble	1
Marketing that your business does can be trusted	1

Source: Rahmawaty (2018)

The study focuses on *Al-Waqiiyah* research conducted by Rahmawaty (2018) as shown in Table 7. evaluates it using three items. The questionnaire was adapted from the

Table . The instruments of *Al-Waqiiyah*

Variable	Items	No of Items
<i>Al-Waqiiyah</i>	Marketing your business is easy and flexible	1
	The reality given with what your business markets is very realistic	1
	The marketing your business does keeps up with the times	1

Source: Rahmawaty (2018)

Insaniyyah was assessed using 3 items. The questionnaire was derived from the research conducted by Rahmawaty (2018) as shown in Table 8.

Table 8. The instruments of *Insaniyyah*

Variable	Items	No of Items
<i>Insaniyyah</i>	The marketing that your business does is always helpful and in accordance with the freedom of consumers	1
	Marketing done by your business is always friendly and consistent with consumers	1
	Marketing carried out by your business always provides hospitality to consumers	1

Source: Rahmawaty (2018)

The survey data were analysed using Smart PLS 4.0.9.3. Initially, we conducted a pilot test to assess the validity and reliability of the instrument. The statistical methods employed to achieve the research objectives included Cronbach's alpha.

RESULTS AND DISCUSSION

Measurement Test

The measurement model evaluation involved testing reliability and validity to ensure data quality. Results showed Cronbach's alpha values above 0.65, demonstrating sufficient internal consistency (Vaske et al., 2017). The construct reliability

values exceeded 0.70, confirming that items effectively measured their intended constructs. Moreover, Average Variance Extracted (AVE) values surpassed 0.50, indicating adequate variance explanation. The outer loading values above 0.70 confirmed strong indicator representation of their constructs (Hair et al., 2022). These results met established validity requirements.

Table 9. Results of Cronbach's Alpha, Construct Reliability, and Average Variance Extracted

	Cronbach's Alpha	Construct Reliability	Average Variance Extracted (AVE)
<i>Rabbaniyah</i>	0.746	0.856	0.667
<i>Akhlaqiyyah</i>	0.867	0.909	0.715
<i>Al-Waqiiyah</i>	0.653	0.811	0.588
<i>Insaniyyah</i>	0.889	0.931	0.817
MSMEs Performance	0.652	0.811	0.589

Source: Data processed by author (2025)

Table 10. Result of Outer Loading

	Outer Loading
ROB1 <- <i>Rabbaniyah</i>	0.728
ROB2 <- <i>Rabbaniyah</i>	0.881
ROB3 <- <i>Rabbaniyah</i>	0.833
AKH1 <- <i>Akhlaqiyyah</i>	0.894
AKH2 <- <i>Akhlaqiyyah</i>	0.804
AKH3 <- <i>Akhlaqiyyah</i>	0.861
AKH4 <- <i>Akhlaqiyyah</i>	0.822
ALW1 <- <i>Al-Waqiiyah</i>	0.746
ALW2 <- <i>Al-Waqiiyah</i>	0.811
ALW3 <- <i>Al-Waqiiyah</i>	0.742
INS1 <- <i>Insaniyyah</i>	0.925
INS2 <- <i>Insaniyyah</i>	0.884
INS3 <- <i>Insaniyyah</i>	0.903

MSME1 <- MSMEs Performance	0.811
MSME2 <- MSMEs Performance	0.709
MSME3 <- MSMEs Performance	0.780

Source: Data processed by author (2025)

Analysis revealed Cronbach's alpha values of 0.746 (*Rabbaniyah*), 0.867 (*Akhlaqiyyah*), 0.653 (*Al-Waqiiyah*), 0.889 (*Insaniyyah*), and 0.652 (MSMEs Performance). Construct reliability measurements showed values of 0.856 (*Rabbaniyah*), 0.909 (*Akhlaqiyyah*), 0.811 (*Al-Waqiiyah*), 0.931 (*Insaniyyah*), and 0.811 (MSMEs Performance). The AVE calculations yielded 0.667 (*Rabbaniyah*), 0.715 (*Akhlaqiyyah*), 0.588 (*Al-Waqiiyah*), 0.817 (*Insaniyyah*), and 0.589 (MSMEs Performance). These findings validate the measurement model's reliability and validity, confirming accurate construct representation through their indicators.

The measurement evaluation confirmed that all constructs and

indicators satisfied required standards. This verification establishes the statistical soundness of the measurement model, enabling reliable analysis of variable relationships.

Structural Model Assessment

Model fit assessment employs R-Square values to determine how effectively independent variables explain dependent variable variance. Values between 0 and 0.09 indicate insufficient explanation, suggesting model improvement needs. Values from 0.10 to 0.50 may be acceptable with significant independent variables, while values between 0.51 and 0.99 demonstrate strong explanatory power, showing over 50% variance explanation (Ozili, 2023).

Table 11. Result of R-Square

	R-Square
MSMEs Performance	0.411

Source: Data processed by author (2025)

The study revealed an R-Square of 0.411 for MSMEs Performance, indicating 41.1% variance explanation. This value, falling within 0.10-0.50, suggests model acceptability provided significant independent variable contributions exist. However, model refinement may be necessary if variables lack significance.

Path coefficients evaluate hypothesis significance through

standardized estimates and inner model values. Statistical significance requires t-statistics exceeding 1.96. P-values between 0 and 1 serve as significance indicators, with 0.05 as the threshold. P-values below 0.05 support rejecting the null hypothesis (H_0) in favor of the alternative hypothesis (H_a), confirming statistical relationship support (Hair et al., 2022).

Table 12. Result of Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P-Value	Result
H1	0.375	0.365	0.146	2.565	0.010	Accepted
H2	0.442	0.418	0.221	1.998	0.046	Accepted
H3	0.412	0.402	0.104	3.969	0.000	Accepted
H4	-0.600	-0.557	0.206	2.908	0.004	Accepted

Source: Data processed by author (2025)

Testing revealed statistical significance across all hypotheses (H1-H4), each showing distinct performance impacts. H1 showed an original sample of 0.375, mean of 0.365, deviation of 0.146, T-statistic of 2.565, and P-value of 0.010, confirming acceptance. H2 demonstrated an original sample of 0.442, mean of 0.418, deviation of 0.221, T-statistic of 1.998, and P-value of 0.046, achieving acceptance despite threshold proximity. H3 revealed an original sample of 0.412, mean of 0.402, deviation of 0.104, T-statistic of 3.969, and P-value of 0.000, indicating strong significance. H4 showed significance despite negative correlation (-0.600), with mean -0.557, deviation 0.206, T-statistic 2.908, and P-value 0.004, suggesting an unexpected inverse relationship.

These findings establish significant relationships between entrepreneurial factors and MSME performance. The results confirm positive contributions from autonomy, proactiveness, and risk-taking, while H4's negative coefficient requires additional investigation. The analysis demonstrates strong measurement consistency and provides insights into respondent characteristics, predominantly showing university-educated male founders in culinary businesses.

This study demonstrates that business performance in MSMEs is generally positive, with strong Shariah marketing playing a significant role. Each dimension of Shariah marketing has a clear impact on MSMEs performance, suggesting that every aspect provides equal benefits in various contexts.

Rabbaniyah

The observation highlights how the understanding of *Rabbaniyah* is implemented by MSMEs in West Java, Indonesia, in relation to their performance. *Rabbaniyah* asserts that all economic activities are overseen by Allah and will be accounted for in the afterlife. This is evidenced by research showing that these businesses practice honesty, eliminating any element of fraud. Additionally, MSMEs in West Java generally possess halal certificates for each type of product, emphasizing the importance of halal compliance. Consumer trust in the ethical conduct of MSMEs in West Java is believed to have a strong positive impact on their performance. This aligns with previous research indicating that *Rabbaniyah* influences the performance of MSMEs (Aini, 2021).

Akhlaqiyah

Research on MSMEs in West Java, Indonesia, indicates that they have

adopted the akhlaqiyah principle. This ethical value stresses the importance of moral and ethical conduct. This is demonstrated by the polite attitude in serving customers, even without direct interaction. This approach is believed to positively influence the performance of MSMEs in West Java. This finding aligns with previous research, which suggests that akhlaqiyah impacts performance (Aini, 2021).

Al-Waqiiyah

In terms of realistic characteristics, marketing should embody professional, honest, religious, and pious traits. Research on MSMEs in West Java indicates that they have implemented these principles in their business operations. *Al-Waqiiyah* provides detailed information about each type of MSME product to consumers. Additionally, the pricing aligns with the expected profit margins. This transparency enhances consumer comfort with MSME operators, and the increased trust significantly impacts the performance of MSMEs. This finding is consistent with previous research, which states that *Al-Waqiiyah* influences the performance of MSMEs (Aini, 2021).

Insaniyyah

Research on MSMEs in West Java, Indonesia, indicates that they have adopted the *Insaniyyah* principle. Many West Java MSME products are marketed through digital media without discriminating between customers in terms of service and product quality. This comprehensive marketing approach covers all of West Java and extends beyond, serving not only Muslims but also followers of other religions. This

humanizing attitude enhances consumers' respect for MSME operators, as a strong relationship between sellers and buyers can drive better performance improvements. This finding is supported by previous research, which shows a strong influence of *Insaniyyah* on MSME performance (Aini, 2021).

CONCLUSION

Based on the presented analysis, it can be concluded that sharia marketing with its four dimensions (*Rabbaniyah*, *Akhlaqiyah*, *Al-Waqiiyah*, and *Insaniyyah*) significantly influences the performance of MSMEs in West Java, Indonesia. The application of sharia marketing is not exclusive to Muslim MSME owners; it can also be adopted by individuals of other faiths. Essentially, the concept of sharia marketing is universal and aligns with the divine teachings of various religions. Sharia marketing encourages businesspeople to not only engage in business interactions but also to incorporate religious values to achieve long-term blessings and success. Principles of sharia marketing derived from previous research highlight the importance of honesty, fairness, and social responsibility, which help MSMEs gain customer attention, loyalty, and trust (Nasution et al., 2023). Overall, sharia marketing places a strong emphasis on environmental responsibility, enhancing the image of MSMEs in the eyes of the public (Nasution et al., 2023).

This study implicitly suggests that MSMEs in West Java, Indonesia, should adopt marketing processes

aligned with sharia marketing principles. There are four main characteristics that guide this approach to enhance the performance of MSMEs. These include the theoretical principle (*Rabbaniyah*), which underscores the importance of product halalness by selling halal-certified products and marketing them honestly, such as by using original photos; the ethical principle (*Akhlaqiyah*), which highlights the significance of morals

and politeness in serving buyers online, even without face-to-face interactions; the realistic principle (*Waqiiyah*), which necessitates honesty in providing product descriptions and detailed explanations of the products sold; and the humanist principle (*Insaniyyah*), which advocates for non-discrimination among buyers, as the target market comprises people of various religions across West Java, Indonesia.

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