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## 7P Marketing Strategy in the Perspective of Islamic Law: A Case Study on Motorcycle Spare Parts Sales at UD Agung

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### **Abstract**

*Ideally, marketing strategies in Islam should be fair, honest, and transparent, avoiding any form of deception. However, in reality, many businesses focus more on competition without considering Sharia aspects. This study aims to analyze the implementation of the 7P marketing strategy at UD Agung in increasing motorcycle spare parts sales from an Islamic law perspective. The research uses a descriptive qualitative method through observation, interviews, and document analysis. The findings reveal that an integrated 7P strategy successfully increased sales by 35%, supported by product diversity, competitive pricing, effective promotions, e-commerce expansion, human resource development, business process improvements, and store renovations. From an Islamic law perspective, this strategy is generally in line with Sharia principles, particularly in price transparency and product quality. However, the promotional aspects need evaluation to avoid manipulation. This study concludes that a customer-oriented 7P strategy can enhance sales and customer loyalty while aligning with Islamic law if conducted ethically.*

**Keywords:** Marketing Strategy, 7P, UD Agung, Islamic Law.

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## Abstrak

Idealnya, strategi pemasaran dalam Islam harus adil, jujur, dan transparan, serta menghindari penipuan. Namun, realitasnya, banyak bisnis lebih fokus pada persaingan tanpa mempertimbangkan aspek syariah. Penelitian ini bertujuan untuk menganalisis penerapan strategi pemasaran 7P di UD Agung dalam meningkatkan penjualan suku cadang motor dari perspektif hukum Islam. Metodologi yang digunakan adalah kualitatif deskriptif melalui observasi, wawancara, dan analisis dokumen perusahaan. Hasil penelitian menunjukkan bahwa strategi 7P yang terintegrasi berhasil meningkatkan penjualan sebesar 35%, didukung oleh keragaman produk, harga kompetitif, promosi efektif, ekspansi e-commerce, pengembangan SDM, perbaikan proses bisnis, dan renovasi toko. Dari perspektif hukum Islam, strategi ini umumnya sesuai dengan prinsip syariah, terutama dalam transparansi harga dan kualitas produk. Namun, aspek promosi perlu dievaluasi agar tidak mengandung manipulasi. Penelitian ini menyimpulkan bahwa strategi 7P yang berorientasi pada pelanggan dapat meningkatkan penjualan dan loyalitas pelanggan sekaligus selaras dengan hukum Islam jika dijalankan secara etis.

**Kata Kunci:** Strategi Pemasaran, 7P, UD Agung, Hukum Islam

## Introduction

Marketing is one of the fundamental elements in the business world that determines a company's success in reaching customers, building loyalty, and enhancing competitiveness. In the era of globalization and digitalization, marketing strategies do not solely focus on promotion but also encompass various aspects that support business attractiveness and sustainability. One widely used approach in modern marketing strategies is the 7P concept, which consists of Product, Price, Place, Promotion, People, Process, and Physical Evidence (Christine & Budiawan, 2017). This concept was developed to provide a more holistic approach to addressing marketing challenges across different industry sectors, including the automotive industry, which faces intense competition.

In the motorcycle spare parts industry, implementing the 7P marketing strategy is crucial to gaining a competitive advantage in an increasingly challenging market. UD Agung, as one of the players in this sector, has adopted the 7P marketing strategy to significantly boost its sales. By offering high-quality products at competitive prices, UD Agung has successfully built a reputation as a trusted spare parts provider. Additionally, its promotional efforts through various channels, both conventional and digital, have enhanced brand visibility and customer engagement. Expansion into e-commerce platforms and strategic store location selection have also strengthened the company's ability to reach a broader customer base (Sudaryono et al., 2020). Furthermore, investments in human resource development and business process optimization have positively impacted operational efficiency and customer satisfaction. Attention to physical evidence, such as store renovations and packaging design, has also played a role in enhancing professionalism and customer trust in the UD Agung brand. With these

strategies, UD Agung has achieved significant business growth, including a 35% increase in annual sales, a 40% expansion in its customer base, and a 15% rise in average transaction value per customer.

Ideally, marketing in business should not be solely profit-oriented but must also consider ethical and legal principles. From an Islamic perspective, marketing activities must uphold values of honesty, transparency, and fairness to ensure halal and blessed trade. This principle aligns with Islamic teachings that prohibit practices such as *gharar* (uncertainty), *tadlis* (fraud in transactions), and exploitation of customers (Zikwan, 2021). However, real-world observations indicate that many business actors disregard these principles in their marketing strategies. Some engage in misleading promotions, unfair price manipulations, and selling substandard products merely to maximize profits (Asror & Hasani, 2022). Such practices not only harm customers but also create imbalances in business competition, ultimately diminishing public trust in the industry.

The discrepancy between ideal marketing concepts and real business practices that deviate from Islamic ethical principles raises several issues that require further examination. The misuse of unethical marketing strategies can lead to business competition imbalances, consumer harm, and a declining reputation for the spare parts industry as a whole. From an Islamic legal perspective, marketing that lacks honesty and transparency can render transactions invalid or even contradict the principle of *maslahah* (benefit), which is the fundamental basis of Islamic business (Sa'adah & Sopangi, 2020). Therefore, this study is essential to explore how the 7P marketing strategy can be implemented while adhering to Islamic legal principles, ensuring not only economic benefits but also blessings and well-being for all stakeholders involved in the business chain.

This study aims to analyze the implementation of the 7P marketing strategy in increasing motorcycle spare parts sales at UD Agung and to evaluate its compliance with Islamic legal perspectives. By examining the factors that contribute to the success of UD Agung's marketing strategy, this research will identify the extent to which its business practices align with Islamic principles and assess potential inconsistencies that may harm consumers and business actors alike. Through a comprehensive approach, this study will provide more constructive recommendations for developing ethical, effective, and Islamically grounded marketing strategies.

The contribution of this research is expected to provide valuable insights for business practitioners in applying marketing strategies that are not only economically effective but also aligned with Islamic principles. Additionally, this study can serve as an academic reference in examining the relationship between modern marketing strategies and Islamic law, promoting the development of more ethical and sustainable business practices. The findings of this study may also serve as a foundation for regulators and policymakers in formulating more transparent marketing regulations that align with fair and responsible business principles.

## Literature Review

Research on the 7P marketing strategy is not a new discovery. Several previous studies have discussed various aspects of the 7P marketing mix, both in the context of motorcycle spare parts marketing and from the perspective of Islamic law. Guntur Maha Putra et al., in their work titled; *"Perancangan CRM Penjualan Sparepart Motor di Imam Motor Desa Bangun Sari,"* examine how a Customer Relationship Management (CRM) system can enhance the effectiveness of motorcycle spare parts sales. The strength of this study lies in the application of CRM technology to improve customer relationships, which has been proven to increase customer loyalty and sales (Putra et al., 2023). The similarity between this study and the current research is that both focus on marketing strategies in the motorcycle spare parts industry. However, the difference lies in the approach used. Guntur Maha Putra's research emphasizes technological and customer management aspects, whereas this study highlights the 7P marketing mix from the perspective of Islamic law.

Moh Nasuka, in his work; *"Konsep Marketing Mix dalam Perspektif Islam: Suatu Pendekatan Maksimalisasi Nilai,"* explores how Islamic principles can be applied in the marketing mix concept to maximize value for both consumers and business actors. The strength of this study lies in its in-depth analysis of Islamic values in marketing strategies, providing a strong theoretical foundation for Sharia-based marketing (Nasuka, 2020). The similarity between this study and the current research is that both examine marketing strategies from an Islamic perspective. However, the difference lies in the object of study. Moh Nasuka's research is conceptual and theoretical, while the current study focuses more on a concrete case study at UD Agung.

Giri Dwinanda and Yuswari Nur, in their work; *"Bauran Pemasaran 7P dalam Mempengaruhi Keputusan Pembelian Konsumen pada Industri Retail Giant Ekspres Makassar,"* investigate how the 7P marketing strategy influences consumer purchasing decisions in the retail industry. The strength of this study lies in its comprehensive empirical analysis of the impact of marketing strategies on consumer behavior (Dwinanda & Nur, 2020). The similarity between this study and the current research is that both discuss the 7P marketing mix and its impact on purchasing decisions. However, the difference lies in the industrial sector studied. Giri Dwinanda and Yuswari Nur's research focuses on the modern retail sector, while the current study emphasizes the motorcycle spare parts industry with the additional perspective of Islamic law.

After conducting a literature review, it can be concluded that no study has specifically examined the 7P marketing strategy from the perspective of Islamic law with a case study on motorcycle spare parts sales at UD Agung. Most existing studies focus more on marketing technology, general Islamic marketing concepts, or the influence of the 7P marketing mix in other industries. Thus, this study holds a unique position in the existing literature. The gap in research regarding the application of the 7P marketing strategy from an Islamic legal perspective in the motorcycle spare parts industry presents a crucial area for further investigation. The novelty of this study lies in the integration of the 7P marketing mix concept with Islamic legal values in the context of the motorcycle spare parts industry, which is expected to make a significant contribution both to academia and to

business practitioners seeking to implement marketing strategies based on Islamic principles.

### **Research Methodology**

This study is categorized as field research with a descriptive qualitative approach. This approach is used to gain an in-depth understanding of the 7P marketing strategy from the perspective of Islamic law, as implemented by UD Agung in motorcycle spare parts sales. This method allows researchers to explore phenomena directly and obtain data from various relevant sources. The research is focused on UD Agung as the study object, with the location selected based on the company's relevance to the research topic. The study was conducted over three months to ensure comprehensive data collection and adequate observation of the applied marketing practices.

Data for this study were collected using several primary techniques, namely observation, interviews, and documentation. Observation was conducted by directly examining UD Agung's operations, customer interactions, and the implementation of the 7P marketing strategy in their business activities. Semi-structured interviews were carried out with key informants, including the owner/manager (Hendra or Acun), marketing and sales staff (Ismail), and UD Agung's customers to gain perspectives from multiple stakeholders. Additionally, documentation such as sales reports, promotional materials, and other relevant marketing strategy documents were analyzed as secondary data. A purposive sampling technique was used to select informants based on their relevance to the research subject. To ensure data validity and reliability, this study applied triangulation techniques by verifying findings through multiple data sources and conducting member checking with relevant informants.

### **UD Agung's Marketing Strategy**

UD Agung optimally implements the 7P marketing strategy in selling motorcycle spare parts, focusing on providing high-quality products that meet customer needs. As a widely recognized spare parts store, UD Agung offers more than 200 types of motorcycle spare parts covering various popular brands and models in Indonesia. The quality of the products is a key advantage, with 92% of customers stating that UD Agung's products meet or even exceed their expectations. Additionally, the materials used in each spare part are guaranteed to be of high quality, enhancing long-term customer trust. As a token of appreciation for loyal customers, UD Agung also offers special services every Friday, further strengthening customer loyalty to the store.

UD Agung's pricing strategy is also a major factor in its competitiveness in the motorcycle spare parts market. By setting prices that are on average 5-10% lower than major competitors, UD Agung attracts more customers without compromising profits. This aligns with interview results indicating that 87% of customers feel that UD Agung's pricing offers value proportional to product quality. Another advantage of the pricing strategy is that installation costs are included in the price, providing added convenience for customers who prefer not

to seek additional installation services. This makes UD Agung the top choice for customers looking for affordable prices with comprehensive services.

In terms of promotion, UD Agung utilizes various digital platforms to enhance visibility and customer engagement. Data shows that in the past six months, customer engagement has increased by 30% through social media platforms such as Facebook, Instagram, and WhatsApp. Additionally, the loyalty program launched has attracted 500 members in the first three months, demonstrating the success of its digital marketing strategy. Most customers learn about UD Agung's products through its digital campaigns, which are further reinforced by registering the store's location on Google Maps. With this effective promotional strategy, UD Agung has successfully expanded its market reach and strengthened its position as a trusted spare parts store.

UD Agung's strategic location provides easy access for customers purchasing motorcycle spare parts, whether in person or through e-commerce. Situated along the North Sumatra highway and surrounded by industrial areas, the store is easily found and accessed by customers from various regions. Furthermore, expanding into e-commerce has positively impacted online transaction growth, with data showing a 25% increase in the past year. Customer surveys also reveal that 89% find it very easy to purchase products from UD Agung, both online and offline. By combining a strategic location with purchasing convenience, UD Agung continues to strengthen its position in the motorcycle spare parts market.

UD Agung's success in maintaining service quality is also attributed to its skilled and professional human resources. Investments in employee training have yielded positive results, with customer satisfaction ratings reaching 4.7 out of 5 based on a customer satisfaction survey. UD Agung's employees not only possess strong technical skills but also actively promote affordable products to customers. The store owner routinely monitors employee performance to ensure they work with discipline and provide the best service to customers. With a well-managed workforce, UD Agung maintains high service quality and enhances customer trust.

Operational efficiency is also a primary focus in UD Agung's marketing strategy, particularly in the process aspect. Implementing a new inventory management system and optimizing order processing have significantly reduced delivery times. Previously, local orders took three days to reach customers, but now the delivery time has been reduced to just one day. The store owner also emphasizes that UD Agung's workflow is highly organized, making business operations more efficient. With a well-structured working mechanism, UD Agung provides fast and accurate service to customers, thereby increasing overall customer satisfaction.

Physical evidence also plays a crucial role in UD Agung's marketing strategy, particularly in building customer trust in the brand and its products. Store renovations have had a positive impact, with observations showing a 20% increase in the time customers spend in the store. Additionally, modern and attractive product packaging has enhanced customer perceptions of product quality, with 88% of survey respondents stating they trust UD Agung's products more after seeing the new packaging. Store facilities, such as seating areas for customers and free WiFi access, further enhance customer comfort while shopping. With a

comfortable store environment and adequate facilities, UD Agung creates a better shopping experience for its customers.

Through the implementation of the 7P marketing strategy—covering high-quality products, competitive pricing, effective promotion, strategic location, reliable human resources, efficient operational processes, and strong physical evidence—UD Agung has successfully maintained its position as one of the leading motorcycle spare parts stores in the region. This strategy not only increases customer loyalty but also strengthens UD Agung's competitiveness in the increasingly competitive spare parts industry. By continuously innovating and adapting to market needs, UD Agung has great potential to grow further and become the top choice for customers seeking high-quality motorcycle spare parts at the best prices.

### **Sales Growth**

The various marketing strategies implemented by UD Agung have contributed to a significant increase in motorcycle spare parts sales. Financial data indicates an annual sales growth of 35% compared to the previous year, demonstrating the effectiveness of the marketing strategies employed. Additionally, UD Agung's customer base has expanded by 40% over the past 12 months, reflecting success in attracting new customers while retaining existing ones. Moreover, the average transaction value per customer has increased by 15%, indicating growing customer trust in the products and services provided. The combination of a well-planned marketing strategy and a swift response to market demands has been the key factor behind this sales growth.

The implementation of the 7P marketing mix strategy at UD Agung has strengthened its competitiveness in the motorcycle spare parts industry. By offering high-quality products, UD Agung has successfully met the needs of increasingly selective customers when choosing spare parts for their vehicles. Competitive pricing has also become a major attraction, as customers recognize that they receive high-quality products at more affordable prices compared to competitors. Additionally, excellent customer service provided by well-trained staff ensures smooth transactions, creating a positive shopping experience for customers. These factors have contributed to building a strong reputation for UD Agung in the motorcycle spare parts industry.

The 7P marketing mix is not a static strategy but must continuously evolve to keep up with market dynamics. UD Agung understands the importance of adapting strategies based on customer feedback, technological advancements, and changing trends in the automotive industry. For instance, with increasing customer awareness regarding spare part quality, UD Agung continuously improves its product standards. Moreover, promotional campaign effectiveness must be regularly evaluated to ensure marketing efforts remain relevant and impactful. By closely monitoring various marketing elements, UD Agung can sustain its sales growth momentum.

In the motorcycle spare parts industry, customer purchasing cycles are often influenced by external factors such as seasonal trends, vehicle age, and economic conditions (Hutabarat & Sindar, 2019). UD Agung recognizes that spare

parts demand can fluctuate throughout the year, making a flexible sales strategy essential. By analyzing sales trends, the company can identify demand patterns and adjust inventory and promotional strategies to remain optimal year-round. This approach enables UD Agung to maintain a balance between supply and demand while avoiding overstock or product shortages during peak demand periods.

Digital transformation has significantly changed how customers purchase motorcycle spare parts (Ngangi et al., 2023). With the rising popularity of e-commerce platforms, UD Agung sees a major opportunity to expand its market through online sales. The development of a robust e-commerce system allows customers to access product information, compare prices, and make purchases more easily and conveniently. Furthermore, by establishing a presence on digital platforms such as marketplaces and social media, UD Agung can enhance its marketing reach and strengthen customer relationships through more intensive interactions.

A multichannel or omnichannel sales strategy has become increasingly relevant in the digital era. Many customers begin their product search online before making an in-store purchase. UD Agung ensures a consistent customer experience across all sales channels, both online and offline. By providing responsive customer service across multiple platforms, the company can enhance customer loyalty and increase sales opportunities. This approach also helps build customer trust in UD Agung's products and services. Sales techniques such as upselling and cross-selling play a crucial role in increasing transaction value. For instance, when a customer purchases brake pads, the sales team can recommend the appropriate brake fluid to enhance vehicle performance. This technique not only boosts revenue per transaction but also adds value for customers by offering more comprehensive solutions (Saputra, 2015). By implementing this strategy effectively, UD Agung can improve customer satisfaction while maximizing potential profits from each transaction.

The use of data analytics in sales strategy is also a key factor in decision-making. By analyzing sales data, UD Agung can understand customer preferences, identify market trends, and forecast future demand. This data can be used to develop more targeted promotional strategies, optimize product inventory, and enhance pricing strategy effectiveness. With a data-driven approach, UD Agung can adapt more effectively to market changes and create more impactful strategies to drive sales growth. In summary, training and developing the sales team is an equally important aspect of the sales growth strategy. In addition to understanding the products they sell, sales personnel must have strong communication skills to effectively convey product advantages to customers. The ability to listen to customer needs and provide appropriate recommendations is also crucial in creating a satisfying shopping experience. With continuous training, the sales team can improve their effectiveness in handling customers, ultimately contributing positively to UD Agung's overall sales growth.

## Marketing in Islamic Law

Marketing is one of the crucial aspects of the business world, not only in terms of commercial strategies but also in relation to ethical and moral values. In Islam, marketing is not merely an economic activity driven by profit; it must also be based on principles of honesty, justice, and balance. Effective marketing does not only ensure that products or services reach consumers but also safeguards the rights and interests of all parties involved. Thus, the marketing system in Islam is unique because it integrates economic aspects with spiritual values, fostering more ethical business practices (Shirazi, 2016).

In Islamic teachings, the marketing system is known as *at-taswiq*, which generally refers to the process of introducing, offering, and distributing goods or services to consumers in a manner that aligns with Islamic law (Sholikah et al., 2020). Marketing in Islam emphasizes not only the transactional aspect but also the integrity and social responsibility of business actors. The fundamental principles of Islamic marketing include honesty (*shidq*), transparency (*bayyan*), justice (*adl*), and the absence of fraud (*gharar*). In practice, business operators must ensure that the products offered comply with halal standards, do not harm consumers, and are conducted within a fair trade environment based on piety toward Allah.

The Qur'an provides numerous guidelines on how to implement an appropriate marketing system in Islam. Allah SWT states;

يَا أَيُّهَا الَّذِينَ آمَنُوا إِذَا تَدَائِنُتُم بِدَيْنِ إِلَى أَجْلٍ مُسَمَّى فَاَكْتُبُوهُ

*"O you who have believed, when you contract a debt for a specified term, write it down..."* (QS. Al-Baqarah: 282)

This verse demonstrates that Islam teaches the principle of clarity in business to ensure that no party is harmed. Additionally, in another Surah, Allah SWT says:

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تُكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِنْكُمْ وَلَا تَفْتَأِلُوا أَنفُسَكُمْ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا

*"O you who have believed, do not consume one another's wealth unjustly, except through lawful trade conducted by mutual consent among you. And do not kill yourselves; indeed, Allah is Most Merciful to you."* (QS. An-Nisa: 29)

This verse emphasizes the principles of justice and honesty in economic transactions, wherein any form of unlawful wealth acquisition—such as usury (*riba*), fraud, manipulation, or exploitation—is prohibited by Islamic law. Islam underscores that trade must be based on mutual consent and honest agreement between both parties as the only permissible means of acquiring wealth. Additionally, the prohibition against 'killing oneself' in this verse can be

interpreted broadly, encompassing not only physical suicide but also any form of self-destructive behavior—morally, socially, or economically—such as engaging in transactions that harm oneself or society (Munandar & Ridwan, 2023). Thus, this verse teaches Muslims to conduct economic activities ethically, uphold honesty, and avoid any actions that could damage the well-being of individuals or communities.

History records that marketing in Islam was first practiced by the Prophet Muhammad (SAW) in the markets of Mecca and Medina. The Prophet was known as a merchant of high integrity who never lied when selling his goods. One of the most significant events in the history of Islamic marketing was when he regulated the trading system in the Medina market to be free from usury, fraud, and monopolies (Nurhamid, 2017). The Prophet also introduced the concept of fair bargaining and emphasized the importance of maintaining product quality so that consumers receive goods that match the price they pay.

The development of marketing laws in Islam has continuously evolved with the changing times. In the context of classical Islam, marketing was conducted through barter systems, trust-based transactions (*muamalah*), and the use of gold and silver currency, which held intrinsic value. With globalization, Islamic marketing concepts have also adapted to international trade systems, e-commerce, and digital marketing strategies while remaining grounded in sharia principles (Oliveira & Probowlulan, 2023). Today, many companies implement sharia-based marketing by ensuring that the products they sell are halal-certified and do not involve transactions containing elements of usury or excessive speculation.

In Indonesia, the development of the Islamic marketing system has been accelerating alongside the growing public awareness of the Islamic economy. This is marked by the increasing number of Islamic financial institutions, halal marketplaces, and halal certifications issued by the Indonesian Ulema Council (MUI). Furthermore, the government also supports the development of the Islamic economy by enacting regulations that facilitate sharia-based marketing, such as the Islamic Banking Law and regulations on Halal Product Assurance. In various regions, sharia-based MSMEs (Micro, Small, and Medium Enterprises) are emerging, emphasizing fairness in transactions and collective prosperity (Aminuddin, 2016).

Islam differentiates between permissible and prohibited marketing based on fundamental principles of Islamic law. Permissible marketing must fulfill the criteria of honesty, be free from deception (*gharar*), and exclude elements of usury or excessive speculation. Conversely, prohibited marketing includes exploitation, price manipulation (*ihtikar*), and the dissemination of misleading information. Examples of prohibited marketing in Islam include Ponzi schemes, gambling transactions (*maysir*), and price manipulation practices that harm consumers and other traders. The primary challenge in modern marketing from an Islamic perspective is maintaining a balance between competitive business strategies and adherence to sharia values.

In an increasingly competitive business world, many companies are tempted to use aggressive marketing techniques, such as excessive advertising, manipulative promotions, or unfair pricing strategies. Additionally, advancements in digital technology have introduced new challenges in Islamic marketing, such as

algorithm-based advertising, which is often non-transparent and can mislead consumers. Particularly in the digital era, the Islamic marketing system faces difficulties in ensuring the halal status of products sold through e-commerce platforms. Many products marketed online lack clear halal certification, making it challenging for Muslim consumers to verify the halal status of their purchases (Najati & Mashdurohatun, 2024). Furthermore, the rising popularity of affiliate marketing and dropshipping raises legal questions in Islam, particularly concerning transaction transparency and ownership of goods before being sold to consumers.

### **Marketing 7P of UD Agung in the Analysis of Islamic Law**

The 7P marketing strategy is a marketing concept used to optimize business performance by considering seven key elements: product, price, promotion, place, people, process, and physical evidence. In practice, this strategy aims to enhance business competitiveness and provide added value to customers (Wardani et al., 2024). UD Agung, as a supplier of motorcycle spare parts, has implemented this strategy in its operations to strengthen its market position. However, from the perspective of Islamic law, marketing strategies must not only be effective in increasing sales but also align with Sharia principles, which emphasize honesty, justice, and blessings in business.

In Islamic law, marketing or trade must be conducted in a halal manner and in accordance with Sharia ethics. Marketing practices permitted in Islam should not contain elements of *gharar* (uncertainty), *riba* (usury), or *maysir* (gambling), and should not deceive consumers with exaggerated claims. The concept of marketing in Islam emphasizes honesty in providing product information, setting fair prices, and fulfilling consumer rights appropriately. Therefore, the 7P marketing strategy applied by UD Agung must be evaluated from the perspective of Islamic law to ensure that no elements contradict Sharia principles. The product strategy implemented by UD Agung focuses on providing various high-quality spare parts that meet customer needs. By offering diverse and guaranteed-quality products, UD Agung has built a reputation as a trusted spare parts supplier. From an Islamic perspective, providing quality products is part of the principle of *ihsan* (excellence) in trade. Islam prohibits selling defective goods without informing the customer, making it a business obligation to ensure product quality for fair transactions (A'yun, 2024).

Competitive pricing is one of UD Agung's key strategies in attracting customers. The prices offered strike a balance between business profitability and consumer purchasing power without compromising quality. In Islamic law, pricing must be based on justice and should not involve exploitation or fraud. Excessively high prices without justifiable reasons can be considered *zulm* (oppression), while excessively low prices aimed at eliminating competition may be deemed unethical in business competition. The promotional strategy adopted by UD Agung utilizes a multi-channel approach, combining traditional and digital marketing methods to increase brand visibility. These promotions include in-store marketing, social media campaigns, and special discounts for loyal customers. In Islam, promotions must be conducted honestly and transparently without misleading information.

Any claims made in promotions must be verifiable to avoid gharar (uncertainty) or deception.

Regarding distribution and place, UD Agung has expanded its market reach by opening branches in strategic locations and developing e-commerce services. This expansion provides customers with easy access to the necessary products. In Islam, facilitating access to halal and beneficial goods aligns with the principle of maslahah (public benefit). Therefore, UD Agung's expansion can be considered Sharia-compliant as long as it does not involve monopolistic practices that harm others. Human resources also play a crucial role in UD Agung's 7P marketing strategy. Investments in employee training aim to enhance competence and customer service orientation. Islam strongly emphasizes the importance of professionalism in work and good interactions with customers. Friendly, honest, and responsible service is part of Islamic business ethics that can bring blessings to a business (Purwati et al., 2023).

In terms of process, UD Agung continuously improves operational efficiency and service quality to ensure customer satisfaction. These improvements include better inventory management, faster service systems, and clear warranty policies. In Islam, transparency in transaction processes is highly emphasized to ensure that no party feels disadvantaged. Thus, the business process improvements undertaken by UD Agung align with the principle of justice in trade. Physical evidence is also an essential component of UD Agung's 7P marketing strategy. Store renovations, neat product arrangements, and professional packaging design are part of the company's efforts to build customer trust. In Islam, maintaining cleanliness and order in business premises is recommended as it reflects professionalism and honesty in business (Syamsiah & Mawarni, 2023). Although UD Agung has effectively implemented the 7P marketing strategy, there are still challenges and issues that need to be addressed. One major challenge is the intense competition in the motorcycle spare parts industry, requiring continuous innovation and more creative marketing strategies to remain competitive. From an Islamic perspective, healthy business competition is permissible as long as it does not involve fraud, monopolies, or other unfair practices.

## Conclusion

The 7P marketing strategy implemented by UD Agung in motorcycle spare parts sales has proven effective in enhancing its business performance. The implementation of this strategy has resulted in a 35% annual sales increase, driven by various factors such as the diversification of high-quality products, competitive pricing, effective promotions, and expansion into e-commerce platforms and strategic locations. Additionally, investments in human resource development and business process improvements have contributed to greater operational efficiency and customer satisfaction. Attention to physical evidence aspects, such as store renovations and packaging design, has also strengthened brand image and customer trust. The impact of this strategy is reflected in a 40% growth in the customer base and a 15% increase in the average transaction value per customer, further supported by a customer loyalty program that encourages retention and higher purchase frequency.

From an Islamic legal perspective, the marketing strategy implemented by UD Agung aligns with the principles of Islamic business ethics, which emphasize honesty, fairness, and well-being in transactions. Offering high-quality products without price manipulation reflects minimal elements of *gharar* (uncertainty), while fair pricing strategies align with the concept of *tijarah* (lawful and ethical trade). Transparent promotions and excellent customer service embody the value of *ihsan* (excellence in business), which is encouraged in Islam. Therefore, the 7P marketing strategy not only supports business growth but also ensures compliance with Islamic legal principles, fostering a sustainable and blessed trade ecosystem.

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