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SOCIAL MEDIA MARKETING, CUSTOMER EXPERIENCE, AND FUNCTIONAL VALUE ON WILLINGNESS TO PAY: AN ISLAMIC MARKETING PERSPECTIVE

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ABSTRACTS

This study aims to analyze the effects of social media marketing, customer experience, and functional value on the willingness to pay of Paris Jilbab consumers in Bandar Lampung and to interpret the findings from an Islamic marketing management perspective. The study employed a quantitative approach using a survey method, with questionnaires distributed to 99 consumers selected through purposive sampling. The data were analyzed using multiple linear regression with the assistance of SPSS version 27. The results indicate that, partially, social media marketing has a positive and significant effect on willingness to pay ($t = 3.495$; $p = 0.001$), customer experience has a positive and significant effect ($t = 2.425$; $p = 0.017$), and functional value also has a positive and significant effect ($t = 2.614$; $p = 0.010$). Simultaneously, the three variables form a significant model in explaining willingness to pay ($F = 51.223$; $p < 0.001$), with an Adjusted R Square value of 0.606. Theoretically, this study extends the literature on willingness to pay by integrating digital marketing factors, customer experience, and functional value within the context of Islamic marketing. Practically, the findings highlight the importance of managing informative and transparent digital communication, creating positive customer experiences, and strengthening product quality and benefits. From an Islamic marketing perspective, these strategies should be implemented based on the principles of shiddiq (truthfulness), amanah (trustworthiness), tabligh (transparent and effective communication), and fathanah (wisdom and professionalism), ensuring that economic value creation remains aligned with trust, maslahah (public benefit), and barakah (blessings) in business activities.

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A. INTRODUCTION

Willingness to pay (WTP) refers to consumers' willingness to pay for a product or service based on the benefits and value perceived by consumers (Saraswati and Riorini 2023). In the digital era, WTP is increasingly influenced by consumers' access to product information, price comparisons, reviews, and interactions through social media. Social media marketing can therefore shape perceived value and willingness to pay a premium. (Bushara et al. 2023). This phenomenon is particularly relevant in Indonesia, where internet and social media adoption have become important channels for product information, brand interaction, and consumer decision-making (Social; Meltwater 2025).

From an Islamic perspective, willingness to pay can be associated with the principles of mutual consent, justice, benefit, and ethical conduct in exchange transactions. As stated in Surah An-Nisa (4:29):

يٰٓاَيُّهَا الَّذِيْنَ اٰمَنُوْا لَا تَأْكُلُوْٓا اَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ اِلَّآ اَنْ تَكُوْنَ تِجَارَةً عَنْ تَرَاضٍ مِّنْكُمْ ۗ وَلَا تَقْتُلُوْٓا اَنْفُسَكُمْ ۗ اِنَّ اللّٰهَ كَانَ بِكُمْ رَحِيْمًا ﴿٢٩﴾

Meaning: “you who believe, do not consume one another’s wealth unjustly, but only through trade conducted by mutual consent among you. And do not kill yourselves. Indeed, Allah is Most Merciful to you.”

The verse emphasizes mutual consent, justice, and the prohibition of unjust practices in commercial transactions. Therefore, willingness to pay should be formed through accurate information, fair exchange, and consideration of consumer benefits (Salman et al. 2024).From an Islamic marketing perspective, social media marketing should reflect shiddiq and tabligh through truthful, clear, and transparent communication. Honest digital marketing can strengthen consumer trust and perceived value, thereby increasing willingness to pay (Sula 2006; Pujianto and Muzdalifah 2022)

Beyond digital marketing communication, willingness to pay is also influenced by consumers' overall experiences. Customer experience encompasses consumers' interactions with a company, product, and service before, during, and after purchase. Positive experiences can strengthen perceived value and willingness to pay (Yanuar and Syah 2023) From an Islamic marketing perspective, customer experience reflects amanah and fathanah through trustworthy and professional service (Sula 2006).

In addition to social media marketing and customer experience, willingness to pay is influenced by functional value. Functional value refers to consumers' evaluation of product quality, usefulness, comfort, durability, and practical benefits. In fashion products, these attributes contribute to consumers' assessment of whether the product provides benefits proportional to its price. (Yang et al. 2024.) From an Islamic perspective, functional value is related to thayyib and maslahah because products should provide quality and meaningful benefits to consumers.

The relationship among social media marketing, customer experience, functional value, and willingness to pay is increasingly relevant in the Muslim modest fashion industry. Businesses must not only compete through price and product availability but also develop effective communication, provide positive customer experiences, and ensure that products offer benefits that meet consumer needs. These characteristics can be observed at Paris Jilbab in Bandar Lampung, Paris Jilbab in Bandar Lampung, established in 2016, serves retail and bulk consumers and utilizes Instagram and TikTok for promotion and consumer communication.

No.	Statment	Frequency	Percentage (%)
1.	Attractive social media content and promotions	6	24
2.	Pleasant shopping experience	4	16
3.	Good-quality and comfortable materials	9	36
4.	Fashionable hijab designs	1	4
5.	Friendly and prompt service	1	4
6.	Reasonable prices	3	12
7.	Recommendations from friends	1	4
	Total	25	100 %

Table 1. Reasons for Purchasing Products at Paris Jilbab

Source: Processed research data (2025).

Nevertheless, purchasing decisions do not necessarily represent willingness to pay. Paris Jilbab offers various hijab products with different characteristics and price ranges. Some consumers perceive that product quality, comfort, and benefits are worth the price, while others continue to compare prices before purchasing. This difference indicates that consumers have different perceptions of price fairness and willingness to pay, creating a need to examine the factors that influence willingness to pay.Previous studies have examined willingness to pay through different variables and conceptual approaches.(Bushara et al. 2023), (Sevira and Widodo 2023) and (Panangian et al. 2024) examined the relationship between social media marketing and willingness to pay through mechanisms such as perceived value, brand equity, and consumer-brand engagement.

(Yanuar and Syah 2023) examined customer experience alongside customer satisfaction and customer loyalty, while (Yang et al. 2024.) positioned functional value as a moderating variable. These differences indicate that the direct roles of social media marketing, customer experience, and functional value in explaining willingness to pay remain relevant for further investigation.

Three research gaps are identified. First, studies examining social media marketing, customer experience, and functional value simultaneously as predictors of

willingness to pay remain limited. Second, research focusing on Muslim modest fashion consumers, particularly local hijab businesses, remains limited. Third, Islamic marketing perspectives have generally been discussed normatively rather than systematically applied to the relationships among digital marketing communication, customer experience, functional benefits, and willingness to pay.

This study addresses these gaps by examining the three variables simultaneously among Paris Jilbab consumers in Bandar Lampung and interpreting the findings through Islamic marketing principles, namely shiddiq, tabligh, amanah, fathanah, thayyib, and maslahah.

THEORETICAL FOUNDATION

Marketing Management

Marketing management is the process of selecting target markets and creating, delivering, and communicating customer value (Kotler and Keller 2009). In this study, it provides the general framework for explaining how social media marketing, customer experience, and functional value influence willingness to pay.

Islamic Marketing Management

Islamic marketing management emphasizes value creation and exchange in accordance with Sharia principles, including honesty, responsibility, professionalism, and maslahah (Sula 2006), This study uses shiddiq, amanah, tabligh, fathanah, thayyib, and maslahah as an interpretative framework.

Social Media Marketing

Social media marketing refers to marketing activities conducted through social media to communicate, interact, and build relationships with consumers (Kim and Ko 2012) It is measured through entertainment, interaction, trendiness, customization, and word of mouth.

Customer Experience

Customer experience refers to consumers' responses arising from interactions with a company, product, or service before, during, and after purchase (Dewi, Ira Triyana; Hasibuan 2016) This study measures customer experience through sense, feel, think, act, and relate.

Functional Value

Functional value refers to the value derived from product quality and functional utility (Sudarso 2016).It is measured through product quality and product utility.

Willingness to Pay

Willingness to pay refers to consumers' willingness to pay a higher price for a preferred product or brand compared with comparable alternatives (Netemeyer et al. 2004). It is measured through willingness to pay a higher price and willingness to pay more than comparable products.

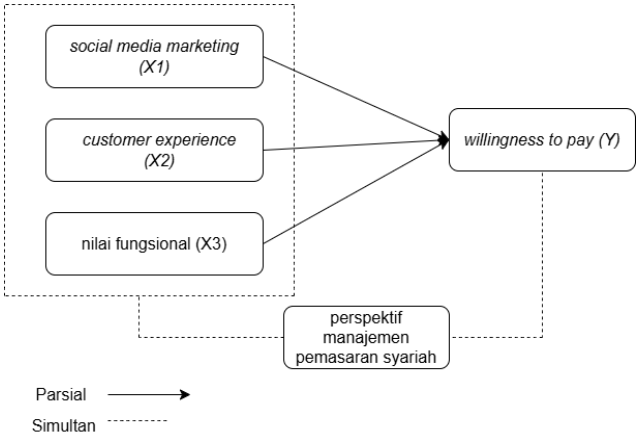


Figure 2. Research Framework

Source: Processed by the researcher (2026)

The framework proposes that social media marketing, customer experience, and functional value influence willingness to pay, both partially and simultaneously. In the Islamic marketing perspective, these relationships are interpreted through shiddiq and tabligh, amanah and fathanah, and thayyib and maslahah, respectively.

HYPOTHESES DEVELOPMENT

1. The Effect of Social Media Marketing on Willingness to Pay

Social media marketing enables companies to provide information, communicate product value, and interact with consumers. Previous studies have shown that social media marketing is associated with willingness to pay through perceived value, brand equity, loyalty, and consumer-brand engagement (Agamudainambhi et al. 2022; Bushara et al. 2023; Sevira and Widodo 2023). From an Islamic marketing perspective, social media communication should reflect shiddiq and tabligh through truthful, clear, and transparent information. Therefore:

H1: Social media marketing has a positive and significant effect on the willingness to pay of Paris Jilbab consumers in Bandar Lampung.

2. Pay The Effect of Customer Experience on Willingness to Pay

Customer experience reflects consumers' responses to their interactions with a company before, during, and after purchase. Positive experiences involving service quality, convenience, comfort, and consistency can increase perceived value and willingness to pay. (Yanuar and Syah 2023) found that customer experience positively affects willingness to pay a price premium. In Islamic marketing, customer experience is associated with amanah and fathanah through trustworthy and professional service. Therefore:

H2: Customer experience has a positive and significant effect on the willingness to pay of Paris Jilbab consumers in Bandar Lampung.

3. The Effect of Functional Value on Willingness to Pay

Functional value represents consumers' evaluation of product quality, usefulness, comfort, durability, and benefits. (Helinski, Westmattelmann, and Schewe 2025) demonstrated that functional value contributes to willingness to pay a premium in the context of circular fashion. From an Islamic perspective, functional value is related to thayyib and maslahah because products should provide quality and tangible benefits to consumers. Therefore:

H3: Functional value has a positive and significant effect on the willingness to pay of Paris Jilbab consumers in Bandar Lampung.

4. The Simultaneous Effects of Social Media Marketing, Customer Experience, and Functional Value on Willingness to Pay

Social media marketing, customer experience, and functional value represent complementary sources of consumer value. Social media marketing communicates product value, customer experience forms value through interactions and services, while functional value reflects the actual benefits obtained from the product. Previous studies support the relevance of these factors in explaining willingness to pay (Agamudainambhi et al. 2022; Yanuar and Syah 2023; Helinski et al. 2025). Therefore:

H4: Social media marketing, customer experience, and functional value simultaneously have a positive and significant effect on the willingness to pay of Paris Jilbab consumers in Bandar Lampung.

B. METHOD

This study employed a quantitative approach using a survey method. Primary data were collected through an online questionnaire using a five-point Likert scale. The population consisted of consumers who had purchased Paris Jilbab products during the previous year. Based on internal documentation, the average number of customers was approximately 25 per day, resulting in an estimated annual population of 9,125 consumers. The sample size was determined using the Slovin formula with a 10% margin of error, resulting in 99 respondents. The study employed non-probability sampling with a purposive sampling technique. Respondents were required to have purchased Paris Jilbab products within the previous year, be at least 17 years old, be aware of Paris Jilbab's social media promotions, and have used its products and experienced its services. Data were analyzed using SPSS version 27 at a 5% significance level. The analyses included validity, reliability, classical assumption tests, multiple linear regression, t-test, F-test, and coefficient of determination.

C. RESULT AND DISCUSSION

Validity Test

Variable	Item	Rcount	Rtable	Decision
Social Media marketing X1	X1.1	0,468	0,197	Valid
	X1.2	0,517	0,197	Valid
	X1.3	0,603	0,197	Valid
	X1.4	0,403	0,197	Valid
	X1.5	0,595	0,197	Valid
	X1.6	0,643	0,197	Valid
	X1.7	0,432	0,197	Valid
	X1.8	0,502	0,197	Valid
	X1.9	0,705	0,197	Valid
	X1.10	0,556	0,197	Valid
	X2.1	0,516	0,197	Valid
	X2.2	0,595	0,197	Valid
	X2.3	0,688	0,197	Valid

	X2.4	0,519	0,197	Valid
	X2.5	0,448	0,197	Valid
	X2.6	0,379	0,197	Valid
	X2.7	0,425	0,197	Valid
	X2.8	0,496	0,197	Valid
	X2.9	0,605	0,197	Valid
Customer Experience X2	X2.10	0,590	0,197	Valid
	X3.1	0,680	0,197	Valid
	X3.2	0,445	0,197	Valid
	X3.3	0,692	0,197	Valid
	X3.4	0,882	0,197	Valid
	X3.5	0,672	0,197	Valid
	X3.6	0,482	0,197	Valid
	X3.7	0,630	0,197	Valid
Functional Value (X3)	X3.8	0,518	0,197	Valid
	Y.1	0,713	0,197	Valid
	Y.2	0,723	0,197	Valid
	Y.3	0,700	0,197	Valid
	Y.4	0,519	0,197	Valid
	Y.5	0,746	0,197	Valid
	Y.6	0,374	0,197	Valid
	Y.7	0,661	0,197	Valid
Willingness to pay Y	Y.8	0,718	0,197	Valid

Table 3. Results of the Validity Test

Sumber: Data diolah SPSS, 2026

Based on Table 3, all 36 questionnaire items obtained calculated r-values greater than the critical r-table value of 0.197. Therefore, all items were considered valid and suitable for further analysis.

Reliability Test

Variable	Cronbach's Alpha	Koefisien Alpha	Decision
	Standar		
Social media marketing	0,739	0,60	Reliabel

Customer experience	0,706	0,60	Reliabel
Functional Value	0,695	0,60	Reliabel
Willingness to pay	0,806	0,60	Reliabel

Table 4. Reliability Test Results

Source: Data processed using SPSS, 2026

Based on Table 4, Cronbach's alpha values for Social Media Marketing, Customer Experience, Functional Value, and Willingness to Pay were 0.739, 0.706, 0.695, and 0.806, respectively. All values exceeded 0.60, indicating that the research instrument was reliable.

Classical Assumption Tests

a. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		99
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.91747568
Most Extreme Differences	Absolute	.084
	Positive	.078
	Negative	-.084
Test Statistic		.084
Asymp. Sig. (2-tailed)[c]		.079[d]

Table 5. Kolmogorov–Smirnov Normality Test Results

Source: Data processed using SPSS, 2026

The Kolmogorov-Smirnov test produced a significance value of 0.079, which is greater than 0.05. Therefore, the residuals were normally distributed.

b. Multicollinearity Test

Coefficients[a]			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Social media marketing	0,350	2,856

	Customer Experience	0,352	2,840
	Nilai fungsional	0,488	2,047
a. Dependent Variable: ABS_RES			

Table 6. Multicollinearity Test Results

Source: Data processed using SPSS, 2026

The tolerance values ranged from 0.350 to 0.488, while VIF values ranged from 2.047 to 2.856. Since the tolerance values exceeded 0.10 and the VIF values were below 10, the model showed no evidence of multicollinearity.

c. Heteroskedasticity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.732	2.009		4.844	.000
	Social media marketing	-.093	.074	-.0,204	-1.265	.209
	Customer xeperience	-.020	.075	-.0.042	-.263	.793
	Nilai fungsional	-.095	.080	-.0,161	-1.181	.240
a. Dependent Variable: ABS_RES						

Table 7. Heteroskedasticity Test Results

Source: Data processed using SPSS, 2026

The Glejser test produced significance values of 0.209, 0.793, and 0.240 for Social Media Marketing, Customer Experience, and Functional Value. Since all values exceeded 0.05, the model showed no evidence of heteroskedasticity.

Hypothesis Testing

a. Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-8.540	3.204		-2.665	.009
	Social media marketing	.410	.117	.375	3.495	.001

	Customer xeperience	.292	.120	.259	2.425	.017
	Nilai fungsional	.335	.128	.237	2.614	.010
a. Dependent Variable: willingness to pay						

Table 8. Multiple Linear Regression Analysis Results

Source: Data processed using SPSS, 2026

$$Y = -8.540 + 0.410X_1 + 0.292X_2 + 0.335X_3 + \varepsilon$$

Social media marketing had the strongest standardized effect on willingness to pay (β = 0.375), followed by customer experience (β = 0.259) and functional value (β = 0.237).

b. Coefficient of Determination (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,786a	0,618	0,606	2,963
a. Predictors: (Constant), Nilai fungsional, Customer xeperience, Social media marketing				

Table 9. Coefficient of Determination Results (R^2)

Source: Data processed using SPSS, 2026

Based on Table 9, the R Square value was 0.618, while the Adjusted R Square was 0.606. Thus, social media marketing, customer experience, and functional value explain 60.6% of the variation in willingness to pay, while the remaining 39.4% is associated with factors outside the research model.

c. Simultaneous Test (F-Test)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1349.271	3	449.757	51.223	.000[b]
	Residual	834.143	95	8.780		
	Total	2183.414	98			
a. Dependent Variable: TOTALY						
b. Predictors: (Constant), TOTALX3, TOTALX2, TOTALX1						

Table 10. Simultaneous Test (F-Test) Results

Source: Data processed using SPSS, 2026

The F-test produced an F-value of 51.223 with $p < 0.001$. Therefore, social media marketing, customer experience, and functional value simultaneously have a significant effect on willingness to pay, supporting H4.

d. Partial Test (t-Test)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-8.540	3.204		-2.665	.009
	TOTALX1	.410	.117	.375	3.495	.001
	TOTALX2	.292	.120	.259	2.425	.017
	TOTALX3	.335	.128	.237	2.614	.010
a. Dependent Variable: TOTALY						

Table 11. Partial Test (t-Test) Results

Source: Data processed using SPSS, 2026

The t-test results show that social media marketing has a positive and significant effect on willingness to pay (B = 0.410; β = 0.375; t = 3.495; p = 0.001). Customer experience also has a positive and significant effect (B = 0.292; β = 0.259; t = 2.425; p = 0.017). Functional value has a positive and significant effect (B = 0.335; β = 0.237; t = 2.614; p = 0.010). Therefore, H1, H2, and H3 are supported.

DISCUSSION

1. Social Media Marketing Has a Positive and Significant Effect on Willingness to Pay

The results show that social media marketing has a positive and significant effect on willingness to pay, supporting H1. The trendiness indicator obtained the highest mean score, indicating that consumers particularly value current and relevant social media content. This suggests that informative and trend-oriented communication can strengthen consumers' perception of product value. The finding is consistent with (Bushara et al. 2023), (Sevira and Widodo 2023), and (Amelia Putri and Hasyim Hasyim 2024), who found positive relationships between social media marketing and willingness to pay. In the context of Islamic marketing, this relationship can be interpreted through shiddiq and tabligh, requiring businesses to communicate product information accurately, clearly, and transparently.

2. Customer Experience Has a Positive and Significant Effect on Willingness to Pay

Customer experience has a positive and significant effect on willingness to pay, supporting H2. This result indicates that consumers evaluate not only the product but also their experiences during information search, interaction, transaction, service, and product use. A positive and consistent experience can strengthen perceived value and increase consumers' willingness to pay. The finding is consistent with (Yanuar and Syah 2023) From the Islamic marketing perspective, customer experience reflects amanah and fathanah through consistency between promises and actual service as well as professional and responsive service.

3. Functional Value Has a Positive and Significant Effect on Willingness to Pay

Functional value has a positive and significant effect on willingness to pay, supporting H3. The preliminary survey showed that 36% of respondents identified

good material quality and comfort as their main purchasing consideration, supporting the importance of functional benefits in consumer evaluation. The result is consistent with (Helinski et al. 2025), which demonstrated the relevance of functional value in willingness to pay. In contrast to (Yang et al. 2024) which positioned functional value as an insignificant moderator, this study demonstrates that functional value directly influences willingness to pay when positioned as an independent predictor. In Islamic marketing, this relationship reflects thayyib and maslahah through product quality, usefulness, comfort, and tangible benefits.

4. Social Media Marketing, Customer Experience, and Functional Value Simultaneously Affect Willingness to Pay

The results indicate that social media marketing, customer experience, and functional value simultaneously have a significant effect on willingness to pay, supporting H4. The Adjusted R Square of 0.606 indicates that these three variables explain 60.6% of the variation in willingness to pay. Social media marketing communicates product value, customer experience strengthens value through interaction and service, while functional value demonstrates the actual benefits received. Thus, willingness to pay is formed through the interaction of communicated value, experienced value, and received product benefits

5. Social Media Marketing, Customer Experience, Functional Value, and Willingness to Pay from the Perspective of Islamic Marketing Management

From the perspective of Islamic marketing management, the findings indicate that willingness to pay can be interpreted through the alignment of communicated, experienced, and received value. Social media marketing should reflect shiddiq and tabligh through truthful and transparent communication; customer experience should reflect amanah and fathanah through trustworthy and professional service; while functional value should reflect thayyib and maslahah through quality, comfort, usefulness, and tangible benefits. Therefore, the formation of willingness to pay is not only related to economic value but also to the ethical and beneficial manner in which value is communicated, experienced, and delivered to consumers.

D. CONCLUSION

This study demonstrates that social media marketing, customer experience, and functional value have positive and significant effects on the willingness to pay of Paris Jilbab consumers in Bandar Lampung, both partially and simultaneously. Social media marketing has the strongest relative effect, followed by customer experience and functional value. Simultaneously, the three variables explain 60.6% of the variance in willingness to pay. From the perspective of Islamic marketing management, the findings can be interpreted through shiddiq and tabligh in marketing communication, amanah and fathanah in customer experience, and thayyib and maslahah in product benefits. This indicates that willingness to pay is related not only to economic value but also to the alignment between truthful communication, trustworthy experiences, and tangible product benefits.Theoretically, this study contributes to the literature by integrating social media marketing, customer experience, and functional value into a single model of willingness to pay in the Muslim modest fashion context. Practically, Paris Jilbab should maintain informative and transparent social media communication, professional customer service, and product quality that provides tangible benefits. Future research

may examine other variables such as brand trust, perceived value, brand image, customer satisfaction, and customer loyalty.

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