



# The impact of implementing islamic business communication ethics and product innovation on consumer satisfaction

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## ABSTRACT

Previous studies on Al-Ghazali have predominantly focused on his philosophical and theological thought within the context of classical Islam, without specifically examining how these ideas were received and applied by scholars in the Malay-Indonesian world. This study addresses that gap by exploring the creative reception of Al-Ghazali's thought in the 19th-century *Kāṣifatussajā*, a fiqh work by Syekh Nawawi al-Bantani. The aim is to identify and analyze the manifestation of Al-Ghazali's philosophical-theological ideas within Nawawi's fiqh-ethical-transformative approach. Employing a qualitative descriptive method through library research and framed within Jaussian reception theory, this study finds that Nawawi integrated reason and revelation, emphasized the spiritual dimension of Islamic law, and adopted a moderate approach in issuing legal opinions. The findings reveal that Nawawi did not merely reproduce Al-Ghazali's ideas but reconstructed them to address the challenges of colonialism, identity crisis, and the need for a spiritually grounded legal ethics in the Nusantara. This research contributes to a deeper understanding of the dynamic transmission of classical Islamic intellectual heritage and its relevance in local socio-cultural contexts.

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## 1. INTRODUCTION

The economy is an inseparable fundamental pillar of human existence in every corner of the world, where each individual is inherently engaged in a series of economic activities to meet the various needs of his life. Within this framework, economics is defined as a social science discipline that examines complex human interactions in three main chains of activity: production, distribution, and consumption of goods and services. These three links are, in essence, closely related to the practice of buying and selling, a concept that in fiqh terminology is known as *al-bai'*, which refers to the act of selling, replacing, or exchanging an object for another. Along with the dynamics of time, buying and selling activities have undergone a significant evolution, characterized by the proliferation of increasingly diverse products offered in the market by business actors (Fauji et al., 2022).

The concept of convenience stores (Department Stores) is one of the concrete manifestations of this development, providing various consumer needs in one integrated location with the main goal of optimizing comfort and ease of shopping. However, the contemporary retail industry landscape is faced with a very intense level of competition, which imperatively demands every business entity to adopt an adaptive and effective strategy to win market competition. The escalation of competition

and the growing number of competitors encourage businesses to proactively identify and respond to consumer needs and desires, while striving to exceed their expectations by providing superior service to competitors. Consumer satisfaction, as a vital indicator for business sustainability and prosperity, is influenced by a wide spectrum of factors, including product quality, service quality, emotional dimension, pricing, as well as cost efficiency and ease of access (Adithia & Jaya, 2021). Based on these crucial factors and considering the increasingly fierce business competition conditions, the implementation of Islamic business ethics has become very relevant as a comprehensive frame of reference in the entire spectrum of business activities. Islamic business ethics holistically integrates the noble values and teachings contained in the Qur'an and Al-Hadith into daily business practices (Novera Gladis & Hapsari, 2021), as has been perfectly exemplified by the figure of the Prophet Muhammad (peace be upon him) (Novi Sekar Sari et al., 2023).

Business ethics have a close correlation with the level of consumer satisfaction, because it serves as a catalyst that encourages the formation of strong and sustainable relational bonds between companies and their consumers. In addition to business ethics, product innovation also plays an equally important role in influencing consumer satisfaction (Nwachukwu & Vu, 2022). Product innovation involves a systematic effort to identify and meet the needs and desires of consumers through the development of products that are of superior quality compared to competing products, while serving as a unique differentiator that differentiates companies in the market. In the geographical context of Kediri Regency, especially in the Campurejo Village area, observations show that there is a proliferation of department store businesses that offer various needs of the community, creating a very dynamic arena of competition (Abidin et al., 2023) (Yaqin, 2024). In the midst of this constellation of fierce competition, Lirboyo Bakery emerged as a business entity that showed much more rapid development and stood out compared to other similar stores. The results of initial observations conducted by the researcher indicate that the acceleration of the development of Lirboyo Bakery is characterized by a high level of consumer satisfaction, wide product diversification, substantial sales volume, and a very intense frequency of consumer visits.

The phenomenon of Lirboyo Bakery's success sparked a deep interest in investigating the fundamental factors behind it, especially related to the role of Islamic business ethics given its position as a business unit under the Lirboyo Islamic Boarding School and its product innovation strategy. Literature review shows that research on Islamic Business Ethics on Consumer Satisfaction has been carried out in various contexts such as the research of (Silviah & Lestari, 2022). In addition, research on Product Innovation has also been carried out, such as the research of (Indriyani et al., 2023). However, previous research has tended to focus on one of the variables or be conducted in a general business context. Therefore, this study will be very important because it specifically tests a dual integration model that combines the influence of the simultaneous Implementation of Islamic Business Ethics and Product Innovation on Consumer Satisfaction, focusing on a unique context: Lirboyo Bakery as an example of a business entity that is growing rapidly and based on the pesantren economy (*Santripreneur*). The uniqueness of this context allows researchers to analyze the extent to which ethically implemented religious values and efforts to develop sustainable products (innovation) together are the key to success in achieving high customer satisfaction.

## 2. RESEARCH METHOD

This study adopts a qualitative approach with the type of Case Study, which aims to describe and analyze in depth the implementation of Islamic Business Ethics and product innovation and its influence on consumer satisfaction at Lirboyo Bakery, Kediri. This location was chosen as the object of research because it is a unique representation of pesantren based business. Data is collected through a combination of in-depth interviews with key informants (Managers, Employees, and Consumers) as primary data, as well as direct observation of business practices in the field, and secondary data documentation (business profiles and internal reports) to obtain comprehensive information (Yunita Indinabila, 2021). Data analysis was carried out using the interactive model Miles, Huberman, and Saldana, which included three simultaneous activity flows: data *reduction*, data *display*, and *conclusion drawing and verification*. To ensure the validity (credibility) of the

findings, the researcher uses Triangulation techniques, especially source triangulation (comparing information from various informants) and triangulation techniques (comparing interview results with observation and documentation results) (Karimullah, 2024).

### 3. RESULTS AND DISCUSSIONS

#### The Effect of the Implementation of Islamic Business Ethics on Consumer Satisfaction

The implementation of Islamic Business Ethics at Lirboyo Bakery in Kediri is proven to be not just normative compliance, but also the main foundation that forms deep trust and affects the overall level of consumer satisfaction. The practice of this ethics is manifested in real terms, especially through the emphasis on the principles of honesty (*siddiq*), justice (*adl*), and excellent service (*ihsan*).

1. Principle of Honesty (*Siddiq*) and Product Quality: Honesty is strictly implemented in the entire production chain and raw materials. This includes ensuring that ingredients are halal and *tayyib* (good), a commitment not to use harmful preservatives, and maintaining the consistency of taste and dosage of products. One of the employees in the production department stated,

*"We were taught that this business is the mandate of the Islamic boarding school. So, from flour, sugar, to packaging, nothing should be reduced or cheated. We are strictly forbidden to use preservatives for blessings, even though the bread does not last long and has to be sold out every day. We have to guarantee that the bread is fresh and healthy, because it is a form of our honesty to our customers."*

Consumers perceive this honesty as a guarantee of superior quality that distinguishes it from commercial bakeries in general. This is as supported by a statement from one of the consumers who stated.

*"I always buy here because I know this is from Lirboyo. If it is a pesantren product, it must be guaranteed halal and cleanliness from start to finish. The taste is also consistent, never disappointing. I have compared, the texture of the bread here is softer and the taste is more 'natural'. It is this moral assurance and quality that makes me satisfied and trusting, even to buy in bulk."*

2. Principles of Justice (*Adl*) and Transparent Transactions, fairness is applied through fair and transparent pricing, as well as equal treatment to every buyer, regardless of their social background. This is as the employee's statement at the cashier,

*"The selling price here is always considered to be affordable for students and ordinary people. We are not looking for too big a profit. Price fairness is important. In addition, we do not discriminate in service, whether you want to buy one or buy a lot, everything is served in a friendly and fast manner. We don't want any customers to feel neglected."*

In addition, this is also strengthened by the statement of a consumer who is also a student with the statement that,

*"The price at Lirboyo Bakery is very rational compared to the quality and size. The bread is big, the filling is plentiful, but the price is competitive. There is no price that suddenly rises for no apparent reason. We as buyers feel valued, not just objects to take advantage of."*

3. Principles of Service and Courtesy (*Ihsan*): The services carried out by the students/employees are based on the high values of politeness, friendliness, and patience (*ihsan*), reflecting the morals of the pesantren. The employee in the sales department stated.

*"Every time we serve, we always try to smile, greet with kindness, and position buyers as guests. According to the teachings in the cottage, in muamalah (interaction), patience must be paramount, especially when facing fussy buyers or long queues. This is part of a*

*good muamalah, we not only sell, but also preach through behavior. We believe that sincere service will bring blessings."*

This creates a comfortable, Islamic shopping atmosphere, and far from a purely transactional impression. This is evidenced by the results of interviews with consumers who stated that,

*"The service is different. They (the students who serve) are very polite, respectful of the buyers, and very patient in explaining product variants. The atmosphere at the cashier felt peaceful, not in a hurry. If we ask about the product, they explain it well and in detail. My satisfaction here is emotional, because the good treatment makes me feel appreciated, not just because the bread is good."*

Furthermore, the store manager also emphasized that a comfortable atmosphere for consumers was deliberately created by the store manager. This is as stated by the store manager that,

*"We emphasize to employees that serving with courtesy is a must. Even if there is a difference in calculation, we are better off relenting and making sure that the customer is not harmed in the slightest. Mistakes must be acknowledged and corrected immediately. This is how we maintain an Islamic and trusted bakery image."*

Field findings consistently show that the direct and powerful implementation of Islamic business ethics increases consumers' Affective Satisfaction (feelings of happiness, calm, and *peace*), which further builds Long-Term Trust and Loyalty. Consumers feel calm because their transactions are clean from elements of dishonesty (*gharar*), fraud (*tadlis*), or exploitation. This relationship is supported by various previous studies that link Islamic Business Ethics with Consumer Satisfaction. The principle of *siddiq* (honesty) applied by Lirboyo Bakery, especially in product quality assurance and halalness, is very relevant to the findings (Hakim et al., 2024) which states that good business ethics serve as a catalyst in forming strong relational bonds. The honesty of the raw materials conveyed transparently by Lirboyo Bakery triggers a perception of low risk in consumers, thus directly increasing their trust in the brand.

The principle of *courtesy* that is manifested in hospitality and courtesy of service is in line with the research of (Pham et al., 2023) which emphasizes that the emotional dimension and quality of service are vital factors in consumer satisfaction. At Lirboyo Bakery, *ihsan* creates a unique and soothing shopping experience, transforming ordinary transactions into memorable interactions. In addition, by guaranteeing the absence of excessive preservatives and maintaining the dosage, Lirboyo Bakery practically avoids *the element of gharar* (uncertainty/speculation) in its products. This is important because in the Islamic view, the avoidance of *gharar* is a prerequisite for blessings, which psychologically translates the consumer into moral and spiritual satisfaction, beyond the functional satisfaction of the product. Thus, Islamic Business Ethics at Lirboyo Bakery has succeeded in turning religious attributes into a *value proposition* that is recognized and appreciated by consumers, becoming a strong reason for them to come back and feel satisfied.

### **The Influence of Product Innovation on Consumer Satisfaction**

If Islamic Business Ethics builds trust, then Product Innovation is the driving factor that ensures Lirboyo Bakery's relevance, functional appeal, and competitive advantage in a dynamic market. The innovations made have proven crucial in meeting the ever-changing expectations of modern consumers. Innovation focuses on three main areas: variant development, quality formulation improvement, and packaging updates.

1. Variant Innovation and Formulation Improvement (*Quality Improvement*), innovation at Lirboyo Bakery is not just about increasing the number of items, but focusing on product development so that it is not outdated without sacrificing the identity of *homey* bread and halal principles. The marketing manager stated,

*"We are aware that the bread market is moving fast. We can't just sell pineapple and chocolate sandwiches constantly. We innovate daily by experimenting with soft bread to*

*make it softer, then launching modern pastry variants such as croissants with customised local fillings. The goal is for young consumers to also be interested and not look at outside bakeries. We innovate to meet the tastes of those who want trendy products, but still with halal-tayyib recipes and affordable prices. This innovation keeps our image fresh and relevant."*

In addition, the innovation process is also adaptive by combining bakery traditions with contemporary market tastes. This is as stated by product R&D employees,

*"Every time there is a new request or idea from consumers or when we see a trend on social media, we immediately test it in the kitchen. Our innovations also include improvements to old product recipes. For example, we have made improvements to a white bread recipe so that it has a smoother texture (fluffy) and a little longer shelf life without preservatives, just with better packaging techniques. These formulation innovations are highly technical, and the positive consumer response to the ever-improving texture shows that our innovations are on target in improving functional satisfaction."*

With increasingly innovative development, this makes its products in demand by various circles. This is as said by one of the consumers who is generation Z that,

*"What makes it interesting is because there are many variants, but the quality is stable. I used to think that pesantren bread was just old-school bread, it turned out that they had premium soft cookies and bomboloni which tasted not inferior to the bakery in the mall. This innovation makes us feel that this bakery is keeping up with the developments, so we are not ashamed to recommend it to friends. It feels like there's a surprise every time it comes, because there's always an exciting new product."*

2. Packaging Innovation and Visual Branding, in addition to physical products, innovation also includes visual and branding aspects that serve as a window on hygiene and professionalism of Lirboyo Bakery. The packaging team stated,

*"Our old packaging looks simple and breaks down quickly. We innovate with a more minimalist, aesthetic, and informative design. We include clear logos and nutritional information, and ensure the packaging uses materials that function optimally to maintain freshness and prevent contamination. Visually appealing packaging is a very important first impression in the age of social media and when competition is fierce. This indirectly increases consumer pride when buying and carrying our products."*

Therefore, packaging updates are important to improve marketability, quality perception, and consumer convenience. One of the consumers stated,

*"The bread packaging is now more modern and neat. It used to seem very homely. This change in packaging makes the product look cleaner and premium, even though the price is still affordable. I became more confident in hygiene and happier if I bought it as a souvenir."*

Product innovation contributes directly to consumer Functional Satisfaction (how well the product meets practical needs such as taste, variety, and quality) and creates the Added Value that makes Lirboyo Bakery stand out. Consumers are satisfied that their needs are not only met, but also surpassed by offers that are always new and relevant. The innovation of Lirboyo Bakery's variants and formulations is in line with the findings of (Qi et al., 2023) who stated that product innovation creates unique differentiation that is difficult for competitors to imitate. This differentiation provides a strong reason for consumers to choose Lirboyo Bakery, which directly increases satisfaction as they acquire unique products.

By constantly launching new variants and improving the quality (*softness*), Lirboyo Bakery ensures that consumer expectations are not only met, but often exceeded. When the product's performance exceeds expectations, the result is a very high *level of satisfaction*, which drives repeat purchases and loyalty. Packaging innovation and formulation improvements support the arguments of (Cenora & Hermawan, 2022) that product quality is a key dimension of satisfaction. At Lirboyo Bakery, innovation ensures that the quality and appearance aspects of products remain competitive and modern, thereby strengthening the satisfaction that comes from the Ethics (Trust) aspect with the Functional (Quality) aspect. Thus, Product Innovation at Lirboyo Bakery is a dynamic strategy that keeps the *brand* relevant, varied, and superior in terms of functional quality, complementing the emotional satisfaction that has been built by Islamic Business Ethics.

### **Implementation of Islamic Business Ethics and Product Innovation in Increasing Consumer Satisfaction**

An in-depth analysis of the findings from Lirboyo Bakery shows that their success in achieving a high level of consumer satisfaction is the result of a strong, comprehensive, and holistic model synergy between the Implementation of Islamic Business Ethics and Product Innovation. These two variables are proven not to run as independent factors, but rather complement, interact, and reinforce each other in creating unique customer value, which is the basis for accelerating their business growth in Kediri.

This synergy is characterized by a strategic and mutually reinforcing division of roles. Islamic Business Ethics functions as a *Trust Builder* and Moral Filter. Through an emphasis on honesty (*siddiq*) in raw materials such as halal guarantees, no preservatives, and consistent dosage—as well as the morality of service (*ihsan*) shown by student employees, Ethics creates a transaction environment that is free from *gharar* (uncertainty) and *tadlis* (fraud). This directly results in Affective Satisfaction in consumers, which is manifested in a feeling of calm (*ayem*) and fosters Emotional Loyalty to the brand. This concept is in line with the theory of (Jaganjac et al., 2024) which emphasizes that ethics builds strong relational bonds, affirming that trust formed by integrity is the highest social capital within the framework of sharia economics.

Meanwhile, Product Innovation takes on the role of a Differentiator and Market Relevance *Maintainer*. Innovation ensures that the ethical integrity and quality of such basic ingredients are packaged in products that are attractive, varied (e.g., the development of *modern pastries* and *soft cookies*), and relevant to competitive market tastes, especially young target consumers. Innovation is responsible for Functional Satisfaction, which is the fulfillment of consumers' practical needs for taste, soft texture, and variety. The role of innovation is consistent with the findings of (Cai & Ahmad, 2023) who refer to innovation as a tool of differentiation. At Lirboyo Bakery, innovation has succeeded in placing their products on par with *modern bakeries*, but with the addition of ethical values that are unique and difficult for general competitors to replicate.

An Interview Excerpt from the Senior Manager of the Islamic Boarding School emphatically summarizes this synergy: "*We see that these two things should not be separated. Ethics (honesty, morals) is the spirit of our business, while Innovation is the physical. If we were just honest without innovation, our bread would feel old-fashioned and abandoned. If we are just innovative without ethics, we will lose the blessings and trust of customers. The two must go hand in hand to create sustainable satisfaction. This synergy is the key to our sustainability.*"

In conclusion, consumer satisfaction at Lirboyo Bakery is the result of a rare combination: Convincing Moral Integrity, combined with Adaptive and Modern Functional Qualities.

#### **4. CONCLUSION**

The high level of consumer satisfaction is the result of a holistic and strategic synergy between the Implementation of Islamic Business Ethics and Product Innovation. Islamic Business Ethics has been proven to function as a *Trust Builder* and Moral Filter through the emphasis on the principles of *siddiq* (honesty of raw materials, halal) and *ihsan* (moral service), which directly produce Affective

Satisfaction (a sense of calm and *peace*) and foster the Emotional Loyalty of consumers. Meanwhile, Product Innovation takes on the role of a Differentiator and Guardian of Market Relevance, where the development of modern variants (such as *soft cookies* and *pastries*), formulation improvements, and packaging upgrades ensure that such ethical integrity is packaged in products that are quality, adaptive, and meet the tastes of today's consumers, resulting in Functional Satisfaction. This model confirms that the success of Lirboyo Bakery's acceleration is the result of a rare combination of convincing Moral Integrity with Adaptive Functional Quality. Thus, this study concludes that Islamic Business Ethics has transformed into the Main Non-Financial Competitive Advantage for Islamic boarding school-based businesses, and the synergy between ethical values and product innovation is the key to sustainability and holistic consumer satisfaction.

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