

THE APPLICATION OF DISCOUNT MARKETING STRATEGIES TO A PRODUCT THAT CAN INFLUENCE THE PURCHASE DECISIONS OF MUSLIM CONSUMERS

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Abstract

This article examines the application of a discount marketing strategy on a product which can have an influence on Muslim consumers' purchasing decisions. The purpose of this article is to inform the public about the influence of the application of discounts and bonuses for purchasing a product on the purchasing decisions of Islamic consumers and also to understand the concept of discounts in Islamic law and to explain the Islamic law review of the discount system implemented by companies. This is done to attract consumers to be interested in a product being offered because of the discount marketing strategy. The research method used to create this article is the library research method, while the data collection uses literature study by researching and reviewing several journals, books and documents (both printed and non-printed), as well as data sources. and other information deemed relevant. In this article the type of data is obtained indirectly or what is called secondary data type. The way to analyze the data used is to analyze it qualitatively. The results of this research are to discuss the review of Islamic law regarding the discount system where discounts are very attractive in society. According to Islam, discounts are basically permitted if the terms and conditions of the sale and purchase agreement have been fulfilled. This is because the buyer and seller have carried out the sale and purchase willingly and voluntarily, without any coercion from both parties when carrying out the sale and purchase transaction.

Keywords: Discount, consumers, marketing strategies

INTRODUCTION

Islam is a perfect religion, regulating all aspects of life based on the Qur'an and hadith. One of them is buying and selling activities (*muamalah*). Muamalah activities include economic activities, where economics is a branch of science that discusses human activities, both individuals and groups in an effort to meet

their living needs, the implementation of buying and selling activities (*muamalah*) must be carried out with Islamic provisions and in accordance with Islamic concepts.

As a human being who was created as social creatures who need each other and complement each other. Whoever the person is, it is impossible to meet all his needs on his own without the help of others around him. The provisions for buying and selling in Islam must be avoided from *syubhat*, *gharar*, or usury, then regarding the legal object of buying and selling according to Islamic teachings is to have benefits that are justified by the sharia, the product belongs to the seller, and must be known (not *gharar*). In Islam promotion is highly recommended, but one must adhere to the principles of Islam. Promotion is also highly recommended by the Prophet Saw, namely by explaining to consumers the advantages and disadvantages of the products offered.

Discount *marketing* strategies exist because of the large number of demands, so an evaluation is needed to get some perception from consumers. This is used to find the best solution for what consumers think will be evaluated. This discount *marketing* strategy is carried out because of the many consumer needs that must be met, so discounts are needed when they make a purchase. With a discount *marketing* strategy, all consumer needs can be met so that it causes satisfaction, because consumer satisfaction is an important aspect used to measure the success of the product or service offered so that this discount can have a positive influence on purchase decisions.

Based on the above, I am interested in studying the Application of Discount *Marketing* Strategies on a Product that Can Influence Muslim Consumers' Purchasing Decisions. The goal is to attract consumers to be interested in a product offered because of the discount marketing strategy.

RESEARCH METHODS

The method used to create this journal is the literature method or *library research* while in data collection uses literature studies by researching and studying several journals, books, and documents (both printed and unprinted), as well as from data sources and other information deemed relevant. In this journal, the type of data is obtained indirectly or what is called the secondary data type. The way to analyze the data used is to analyze in a qualitative way. In This research has stages carried out by the author in examining the topic, Namely by

analyzing information and obtaining various sources of literature related to the topics discussed related to the application of discount *marketing* strategies on a product that can influence the purchase decisions of Muslim consumers.

RESULTS AND DISCUSSION

Discounts or discounts are price reductions given by the seller to buyers at a price that has been set in accordance with the marketing function. This discount is also a marketing strategy to reduce stored products and increase sales with predetermined categories. The law on this discount system is permissible as long as this system does not lead to things that are prohibited in Islam itself such as the existence of fraud against consumers and causing *harm* to others.

The term discount in Islam was originally known as *Al-Hâttmin al-tsamānatau al-naqîs min al-tsamān* which means price reduction or price reduction. In line with the definition of discount according to Islamic views, the definition of discount according to conventional theory is according to Mas'ud Machfoedz, a discount is a price adjustment that is set to reward consumers for a certain response.

The strategy comes from the Greek words *stratos* and *ageia*. *Stratos* means military while *ageia* means leading which means art or science. In the Great Dictionary of the Indonesian Language, it is explained that the term strategy is a science that uses resources to implement certain policies. The definition of *marketing* is a system used to carry out business activities that are designed to plan, price, promote and distribute goods from producers and consumers that can satisfy desires and achieve target market, market goals and marketing objectives.

Therefore, it can be concluded that a *marketing* strategy is a plan that is prepared thoroughly and systematically and integrated in the field of marketing that provides guidelines for the activities that will be carried out in achieving the company's goals through the strategy carried out, namely with advertising and promotion of a product. Marketing strategy can also be interpreted as a series of policy objectives and objectives that contain rules by providing direction to business actors and the marketing process carried out by the company so that it runs as it should.

The application of discount marketing on a product can affect purchase decisions which are the determining factor of the purchase process carried out by

consumers, this is because consumers have carried out several stages in making a choice about a product they want to buy. The decision-making process for this purchase is also influenced by various kinds of support so that this purchase decision should not be forced by the consumer, but influenced by the forms of purchase. This purchase decision-making process is also a process that has the most influence on consumer behavior, where this purchase decision making becomes an adjustment process by grouping and evaluating the decision-making.

The way Muslim consumers make decisions about buying a product is, a Muslim is not only to meet his physical needs but also to meet spiritual needs. So that in the decision-making behavior of buying a product, a Muslim always pays attention to Islamic law. For example, whether the goods and services purchased and consumed are halal or haram.

Decision-making in the purchase of a product by Muslims must also be directly involved in obtaining goods and services, in which there is a decision-making process before and after the activity is carried out. In this decision-making process, we must also pay attention to how to get and how to use these goods or services economically so that they can affect a healthy environment.

Consumer attitudes in Islam emphasize more on design, i.e. people tend to choose products and services that refer to maximum *maslahah*. This is in line with Islamic economic thinking where each economic actor wants to increase the *maslahah* that he will obtain in carrying out consumption activities. This consumption attitude is driven by the desire (*need*) in a person that is used to achieve maximum *maslahah*. A consumer who wants to consume something is required to know information about the product they want to buy or consume. Consumer behavior in Islam is not only based on the principles of consumption, but also based on consumer ethics and attitudes. Ethics and norms in carrying out consumption activities have been explained in the Qur'an and As-Sunnah.

As for the norms and ethics of consumption activities in Islam, the references are:

1. Spending his wealth in good deeds and avoiding kufr.
2. Do not do mubadziran, because in Islam it is necessary for everyone to spend their wealth to fulfill their own desires, family and provide for them in the way of Allah SWT.
3. A simple attitude.

Consumption activities in the Islamic economy are based on the principle of equality of distribution. In Islamic economics, the happiness of a believer depends on the religious values that are applied to daily activities, as seen in the way a person spends his wealth. It is contained in the word of Allah, namely in QS. Al-Furqan: 67

وَالَّذِينَ إِذَا أَنْفَقُوا لَمْ يُسْرِفُوا وَلَمْ يَقْتُرُوا وَكَانَ بَيْنَ ذَلِكَ قَوَامًا

“Dan (termasuk hamba-hamba Tuhan Yang Maha Pengasih) orang-orang yang apabila menginfakkan (harta), mereka tidak berlebihan, dan tidak (pula) kikir, di antara keduanya secara wajar”. (QS. Al-Furqan: 67).

There are several factors that influence the purchase decision of Muslim consumers, namely:

1. Label halal

The halal label is used as a guarantee of halal products that can provide information to Muslim consumers that the product is indeed truly halal and that its composition does not contain elements that are prohibited in Islam. The purpose of this halal labeling is to meet the demands of consumers universally, seeing that the market share of halal food products in Indonesia is very large. The existence of this halal label on the product packaging will make it easier for Muslim consumers to choose the products to be consumed.

2. Lifestyle

Lifestyle is the basic form of how a person carries out activities that are considered important for themselves and their environment. This lifestyle also has an impact on the purchasing decisions of Muslim consumers, where lifestyle has a positive influence on intentions that will later produce the purchase decision.

3. Product knowledge

Product knowledge is a collection of information about a product, which includes the brand, product price, product category, product description, attributes, product characteristics, and product perception. Product knowledge can be interpreted as a number of experiences and information that a person has about the product or service. Product knowledge has a positive and also great influence on Muslim consumers' purchasing decisions. The more information that Muslim consumers get, the

more consumer knowledge about a product. So that consumers can choose and decide whether to buy or not to buy the product.

A company must play an active role in the process of retaining Muslim consumers. On the other hand, a consumer can also play the role of a decision-maker. Therefore, in order for the process of retaining consumers to be successful, companies need to know the decision-making process for consumers.

In today's world of fierce marketing competition, market participants must pay attention to the price factor, because the size of the price greatly affects the ability to compete in the market and will influence consumers to buy a product. Therefore, market participants must be able to carry out discount strategies so that consumers do not move to other companies. In addition, the discount is quite good and quick response from consumers. At this time, consumers tend to pay more attention to discounted products than products with normal prices, because the existence of discounted products will make consumers feel more interested so that these consumers can make purchase decisions.

With the discount strategy applied, it will be able to attract consumers to make purchasing decisions in a product. Not only that, but discounts on a product also generate interest among consumers, so this can encourage a company to create a discount strategy that attracts consumer purchasing power, because discounts are often used to attract consumers to buy a product. Discounts are also a strategy that offers reductions from predetermined prices to increase sales of goods and services.

RESULTS AND CONCLUSIONS

From the literature review or scientific paper that the author reviewed, the author can conclude that the application of discount *marketing* strategies on a product has the potential to influence the purchase decision making of a Muslim consumer. Discount *marketing* strategies are an effective tool in increasing sales and attracting consumer interest. Discounts can motivate consumers to make purchases, increase customer loyalty, and drive stronger business growth.

In Islam there is a clear distinction between halal and haram. In other words, in an economic activity, it is forbidden to mix up what is right and what is wrong. This is part of the consumption limit in Muslim consumers' behavior. The decision-making process of Muslim consumers is carried out through several

stages, namely the pre-purchase stage which includes problem identification, information search, alternative evaluation, and purchase decisions. Followed by the service interaction stage and finally the post-service interaction stage.

Discounts can also be an important factor in consumer decision-making, but Muslim consumers must be able to consider the quality of these products and services. If the discount only applies to products or services that do not meet the expected quality standards, Muslim consumers may choose not to buy it.

Thus we can explain about the material that is the subject of this article, of course there are still many shortcomings and weaknesses, due to the limited knowledge and lack of references or references related to the title of this article. We hope readers will be able to provide input to the author to help perfect the writing and compilation of this article in the future. Hopefully this article can be useful for the author and readers in general and can be drawn to the conclusion.

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