

Original Research Article

## ANALYSIS OF SHARIA LAUNDRY MARKETING STRATEGY IN MAMUJU DISTRICT

## ANALISIS STRATEGI PEMASARAN LAUNDRY SYARIAH DI KABUPATEN MAMUJU

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### ABSTRACT

*Awareness of carrying out religious law is escalating daily among the Indonesian people, most of whom are Muslims. This outlook is not only seen in worship that is directly related to God, but it has penetrated into economic activities. This study aims to ascertain the marketing strategy for Sharia Laundry in Mamuju Regency. This exploration employs a phenomenological qualitative approach with direct observation and in-depth interviews, then the data are analysed descriptively. The profound results indicate that Sharia Laundry marketing prioritises the sharia washing system, purity, cleanliness, friendliness, close distance, delivery system, promotions on social media and special promos. The primary difference between this sharia laundry enterprise and other laundry services is that before washing, the garments are rinsed using running water to remove impurities. After that, they are put into the washing machine with a one-machine system for only one customer by distinguishing male and female clothes according to the explanation or desire. The weakness of Sharia Laundry is that launderers and owners dispose of laundry liquid waste in flowing water (ditch) which contains phosphates (toxic substances), thereby polluting surroundings and harming aquatic creatures, and they do not yield more particular discounts for mosque worship equipment as charity.*

**Keywords: Analysis; Sharia; Laundry; Marketing; Strategy**

### ABSTRAK

Kesadaran menjalankan syariat agama semakin hari semakin meningkat di kalangan masyarakat Indonesia yang sebagian besar beragama Islam. Pandangan ini tidak hanya terlihat dalam ibadah yang berhubungan langsung dengan Tuhan, tetapi sudah merambah ke dalam kegiatan ekonomi. Penelitian ini bertujuan untuk mengetahui strategi pemasaran Laundry Syariah di Kabupaten Mamuju. Eksplorasi ini menggunakan pendekatan kualitatif

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fenomenologis dengan observasi langsung dan wawancara mendalam, kemudian data dianalisis secara deskriptif. Hasil yang mendalam menunjukkan bahwa pemasaran Laundry Syariah mengutamakan sistem cuci syariah, kesucian, kebersihan, keramahan, jarak dekat, sistem pengantaran, promosi di media sosial dan promo khusus. Perbedaan utama antara usaha laundry syariah ini dengan jasa laundry lainnya adalah sebelum dicuci, pakaian dibilas menggunakan air mengalir untuk menghilangkan kotoran. Setelah itu dimasukkan ke dalam mesin cuci dengan sistem satu mesin hanya untuk satu pelanggan dengan membedakan pakaian pria dan wanita sesuai dengan penjelasan atau keinginan. Kelemahan Laundry Syariah adalah para pencuci dan pemilik membuang limbah cair laundry di air mengalir (parit) yang mengandung fosfat (zat beracun), sehingga mencemari lingkungan dan merugikan makhluk air, serta tidak memberikan potongan harga yang lebih khusus untuk perlengkapan ibadah masjid sebagaimana amal.

**Kata kunci: Analisis; Syariah; Cucian; Pemasaran; Strategi**

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## 1. Introduction

Along with the headway of the time and the rapid growth of technology today, it has a fairly strong impact on people's lives. The community fancies everything that is done instantly and fast (Febriandika, Millatina, & Herianingrum, 2020). With this, it began slowly to grow a service that contributes ease for the community (Febriandika, Anam & Putri, 2020), including washing clothes called laundry services. Laundry services make consumers easier to skim time and energy (Widyarini, 2015).

This laundry activity was initially only for a limited market share, such as laundry for guests staying at hotels. In the same way, in urban areas, there are laundrettes that specialise exclusively in expensive clothing or suits (Siregar et al., 2019). However, with the intensifying availability of washing machines at relatively affordable prices, many laundry businesses have sprung up.

Indonesia is a country with a large majority of Muslim population (Najiyah & Febriandika, 2019), in going through the Sharia, one of the very fundamental doctrines is in terms of maintaining cleanliness. As stated in the hadith of the Prophet Muhammad,

الطهور شرط الإيمان

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"Cleanliness is part of faith (Shahih Muslim: no. 534)". To implement the teachings of sharia, a lot of businessmen in Mamuju view this as a practice opportunity that can cater for benefits both materially and spiritually, namely by establishing a laundry business that is labelled sharia.

Sharia laundry is a type of laundry service business that provides better service for Muslims, which is more focused on the sanctity of laundry by rinsing it first before washing it using running water (Nurjanah & Zuliani, 2020). Thus, this sharia concept can be applied, and it does not just prioritise cleanliness, tidiness and fragrance. On the contrary, laundry in general only focuses on those three aspects. Therefore, a special strategy is momentous to start this sharia laundry enterprise.

The undertaken business will not be profitable if it is not supported by an appropriate marketing strategy to rival in the business world. Hence, the marketing strategy will establish whether our firm is feasible or not to compete and survive in today's very fast operation world. The marketing strategy is actually the main thing to get profit (Aditya & Herianingrum, 2015).

Marketing strategy is closely related to the concepts of marketing management carried out by a company. Different company insights make competition between goods and services to increase rigorously. According to Kotler and Armstrong in Ginting (2012:23), marketing management is an analysis of the planning, implementation and control of programs designed to create, build and maintain lucrative exchanges of money with target buyers in order to realise organisational goals. Basically, management is required to manage a corporation as well as to achieve its goals.

Sharia Laundry is an operation engaged in washing services which is located at Jl. Pattimura, Mamuju, and it has been for about 2 years. This sharia laundry practice yields an exceptional attraction for the community because this type of enterprise gives many advantages, especially for the people of Mamuju who are the majority adherents of devout Islamic teachings. Consequently, this research analyses the marketing strategy for Sharia Laundry in Mamuju.

According to Bagyono (2006:59), laundry is part of housekeeping which is responsible for washing guest clothes (laundry, dry cleaning, and pressing), employee uniforms and house laundry. It also washes clothes from outside the hotel (outside laundry). The scope of occupational laundry is spread out at the hospitals, yet it engenders the atmospheric work

hazards to the employees, thereby safeguarding their health and safety in the laundry area such as planned orientation, training programs, and proper guidance, (Manuel et al., 2022). In addition, laundry liquid waste can endanger the water organisms due to the phosphates or toxic substances, (Siswandari, 2016). A complete definition with two meanings is given in Oxford Learner's Pocket Dictionary (2011:249) that laundry is clothes and other pieces of equipment that need washing, or a place where people can send clothes or others to be washed. Sugono (2008:1402) reveals that sharia is also named syariat which means religious laws that stipulate human life rules, human relations with Allah, human relationship with other people and the natural environment based on the Qur'an and Hadiths. Syariah laundry is laundry that goes through sharia principles, (Belia & Zubaedah, 2021).

From this understanding, it can be concluded that laundry is a business that contributes to washing services both clothes and other tools in households, hotels, mosques, offices, firms and other places. Sharia laundry is a laundry enterprise which drives the sharia washing methodology of the garments, service and promotion instructed in the Qur'an and Hadiths. In this era, laundry has undergone a lot of rapid modernity both the washing process and the management that has evolved. In the current modernisation era, we can see that laundry in practice does not only tender a conventional notion but also provides sharia compliance whose goal is not only profit-oriented but also its blessings. Sharia Laundry is present in the public to give a high quality and homely service and stresses purity, not cleanliness and fragrance (Amalia, 2015). The difference between Sharia Laundry and conventional laundry can be depicted in the table.

Table 1. Differences between Sharia Laundry and conventional laundry

No.	Sharia Laundry	Non-sharia laundry (conventional)
1	Based on the Qur'an and As-Sunnah	Based on the law of buying and selling in general
2	Being family nature and helping each other	Being selfish
3	Prioritising blessings	Prioritising profits
4	Prioritising cleanliness and purity	Prioritising cleanliness
5	Separating men's and women's clothes	Mixing men's and women's clothes

Islamic market is often called an emotional operation, while conventional commerce is rational trading. This means that people who do business in the Islamic marketplace are only based on religious and emotional reasons and not because they desire to make profits, while

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the conventional market is a place where people want to get the maximum earnings regardless of the business that they are in.

In the Sharia market, companies are not only profit-oriented but also based on other goals, namely blessing. The combination of the concepts of gains and blessing elicits a new prospect, namely *maslahah*. It is thought that the company will always work with the ultimate goal which gives goodness.

According to Rianto (2010: 20), sharia marketing is the application of a strategic business discipline that is in accordance with sharia principles. Sharia awareness is vital teaching to minimise misconceptions against Islamic laws, (Zainol et al., 2016), and the difference between sharia enterprises and conventional firms is sharia obedience which is explained by Allah in Surah Al-Maidah verse 48, (Setiawan & Mardian, 2021). In conclusion, sharia marketing is run based on the Islamic practice that has been exemplified by the Prophet Muhammad Shallallahu 'Alaihi Wasallam. The main value of sharia marketing is the existence of high integrity and transparency so that producers cannot lie, and consumers buy because it suits their needs (Belia, 2021). There are 4 characteristics of Islamic marketing (Hermawan, 2005: 41).

1. Divinity (Rabbaniyah), the first characteristic of sharia marketing is its religious nature. The soul of sharia entrepreneurs reckons that divine sharia laws are the fairest laws so that in their activities they will comply with all laws that have been established according to Islamic law.
2. Ethical (Akhlaqiyyah), this characteristic prioritises moral and ethical values regardless of the religion of each consumer. This means that non-Muslim customers must be served as well as possible because this kind of thing is universal.
3. Realistic (Al-waqi'yyah), sharia marketing is not a fanatical and anti-modernisation insight, but it is a flexible conception that can be applied in diverse situations. A sharia marketer does not have to look like the Arabs, however, he must still look clean, neat, and unpretentious with a preferred fashion model, but it is sharia style.
4. Humanistic (Insaniyyah), the humanistic sharia paradigm was created for everyone according to their capacity regardless of race, colour, nationality, and status. In the sense

that the position of the company and consumers are at the same level, namely equal partners, and it is bound by the brotherhood.

Wilantini & Halida (2021) coined that Islamic marketing management comprises three fundamental ideas, namely strategy for mind-share, tactic for a market, and value for heart, and the five Islamic marketing management characteristic includes love for customers, honesty and transparency, segmentation in the prophet's model, promise fulfilment, and balance nature maintenance.

The Islamic marketing values are taken from the understanding to emulate the Prophet Muhammad, namely Siddiq (Honest), Amanah (trustworthy), Tabligh (Delivering), Fatanah (Intelligent) and Istiqomah (consistent).

1. Siddiq (Honest) means having honesty and underpinning words, beliefs, and actions based on Islamic teachings (Surah Al-Maidah: 119).
2. Amanah (trustworthy) has the meaning of responsibility in undertaking every task and obligation. It is displayed in openness, honesty, excellent service and trying to produce the best in everything (QS. An-Nisa: 58).
3. Tabligh (Delivering) means inviting as well as providing an example to other parties to implement Islamic provisions in every daily activity. A sharia entrepreneur must position himself not only as a representative of the company but also as an interpreter of da'wah in the development of the sharia economy.
4. Fatanah (Intelligent) means to understand and internalise everything deeply that happens in the duties and obligations. It is related to intelligence whether it is ratio intelligence, taste or divine intelligence. This trait will foster creativity and the ability to conduct various useful innovations (Surah Yusuf: 5).
5. Istiqomah (Consistent) means consistent with all commitments that have been implemented previously. A sharia entrepreneur must be able to keep his promises, and he or she does not just give promises. In a sharia corporation, the consistent attitude of an entrepreneur is a reflection as a whole.

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## 2. Methodology

This research is a type of empirical research with a qualitative approach. The sorts of data used are primary data and secondary data. Primary data is data obtained by researchers through straightforward observation and interviews. Secondary data is data obtained indirectly, either in the form of information, documentation or literature that has to do with the research.

The selection of interviewees is based on the uniqueness of the case. According to Miles and Huberman in Sulistiyono (2015: 42) the selection of sources was selected based on the following. Respondents must produce reliable descriptions or explanations (the sense that applies to real life). One aspect of the validity of qualitative research is relating to whether the research really convinces and explains what is being observed.

The research subjects who were used in this study consisted of: 1) Sharia Laundry business owners in Mamuju who knew for sure the marketing strategies carried out on Sharia Laundry. 2) Sharia laundry consumers who directly feel the business services.

The data collection techniques in this field of research are direct observation and in-depth interviews. Observations are undertaken in order to know firsthand the condition of the field or object to be studied. Open-ended interviews are data collection techniques conducted by interviewing the informants freely and extensively who know fairly well about the object to be studied. Interviews are needed to determine the extent of the introduction of the object under exploration to the surrounding environment, in this case, the consumer's good response to the sharia-based laundry business.

The validity of the data used by researchers is triangulation techniques. Triangulation is a technique of checking the validity of data that takes assets of something else. The data is used for checking purposes or as a comparison against the data. More specifically, the triangulation implemented in this investigation is source triangulation. Triangulation of sources compares and checks back the degree of confidence of information obtained through different times in qualitative research. (Maleong in Sulistiyono, 2015: 48).

The data analysis technique in this study is a qualitative method utilised by researchers as proposed by Miles and Huberman (Sugiyono, 2007:204), namely data collection, data reduction, data presentation and drawing conclusions. These steps are as follows.

### 1. Data reduction.

Data reduction is a simplification done through selection, focusing and the validity of raw data into meaningful information so that it makes it easier to draw conclusions.

## 2. Presentation of data.

The presentation of data that is often used in qualitative data is in the form of a narrative. Data presentations are the collection of information that is arranged in a systematic and easy-to-understand manner.

## 3. Drawing conclusions.

Drawing conclusions is the final stage in data analysis in order to see the results of data reduction. It still refers to problem statements that wanted to be achieved. The data that has been compiled is compared with one another to draw conclusions as answers to existing problems.

### **3. Results and Discussion**

Sharia Laundry is a laundry that emphasises its activities based on Islamic law. Sharia Laundry was first established by Muliadi and Sudirman as the main activators for the establishment of the first sharia laundry in Mamuju Regency on 9<sup>th</sup> May 2019. However, six months later, Muliadi was trusted as the full owner of this laundry business.

Sharia Laundry is situated on Jln. Pattimura which is adjacent to the Muhammadiyah clinic. The location of this research was selected based on considerations to discover how big the business opportunity for sharia laundry in Mamuju Regency is. Sharia Laundry was chosen because it is the first laundry to apply the sharia concepts in Mamuju so it is interesting to discuss and find out the responses from washing service consumers.

The purpose of Sharia Laundry is to improve the community's economy by creating jobs. Therefore, its existence is not only financially beneficial for business owners, but also socially favourable for the inhabitants around the laundry location.

In general, Mamuju District has achieved an increase in income and a stable economy. Efforts have also sprung up to assist the family's economy including the laundry business itself.



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The business of washing clothes is very helpful for middle and upper-class people with above-average incomes to reduce the work of washing their own clothes.

Laundry services are in substantial demand by many people, both the young and the old. This occurs in all major cities including Mamuju Regency. The level of a run on laundry services is very large which is evidenced by the majority of laundrettes that have developed. The tendency of society to bring clothes to those places is very high as seen from the many laundry businesses that are open in Mamuju city and have even spread to remote villages. The UK and the European nations significantly progress the laundry market in laundrettes due to the time reduction in routine domestic work done by women, (Anderson, 2016). If laundry has been developed in villages, it can be summarised that the community's consumption of washing services is extremely steep. In addition, the water and energy use in the laundry washing of households rises a peak, (ElNashar et al., 2018).

Marketing strategy is truly important in the sustainability of a business because marketing is the final part. Similar to Sharia Laundry, the concept of a marketing strategy is also used to attract as many customers as possible. It also underpins the peak of saturated purchasing decisions, (Zuriani Hsb et al., 2022).

One of the marketing strategies for this laundry is to create a promo if the customer shows proof of use or a shopping receipt 10 times and implements a delivery system. Other optional alternatives are one-kilogram discount promos for recent punters and free washing promos for particular garments such as mukenahs, sarongs, and worship equipment, (Belia & Zubaedah, 2021, Haida et al., 2022).

The marketing strategy carried out by Sharia Laundry is not different from another conventional laundry. Amazon Laundry utilised a free coupon system or free washing voucher, (Mahfud & Anwar, 2022). Like this Sharia Laundry, for every three kilos, the customer gets 1 coupon for a complimentary laundry note which can be exchanged when there are 10.

The way of Sharia Laundry entrepreneurs in realising the marketing insight takes into account the needs of patrons. Promotion strategies using social media are also applied. The users utilise social media as new platforms in advertising to sell varied products, (Muttaqin, 2020, A'yun & Maika, 2021, Suryani & Andreana, 2021). Experiences and public relationships are the most instrumental promotional strategies among others in mixed marketing strategies, (Tho'in, 2021). Based on the results of interviews with related parties, this method is proven to

significantly boost the number of Sharia Laundry's incomes. This laundry is the first sharia laundry service in the city of Mamuju. As a result, it gets positive responses and attracts the attention of consumers.

Regulars not only come among Muslims but non-Muslims also become compulsive customers of the laundry. The basic difference between this sharia laundry service and other laundry services is that before washing, the clothes are rinsed using running water to remove impurities. After that, they are put into the washing machine with a one-machine system for only one consumer by distinguishing male and female wear according to his or her explanation or desire.

The need for laundry in big cities, including in Mamuju Regency, is very large following the economic activities in the area. The ability of a laundry business to convince society is demanded to aid sustainability and achieve the goal of establishing the laundry. The results of customer interviews are related to the concept being conducted and the interest in Sharia Laundry.

Since the establishment of Sharia Laundry in Mamuju District, it has received positive responses from users, which is proved by their numbers. This can be attested from several interviews undertaken with 5 clients. According to Ikhwal, one of the customers at Sharia Laundry who expressed his interest in this laundry was as follows.

*"I have used this sharia laundry service for a long time, and in the end, I was interested because it is a very comfortable service, starting from the service when we first entered until we finished washing our clothes. In addition to the highly homey service, the washing process also prioritises purity and cleanliness."*

Similar to Ikhwal, a similar opinion was also expressed by Toto who explained, *"I have been using this sharia laundry service since six months ago, and then I felt something different from laundry in general, which applied the concept of a promo of 10 notes for free 3 kilos. The location is also close to my house, so it fits my needs very well"*.

The advantages of Sharia Laundry are also authenticated by Nurbaya's answer which states, *"Since I first used this sharia laundry service until now I have never moved to another launderette because of the cleanliness of the place which certainly makes me and other consumers comfy. It is also influenced by its strategic location"*.

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In addition to the three informants, Nursilmi also showed interest in Sharia Laundry, following her interview answers. *"I have been a subscriber here for a long time, it also happens that Sharia Laundry is not too far from where I live, and the clean place convinces me to keep washing here"*.

Another supporting opinion also came from Tina who was one of the first punters of Sharia Laundry. She stated that cleanliness and satisfactory results lead her to stay in this laundry. Here are the results of the interview.

*"Initially, I subscribed to this laundry because of information from my friend, but over time I felt cosy with the cleanliness"*.

From the five opinions of the sources, it can be summed up that the customer's interest in bringing their laundry to the launderette is due to a clean place, stressing the sanctity of clothes and the close reach of the respondents' residence from the location of Sharia Laundry. In addition, this laundry offers discounts for clients with 10 times of use on laundry. This also affects the interest in subscribing to Sharia Laundry. The decisions to be regulars are stimulated by concurrent product, price, location, promotion and sharia label, (Hidayati, 2016, Ridhawati, 2020).

The cleanliness and friendliness of the owners and employees are consumer deliberations for using this washing service. It can be noticed that they also want comfort and friendliness in choosing a washing service that suits their wishes. Product innovation such as development and courteousness of the existing products, adding features, specifications and resulting definite pluses should be both product oriented and customer oriented based on customers' needs and desires, not contrary to the Qur'an and Sunnah, (Pasrizal, 2015).

Good management is required in every business. According to Sharia Laundry patrons, the management of this laundry is good and has fulfilled the wishes. This can also be demonstrated by the obvious results of interviews with consumers. According to Tina, the management at this laundry is great but needs to be enhanced because customers are basically looking for comfort and friendliness when they make transactions. Likewise, Mukminin & Latifah (2020) pinpointed that brand image and trust gives a great impact on the loyalty of the customers so the firms must augment the quality service to them. The number laundry of patrons will go up owing to the powerful brand image and tremendous promotion, (Pamungkas & Sukresna, 2020). In addition to Mrs Tina, another opinion coins that the management of the

Sharia Laundry is in accordance with the wishes and expectations of the customer. The following are the results of the interview with Ikhwal.

*"In my opinion regarding management, this laundry is the same as another laundry, but in terms of the quality of this laundry service, it has added value".*

Mrs Tina's judgement is also born witnessed by the opinion of Nursilmi who argues that the management has met customer expectations because customer friendliness is weighted in the service. It is corroborated by research evidence, (Huda & Yulianti, 2022). Here are the results of the interview:

*"I feel convenient to wash here because the service makes me feel comfortable like the employees who are friendly and smiley. Moreover, quality is guaranteed".*

According to Nurbaya, the management at this laundry has fulfilled the customer's requests, and the arrangements as well as management are sufficient to serve the criteria of the customer's inclination. Here are the results of the interview.

*"The concept is sterling, the place is also apt, and more importantly the service is superior. That is what I think."*

Every single operation has its own strengths and weaknesses. Sharia Laundry has two weaknesses regarding the data derived from the owners.

*"Sharia Laundry does not dispense extraordinary promos for mosque or mushallah equipment, and the liquid disposal still flows to the ditch."*

It is very rare for people to employ the idea of sharia in their business, and people are more inclined to businesses that underscore the maximum profits. However, the prospect of sharia is also very promising if it is developed because it guarantees cleanliness and purity according to religion. The sharia notion that has evolved recently has riveted many customers proven by its advancement in different businesses.

According to regulars of Sharia Laundry, what distinguishes this abstraction from conventional sharia is the way they manage clothes from beginning to end. According to Nursilmi, Sharia Laundry is prime in terms of concept when compared to conventional laundry because Sharia Laundry has the priority of purity. Among the four keystone factors that evoke

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someone to be a client of a company is the service experience compared to brand image, product knowledge and spurious loyalty, (Johan & Ratnasari, 2014).

In short, it can be deduced that every sharia laundry business perceives a sharia label differently. The noticeable difference between the previous research and this research is the washing procedures. Belia & Zubaedah (2021) found out that the sharia symbol of the laundry goes through a respective discount only for worship tools such as mukenahs, sarongs, and others, while the novelty of this research in Sharia Laundry highlighted the sharia washing system that before washing, the apparel is rinsed using running water to remove impurities. After that, they are put into the washing machine with a one-machine system for only one customer by distinguishing male and female gears according to the explanation or desire. This sharia laundry strengthens cleanliness, purity, friendliness, close distance, delivery system, and promotions on social media. Moreover, it also advertises promos for all clothing without the exception of the worship equipment.

#### 4. Conclusion

From the results of research conducted at Sharia Laundry in Mamuju Regency, the following conclusions were obtained:

Sharia Laundry in Mamuju District was first advanced with the initial aim that washing service consumers get satisfaction as well as convenience in subscribing to washing services. Furthermore, Sharia Laundry extends the concept of purity by rinsing first to ensure the loss of uncleanness and washing using one washing machine for one customer so that the clothes of someone with another one do not mix. The sharia compliance imposed in Sharia Laundry also evolves the chastity which assures that men's and women's garments do not mix according to customer directions. It is in line with what Allah ﷻ said in the Qur'an:

**وثيابك فطهر**

*“And purify your clothes”* (QS. Al-Muddatsir: 4)

The results of interviews with users of Sharia Laundry in Mamuju Regency discovered that the idea tendered in Sharia Laundry was very attractive and in accordance with customer

wants. The laundry business should satisfy the customer's urges and expectations, (Yughni et al., 2021). For example, the procedure of washing is with one washing machine so that the cleanliness of the clothes can be guaranteed. Other concepts include providing discounts for customers with a certain subscription amount, as well as the cleanliness of the water that uses running water in the washing process. Product quality, price, service quality, emotional factors, expense, and easy access towards the product are the substantial drives or motives in acquiring customer contentment, (Belia & Zubaedah, 2021).

The major difference between Sharia Laundry and other general laundries is the way of the owners or the employees do the sharia washing system directly on customer orders. The obvious difference is in Sharia Laundry, women's and men's wardrobes are separated although they are in one order in order to keep unwanted things to take place. Then, the marketing strategy to advance Sharia Laundry is not much different from laundries in general. If the other laundries develop shuttle services, Sharia Laundry is also able to enforce the same mechanism but with a relatively favourable price determination and religious values for both parties (owners and customers). Loyalty is swayed by Islamic marketing, (Setiawan et al., 2020, Sumadi, et al., 2021). To shape the customer's loyalty, Islamic marketing management should cover product suitability, financial virtues, and spiritual values, (Wilantini & Halida, 2021, Belia & Zubaedah, 2021). Indonesian marketing constraints are induced by internal factors such as the low religious grasp of the marketers, thinkers, managers, and all parties as well as external barriers like less government support, policy and regulations. Furthermore, the clout of conventional economic institutions and other non-Islamic external stakeholders results in the reduction of consumer interest, (Basrowi & Ronaldo, 2019).

Researchers posit to launderers and owners not to throw laundry water wastes into the sewer because this action is environmental pollution where the waste incorporates phosphates or toxins that can kill water animals. Sharia Laundry should also supply more special discounts on mosque equipment such as prayer rugs, mats, foot cloths, sarongs, mukenahs and others. For further exploration, the other researchers can investigate another sharia laundry that employs more combination of sharia practices discovered in this research with others or the comparisons of strategies and fans between sharia laundry and conventional laundry in the big scope.

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