

Analysis of the implementation of sharia marketing in beauty salons: a case study of Cahaya Muslimah salon dan spa

Alvia Hanum¹, Muhammad Abrar Kasmin Hutagalung²

^{1,2}Departement of Sharia Economics, Universitas Potensi Utama, Medan, Indonesia

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ABSTRACT

Islamic marketing is a marketing approach rooted in Islamic ethical principles such as honesty, justice, and transparency. This study aims to analyze the implementation of Sharia-based marketing strategies and identify the challenges faced by Cahaya Muslimah Salon and Spa, a Sharia-compliant beauty business in Medan, Indonesia. Using a qualitative descriptive method, data were collected through interviews, observations, and documentation. The findings show that marketing activities are conducted through educational and personal approaches that emphasize honesty and trust. Sharia values are reflected in the use of halal products, employment of female staff, and protection of customer privacy. However, challenges such as limited human resources and underutilized digital promotion remain. This study contributes to understanding how Sharia marketing principles are practically applied in the beauty service industry and demonstrates that ethical, value-based marketing can enhance consumer trust, satisfaction, and loyalty in accordance with Islamic business ethics.

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Corresponding Author:

Alvia Hanum
Departemen of Sharia Economics, University Potensi Utama
JL. KL. Yos Sudarso Km. 6,5 No. 3-A, Tanjung Mulia, Tj. Mulia, Kec. Medan Deli, Kota Medan, Sumatera Utara 20241
Email: alviahanum021@gmail.com

1. INTRODUCTION

The beauty industry in Indonesia continues to experience significant growth, particularly among Muslim women who desire beauty treatments that conform to Islamic values. This rising awareness has encouraged the development of Sharia-compliant beauty salons, which provide services emphasizing modesty, privacy, and religious adherence. This shift indicates that contemporary Muslim consumers are not only concerned with aesthetics and quality but also place importance on ethical and spiritual values when choosing beauty services.

According to State of the Global Islamic Economy Report 2023/2024, the global halal cosmetics market (which includes beauty treatments and related services) reached approximately USD 84 billion in 2022, a growth of about 14.3% from 2021. More specifically in Indonesia, data show that the country is one of the leading consumer markets for halal cosmetics: for example, one source reports Indonesia as the second-largest consumer market for halal cosmetics with expenditures of around USD 5.4 billion. In the domestic beauty & personal-care sector, the Indonesian market is projected to reach around USD 9.17 billion in 2024 with continued growth.

These data strengthen the argument that the growth of Sharia-based beauty services is supported by both broader market trends (halal beauty industry) and national consumer behaviour.

Sharia marketing, according to Hermawan Kartajaya and Yusuf Sula (2017), refers to marketing activities that uphold Islamic values, prioritizing honesty (ash-shidq), fairness (al-'adl), and trust (amanah). These principles form the foundation of business practices that not only pursue profit but also ensure blessings (barakah) and societal benefit. Sharia-based marketing rejects deceptive advertising, usury, and exploitation, promoting instead ethical persuasion and customer satisfaction rooted in sincerity.

Several studies have discussed the implementation of Islamic marketing. Hasan (2016) explains that marketing based on Sharia values leads to mutual benefit between producers and consumers. Similarly, Antonio (2015) emphasizes that Islamic business ethics ensure the creation of trust and long-term relationships. However, most of these studies focus on Islamic financial institutions or halal food industries. Few have analysed how these principles are applied in service sectors such as beauty salons, which face unique ethical and cultural challenges.

Cahaya Muslimah Salon and Spa, established in 2018 in Medan, is one of the Sharia-compliant beauty businesses that consistently applies Islamic principles. The salon operates exclusively with female staff and clients, ensuring privacy and comfort. It uses halal certified products and avoids practices that could violate Islamic ethics, such as excessive beautification or exposure of aurat. Over the years, the salon has shown consistent business growth and maintained customer loyalty, proving that adherence to Sharia values can coexist with commercial success.

However, competition among beauty salons in Medan is increasing, particularly from non-Sharia salons offering modern facilities and aggressive digital marketing strategies. This raises questions about how Sharia-compliant businesses can maintain competitiveness while upholding religious integrity. Therefore, this study aims to explore: how Sharia marketing principles are implemented in Cahaya Muslimah Salon and Spa, what factors support or hinder the salon in maintaining customer loyalty. The novelty of this research lies in its focus on the ethical-spiritual dimension of marketing and its contribution to understanding Sharia marketing implementation within the beauty service industry.

2. METHOD

This research uses a qualitative descriptive approach to analyse how Sharia marketing is applied at Cahaya Muslimah Salon and Spa. The qualitative method is appropriate because it allows for an in-depth understanding of the phenomena, behaviours, and meanings that arise from business practices based on Islamic values (Creswell, 2016; Sugiyono, 2019).

The study was conducted at Cahaya Muslimah Salon and Spa, located on Jl. Veteran No. 226, Helvetia, Deli Serdang, North Sumatra. The research subjects include the salon owner (1 person), three employees, and five regular customers who were selected purposively based on their involvement and experience with the business. The research period ran from March to May 2024.

Data collection techniques include in-depth interviews, participant observation, and documentation. Interviews were conducted with the salon owner and staff to understand their perspective on Sharia-based marketing and service ethics. Sample interview questions include: "What motivated you to establish a Sharia-compliant salon?"; "How does the service in this salon ensure compliance with Islamic values?"; "What challenges do you face in maintaining customer loyalty in this salon?"

Observations were carried out to examine the salon's daily operations, employee-customer interactions, and application of Islamic values in situ. Documentation, such as photographs of service rooms, business licences, and promotional materials, were also analysed.

Data sources consist of primary data (interviews, observations) and secondary data (books, journals, and articles related to Sharia marketing and Islamic business ethics). Data validity was ensured through triangulation of sources, methods, and time, combined with member checking to confirm accuracy.

Data analysis follows the model of Miles Huberman, including data reduction, data display, and conclusion drawing. This process helped identify patterns and themes related to the implementation, benefits, and obstacles of Sharia marketing in the salon. A conceptual framework was developed to

visualise the relationship between Sharia marketing values (Rabbaniyah, Akhlaqiyah, Waq'iyah, Insaniyah), marketing/service strategies, and customer loyalty

3. RESULTS AND DISCUSSION

The research findings indicate that Cahaya Muslimah Salon and Spa successfully applies the four dimensions of Sharia marketing Rabbaniyah (divine orientation), Akhlaqiyah (ethics), Waq'iyah (realism), and Insaniyah (humanism) in its marketing and operational strategies. Quantitative supporting data also show consistent business growth and customer satisfaction from 2021 to 2024.

Table 1. Annual Business Growth of Cahaya Muslimah Salon and Spa (2021–2024)

Year	Customer Increase (%)	Annual Turnover Growth (%)
2021	10%	10%
2022	25%	25%
2023	30%	30%
2024	35%	35%

Source: Interview with the salon owner, 2024

The data show that customer numbers and turnover have continued to increase each year. According to the owner, this growth is due to strong word-of-mouth promotion, ethical service, and loyal customers who regularly visit once or twice a month.

“Alhamdulillah, our customers have increased every year. Many of them have become regular clients and visit at least once a month.” (Salon Owner, 2024)

3.1 Implementation of Sharia Marketing Principles

The implementation of Sharia marketing at Cahaya Muslimah Salon and Spa reflects the integration of spiritual, ethical, and humanistic values into business practice. The salon operationalizes the four dimensions of Sharia marketing as summarized in Table 2.

Table 2. Implementation of the Four Dimensions of Sharia Marketing at Cahaya Muslimah Salon and Spa

Sharia Marketing Dimension	Meaning	Implementation
Rabbaniyah (Divine Orientation)	Business is carried out as an act of worship and trust	All activities begin with prayer; services are delivered sincerely and with full responsibility
Akhlaqiyah (Ethics and Morality)	Upholding honesty, fairness, and trustworthiness	Transparent pricing, no exaggerated promotion, and use of halal-certified products
Waq'iyah (Realistic)	Adjusting to market needs without violating Sharia rules	Offering affordable service packages and providing educational promotion
Insaniyah (Humanistic)	Prioritizing privacy, comfort, and empathy	Female-only service, private and comfortable treatment rooms, and friendly staff attitude

The salon operates with the belief that business success is not only measured by profit but also by compliance with Islamic values and the pursuit of *barakah*. All daily activities begin with prayer, and staff are encouraged to serve sincerely (*ikhlas*) and gratefully (*syukur*).

“We always start our activities with prayer because this is not just a business, but an amanah (trust) from Allah,” (Owner interview, 2024).

This spiritual orientation motivates staff to maintain integrity and provide wholehearted service, which becomes the foundation for trust and emotional connection with customers.

Honesty and fairness are the foundation of the salon's marketing and communication. Prices and services are transparently stated, and the salon strictly prohibits exaggeration in advertising. All products used are halal-certified and safe for customers.

“We never overstate treatment results. What we tell customers must match reality, because honesty is part of worship,” (Staff 1 interview, 2024).

Employees are trained to maintain polite and modest behavior in dress, speech, and attitude, embodying the Islamic concept of *akhlaq* in business.

The salon adopts realistic strategies by balancing market needs and Sharia principles. It offers competitive prices and service packages suitable for various customer segments. Promotions are carried out via Instagram and WhatsApp, prioritizing educational content such as halal skincare tips and testimonials rather than aggressive persuasion.

"We use social media only to educate and remind that beauty in Islam must stay within limits not to attract with glamour," (Owner).

The principle of *insaniyyah* emphasizes empathy, respect, and human values in service. Customers are served exclusively by female staff, and all treatment areas are private and comfortable.

"I feel peaceful here because it's all female. I can relax and don't have to worry about privacy," (Customer 3, 2024).

This service approach not only fulfills Islamic ethical obligations but also increases customer comfort and emotional attachment to the brand.

3.2 Sharia-Based Marketing Strategy

The salon's marketing strategy aligns with the ethical foundations of Sharia marketing, emphasizing honesty, sincerity, and long-term value creation. Every product used is halal-certified to ensure safety and compliance with Islamic law, thereby increasing consumer confidence. Pricing follows the principle of *al-'adl* (justice), maintaining fairness and avoiding exploitation. Discounts are provided as appreciation for loyal customers rather than as manipulative sales tactics.

The salon also practices *value-based marketing*, focusing on building trust and spiritual connection with customers rather than pursuing short-term profit. Promotional activities emphasize Islamic education such as halal skincare tips and modest beauty awareness delivered mainly through Instagram and WhatsApp. This approach strengthens the salon's position as an ethical, faith-driven business in the competitive beauty market.

3.3 Factors Supporting and Inhibiting Implementation

Supporting factors include: The Owner's commitment to Islamic ethics encourages employees to act honestly and responsibly; Each staff member views their work as a form of ibadah (worship); Many clients visit regularly every month, creating strong word of mouth marketing.

"Many customers have become regulars; some have been coming here for more than three years," (Owner, 2024).

Inhibiting Factors include: Few employees have formal knowledge of Sharia business ethics; The salon's social media presence is still weak, reducing online visibility; Non Sharia salons with modern facilities and aggressive advertising attract younger audiences.

3.4 Discussion

The findings of this study affirm that the implementation of Sharia marketing at Cahaya Muslimah Salon and Spa is not merely descriptive but embodies the principles of *value-based marketing*. According to Kotler and Keller (2021), value-based marketing focuses on establishing long-term relationships through ethical and spiritual values that are shared between business actors and consumers. This is reflected in the consistent application of honesty, sincerity, and empathy in every customer interaction, which cultivates trust and enduring emotional loyalty.

These findings are also consistent with the theory of religious consumer behavior, which posits that Muslim consumers evaluate service quality not solely from functional aspects but also from the extent of compliance with Sharia principles (Alam & Sayuti, 2021). Customers of Cahaya Muslimah Salon and Spa experience satisfaction not only due to the quality of service but also because of the inner peace derived from practices that align with Islamic values such as privacy, modesty, and the exclusive use of halal-certified products. This suggests that customer loyalty is influenced by faith-based attachment (Rahim & Mahmud, 2023), where emotional commitment is shaped by shared spiritual values and religious identity.

Moreover, the continuous growth of the business indicates that the application of Sharia values contributes to the creation of sustainable competitive advantage. Moral integrity and spiritual trust (*amanah*) serve as intangible assets that reinforce brand credibility. This aligns with the argument of Ahmad and Wahid (2020), who assert that ethical credibility within Sharia marketing fosters stronger customer loyalty than material incentives.

Meanwhile, inhibiting factors such as limited human resources and underdeveloped digital marketing strategies can be analyzed through the lens of Islamic strategic management theory. Beekun (2012) explains that management from an Islamic perspective emphasizes the principles of *ikhtiar* (diligent effort), *amanah* (responsibility), and *tawakkul* (trust in Allah) in every strategic

decision-making process. Accordingly, efforts to improve employee competence and optimize digital marketing within the boundaries of Sharia represent a form of ikhtiar toward achieving barakah (divine blessing) and sustainable business growth. These improvements are not merely managerial strategies but also spiritual responsibilities aimed at attaining success in both worldly and spiritual dimensions.

Therefore, this study broadens the understanding of Sharia marketing by integrating the theoretical perspectives of value-based marketing, religious consumer behavior, and Islamic strategic management. These three perspectives illustrate that ethical, spiritual, and strategic dimensions are inherently interconnected in shaping customer loyalty and ensuring the sustainability of Sharia-based beauty service businesses.

4. CONCLUSION

This study shows that Cahaya Muslimah Salon and Spa has successfully implemented Sharia marketing through a worship-oriented service attitude, the use of halal products, transparent pricing, women-only services, and the assurance of comfort and privacy for customers. The supporting factors include the owner's strong commitment to Islamic values, employee discipline, and customer trust built through ethical service. Meanwhile, the challenges faced involve limited human resources with knowledge of Islamic business ethics and the underutilization of digital marketing. The implementation of Sharia marketing has a positive impact on customer loyalty, which is reflected in the increasing number of regular customers and continuous business growth from year to year.

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