
RICE TRADERS' STRATEGIES IN INCREASING SALES TURNOVER IN WANCI SUBDISTRICT, WAKATOBI REGENCY ACCORDING TO SHARIA ECONOMIC PRINCIPLES

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ABSTRACTS

This study aims to examine the effect of price and promotion strategy on rice purchasing decisions and the role of customer satisfaction in increasing sales turnover in Wanci Village, Wakatobi Regency, with an Islamic economic approach. This study uses a descriptive associative method to analyze the relationship between variables. The study population includes rice traders in Wanci Village, with a sample size of 10 respondents. Data collection was carried out through questionnaires and direct interviews. Data analysis uses a quantitative approach to test the formulated hypotheses. The results show a significant influence between price and promotion strategy on rice purchasing decisions. Price reduction or effective promotion strategy is proven to increase purchasing decisions. In addition, both price and promotion have a significant effect on customer satisfaction. Customers tend to be more satisfied with affordable prices and attractive promotions. Interestingly, this study also finds the important role of customer satisfaction as a mediating variable. This means that customer satisfaction becomes a bridge between price and promotion strategies with purchasing decisions. High customer satisfaction will increase the likelihood of customers buying rice again in the future, thus contributing to increased sales turnover. These findings highlight the importance for rice traders in Wanci Village to pay attention to effective pricing and promotion strategies to increase customer satisfaction.

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A. INTRODUCTION

Marketing strategy is a combination of marketing mix that will be implemented by entrepreneurs to serve their market. This marketing mix must be arranged in such a way that it can function as the right weapon to fight market competition. For that, in attracting consumers, promotion is needed in business. Promotion is an activity carried out to increase the number of sales. Promotion should be carried out as well as possible to attract consumers. However, promotion is not good if it is done excessively by praising the goods being sold, even though the product is not as good as it says (Arum Wahyuni 2021).

Rice traders in Wanci Village, it turns out that there are many rice trader shops in Wanci Village, and there are also small kiosks. It turns out that many rice traders need rice in Wanci, the Wanci community really needs good quality rice and where the price of rice is affordable and there are various types and types of rice in Wanci, many Wanci people have a preference for high quality rice, which is soft and tastes good. The Qur'an also explains how Islam views the honest and fair buying and selling process as stated by Allah SWT in Q.S Al-Mutaffifin/ 83:1-5

وَيْلٌ لِّلْمُطَفِّفِينَ ۗ ۝۱
إِذَا كَتَلُوا عَلَى النَّاسِ يَسْتَوْفُونَ ۖ وَإِذَا كَالُوهُمْ أَوْ وَزَنُوهُمْ ۖ
يُخْسِرُونَ ۗ ۝۲
أَلَا يَظُنُّ أُولَٰئِكَ أَنَّهُمْ مَبْعُوثُونَ لِيَوْمٍ عَظِيمٍ ۗ ۝۳

Translation:

Woe to those who cheat (in measuring and weighing), that is, people who, when they receive a measure from another person, they ask for it to be enough, and when they measure or weigh (for another person) they reduce it. Their actions are calculated, that in reality they will be compared, on a great day (Kementrian Agama /Al-Quran Hafazan 2024)

Explanation of the verse above that God has delivered a severe threat to those who cheated in counting and weighing what happened in places of sale and purchase in Mecca and Medina at that time. In these two verses, God explains the behavior of people who will become residents of hell. They are the people who want to be measured or weighed when buying because they don't want to lose. On the other hand, when selling to other people, they will reduce the measure or weight. Allah explains the behavior of people who will become the inhabitants of hell. They are the people who want to be measured or weighed when buying because they don't want to lose (Syafri, 2018).

The reasons for the revelation of these verses relate to the behavior of the people of Medina, where some traders cheated by reducing the measurements or weights in their transactions. This practice caused losses to consumers and was a form of injustice. One narration mentions that there was a trader who was known to be cheating, and Allah revealed these verses as a warning so that they would not continue with this practice. In this context, Surah Al-Mutaffifin emphasizes the importance of honesty and justice in transaction Rice Sales Turnover in Wanci Village, Wakatobi Regency (Setiawahyu & Efendi, 2022).

According to (Swastha and Irawan in Walad et al., 2022) sales turnover is an accumulation of activities. sales of a product, goods and services calculated as a whole over a certain period of time continuously or in one accounting process. Factors that influence the size of turnover are divided into two factors, namely:

1. Internal factors (factors controlled by parties (companies) include: the company's ability to manage the products to be marketed, the pricing and promotion policies outlined by the company and the policy for selecting the intermediaries used.
2. External factors (factors that cannot be controlled by the company) include: national and international economic and trade developments, government policies in the fields of economics, trade and monetary affairs and the competitive atmosphere of the market.

Sales are one of the activities carried out by rice traders to maintain their business to grow and to obtain the desired profit or benefit. Sales also mean the process of selling activities, namely from the activity of determining the selling price until the product is distributed to the hands of consumers (buyers).

Sales Objectives The company's ability to sell its products determines its success in seeking profit, if the company is unable to sell then the company will experience losses. The general objectives of sales in a company are:

- 1) Objectives designed to increase total sales volume or increase sales of more profitable products
- 2) Objectives designed to maintain an effective sales position through regular sales visits in order to provide information about new products.

Supporting company growth This goal can be achieved if sales can be implemented as previously planned. Sales do not always run smoothly, the profits and losses obtained by the company are greatly influenced by the marketing environment. This environment greatly influences the development of the company (Erline 2021).

a. Types of Sales

Types of sales are grouped into:

- 1) Trade-offs, Occur when manufacturers and wholesalers invite retailers to try to improve the distribution of their products. Which involves distributors with promotional activities, demonstrations, inventory and new products.
- 2) Missionary salesman, Sales are attempted to be increased by encouraging buyers to purchase goods from the company's distributors.
- 3) Technical selling, Trying to increase sales by providing advice and counsel to end buyers of goods and services.
- 4) Business seller, new Trying to open new transactions by converting potential buyers into buyers. Usually used by Insurance Companies
- 5) responsive sales force, the seller is expected to be able to react to buyer requests. The two main types of sales here are route driving and retailing. This type of sales will not create too big sales even though good service and pleasant customer relations can lead to repeat purchases.

b. Turnover

Turnover from Dutch means the total amount of sales of a company (organization, law) in a certain period and the self of selling components, prices and quality sold. Increasing sales turnover is a big challenge for business people because the success or failure of a business is seen from the number of products on the market. For that, a special strategy is carried out in achieving it (Tjiptono, et al., 2008).

B. METHODS

Research with a qualitative approach emphasizes the Analysis of the process of inductive thinking processes related to the dynamics of the relationship between observed phenomena, and always uses scientific logic. Qualitative research does not mean without using support from quantitative data, but rather emphasizes the depth of formal thinking of the research in answering the problems faced. Qualitative research aims to develop the concept of sensitivity to the problems faced, explain the reality related to the exploration of theories from below (grounded theory) and develop an understanding of one or the phenomena faced (Gunawan, 2016).

The data collection techniques used in this study include interviews, observations, and documentation. The interview technique involves gathering various data and information in the field through direct question-and-answer sessions with teachers who are considered competent in relation to the issues being studied. The observation method is a research technique for collecting data by conducting direct observations of the research objects, either in real situations or in arranged artificial settings. The documentation method is used to obtain information about certain topics or variables through records, magazines, agendas, and other similar sources. The use of documentation aims to complement and strengthen the data obtained from interviews, so that the collected data is expected to be complete, comprehensive, and satisfactory (Sugiono, 2023).

In this study, the data is classified into three types of sources: primary, secondary, and tertiary data. Primary data refers to information obtained directly from informants or actors during the implementation of the research. In this case, the data and information were obtained from several rice trader employees. Secondary data consists of documents, reports, and other records relevant to the research, such as organizational structures, regulations, and other necessary data. Tertiary data sources are supporting data materials that provide additional explanations for the primary and secondary data sources.

C. RESULT AND DISCUSSIONS

Rice traders' strategies in Wanci Village, Wakatobi Regency

Strategy or action method carried out by rice traders in Wanci sub-district by promoting rice by word of mouth through relatives, friends, relatives. The rice promoted has various brands and qualities offered so that it affects the retail price of rice offered or sacks.

The types of rice offered by the rice traders in retail per liter include acol, matahari and mawar. Each of these brands has different qualities which will affect the selling value of each type of rice. The rice brands offered such as acol have a selling value per liter of 12 thousand rupiah, matahari has a selling value per liter of 12 thousand rupiah while mawar has a selling value of 13 thousand rupiah.

Several sources of information obtained through intensive interviews with several rice traders at several kiosks, such as Mrs. Wajumi's kiosk, stated that

There are quite a lot of rice brands that we offer as rice traders such as Matahari, Acol and Mawar brands so that in determining the price of rice it depends on the type and quality of rice, usually the rice that we take or get from Kendari distributors we sell per sack and per liter, per sack the price is 750,000 and Rp. 12,000 / liter,

In my opinion, the determination of the price of rice given by traders is in accordance with the quality and brand of rice being sold, the better the quality, the higher the price, the average selling price of rice is 750,000 per sack and 12,000 per liter, but sometimes there are increases and decreases in price depending on the conditions if at the time there are obstacles to exporting and importing rice to Wanci sub-district, there will be a price increase.

Based on the opinions expressed by rice traders and consumers, it can be concluded that each brand of rice has a different quality, this is an attraction for buyers and a factor in the difference in rice prices. The various brands of rice cause differences in determining the price of rice because the better the quality of the rice, the higher the price, but for the prices sold in this sub-district, the average is all the same, 750,000 per sack and 12,000 per liter. Apart from the quality of rice that influences the determination of the price of rice, there are also external and internal factors.

Apart from Mrs. Wajumi's stall, the owner of the rice trader, the researcher also interviewed Mr. Haji's shop as a rice trader in Wanci sub-district. Iyah stated that

As a rice trader, I have been selling rice for 2 years. I have sold various brands such as Acol, Matahari and Mawar. The average price of rice per liter is 12 to 13 liters, if per sack is 750, depending on the type and quality. However, when there is a big harvest or a crop failure that makes rice production scarce, the price of rice sold can also go up or down.

Based on what was conveyed by the owner of the rice shop, respondents said that other factors such as a bumper harvest or crop failure do affect the price of rice. When rice production is limited, prices can go up, while during a bumper harvest, prices can go down because the supply of rice is abundant. Maintaining price stability in a situation like this is certainly a challenge in itself.

Promotion and Marketing

Rice marketing strategies include various techniques to increase product visibility and appeal. Local marketing through flyers, radio ads, or social media are common methods used to reach consumers in the surrounding area. In addition, promotions such as product bundling (e.g. selling rice in packages at a discounted price) and customer loyalty programs are often implemented to increase sales and retain loyal customers. As the results of the interview conducted by the researcher with Mrs. Wajumi as the owner of a rice trading kiosk stated.

I usually give special discounts on purchases of a certain amount. For example, I also give special prices for regular customers and often hold promotions during big days or certain events. I also actively monitor prices from other traders and market conditions so that the prices I offer remain competitive and attractive to customers.

Respondents stated that rice shop owners often implement various promotional strategies to attract customers and increase sales. One. For example, customers who buy rice in large quantities or regularly can enjoy certain discounts. In addition, giving special prices or discounts to regular customers is also effective in maintaining their loyalty. Often holding promotions during big days or certain events, such as giving bonuses of other basic food products when buying rice in certain quantities, can also increase consumer buying interest. No less important, monitoring prices from other traders and market conditions helps shop owners to offer competitive and attractive

prices to customers. With a combination of these strategies, rice shops can increase their appeal in the eyes of consumers and maintain their existing market share.

The answer given by the shop owner was almost the same as that given by Mrs. Anemia as a buyer.

I often see rice shops around here giving discounts. There are also some that give small rice bonuses if you buy in large quantities. I personally prefer shops that often give promos or discounts, because it can save money. But, the most important thing is that the quality of the rice must be good.

From the answers above, it can be concluded that the promotions used by rice stores include discounts on purchases of a certain amount, loyalty programs for loyal customers, free samples for new products, and price adjustments according to market conditions. This promotion is not only intended to attract new customers but also to retain old customers by providing more value in every transaction.

Apart from Mrs. Wajumi's kiosk, the researcher also interviewed Mr. Haji, a rice trader in Wanci sub-district, Iyah, who said that

I promote by word of mouth to buyers so that they also know that the rice I sell is of good quality.

Respondents stated that, this strategy also shows that the quality of your product is indeed a priority, because customers will be happy to recommend products they consider good. In addition, this type of promotion tends to be cheaper and more durable than other promotional methods, because it can continue through everyday conversations between consumers."

The answer given by the rice trader owner was almost the same as that given by Mrs. Nur as the buyer.

I choose the rice shop in Pak Haji because the quality of the rice is always good and the service is friendly. Even though the promotion is small, they always maintain the quality,

Respondents stated that, the quality of rice and friendly service are the main factors that make customers come back. Although the promotion given may not be big, but if the quality of the product is maintained and customers feel appreciated with good service, it is much more valuable. Pak Haji's shop has clearly succeeded in building trust and good relationships with customers. Consistent quality and friendly service are always strong reasons to choose a shop, even without many big promotions."

In addition to Mrs. Wajumi's kiosk, researchers also interviewed Mr. Haji, a rice trader in Wanci sub-district, Iyah, who said that.

"I let them know by word of mouth through relatives, friends, and family."

It can be conveyed by the Respondent stating the owner of a rice trader in the Wanci sub-district So, I usually tell the product to friends, family, or relatives, If they like it, they will definitely tell other people too. I believe more that people who already know me can help promote in a more natural way. If for example they are satisfied with what I sell, they will definitely tell their friends, 'Hey, try this item, it's really good!' So, word of mouth promotion is indeed the most effective way for me "

The answer given by the shop owner was almost the same as that given by Mrs. Anemia as a buyer.

Okay, I will definitely tell my friends or family. If someone says the item is good, we will believe it more, especially if someone close to us says it. If they like it

too, they will tell other people. So, I also often tell people, 'Try this, I use it and it's really good!'

The interview above illustrates how word-of-mouth promotion works in everyday life. Consumers stated that they are more likely to trust products recommended by people close to them such as friends or family. Trusting the recommendations of people close to them makes them feel more confident in trying the product. When they are satisfied with the product they use, they do not hesitate to share their positive experiences with others, which can then influence those people to try the same product. This shows that promotions that are carried out naturally and do not seem pushy, such as giving direct advice based on personal experience, are very effective in attracting people's attention to try the product.

In addition to Mrs. Wajumi and Mr. Haji's stalls, researchers also interviewed Mrs. Rajia, a rice trader in Wanci sub-district, who said that...

"I promote from people who subscribe to me"

Respondents stated that when customers are satisfied with the products and services provided, they will naturally recommend your store to others. Recommendations from existing customers are usually more credible because they speak from first-hand experience. This also shows that you have succeeded in building good relationships and maintaining the quality of the rice sold, which ultimately brings in more new customers naturally."

The answer given by the shop owner was almost the same as that given by Mrs. Nur as a buyer.

"I feel more confident because it comes from a friend who has been buying here for a long time."

Respondents stated that This shows that consistent quality and service are very important in building customer trust. As buyers, we tend to choose to try something that has been proven good according to people we trust. "As reinforced by the results of the interview on how the development of rice prices in the shop is currently, which was conducted by the owner to Mrs. Wajumi as the owner of a rice trading kiosk who stated that

My biggest challenge in selling rice is more about price and competition. There are so many traders in other Wanci sub-districts who sell rice at cheaper prices, so sometimes consumers like to ask why my price is different. I have to be able to explain that the quality of the rice I sell is better and not easily damaged.

Respondents stated that providing good quality rice, sometimes there are other traders who sell rice cheaper, but if the trader can explain why the price of the rice is more expensive, I will understand better. If the quality of the rice sold is better, not easily damaged, and more durable, I feel that it is worth the slightly higher price. Usually, cheaper rice is often of poor quality or easily damaged, so I prefer quality, even though the price is slightly more expensive. The important thing is, the rice lasts a long time and tastes good."

The answer given by the shop owner was almost the same as that given by Mrs. Anemia as a buyer.

Sometimes the rice I want to buy is a bit expensive than others. However, I prefer to buy from traders I know and can trust. Usually, they explain why the price of the rice is more expensive, such as the quality is better and lasts longer.

Based on Consumers' answers that they prioritize trust and the quality of the rice sold, which is usually explained by traders. Consumers consider that a slightly higher price is comparable to better quality and longer shelf life of rice, so they feel more satisfied and comfortable with the choice. So, even though there is a price difference, consumers tend to value quality and trust in transactions.

Apart from Mrs. Wajumi's kiosk, the researcher also interviewed Mr. Haji, a rice trader in Wanci sub-district, Iyah, who said that

The challenge I face selling rice is that there is a lot of competition in it which is very tight. Many other rice traders offer cheap prices.

Respondents stated that. Many traders use low prices to attract customers, but sometimes the quality of the rice is not good. This is a dilemma for me, because even though I maintain the quality of the rice, the price offered is higher, which sometimes makes customers switch to other traders.

The answer given by the shop owner was almost the same as that given by Mrs. Nur as a buyer.

I usually buy rice from traders I know and who always provide good quality rice.

Based on the Consumer's answer, this is because I already know the quality of the rice they sell and can trust that the rice is always good. I am more comfortable buying from traders who have been proven to provide sticky and quality rice. In addition, I can also get a pretty good price if I buy rice regularly.

Product Quality, Maintaining the quality of rice is an important aspect of marketing strategy. Rice traders usually work with trusted suppliers to ensure that the products received are of high quality. Strict quality control processes, including regular inspections and proper storage, are key to maintaining the freshness and quality of the products offered to customers. as the results of the interview conducted by researchers with Mrs. Wajumi as the owner of a rice trader stall stated.

usually I sell rice from Kendari which I already trust is trustworthy. I also often check the quality of the rice myself, for example, see the texture, good and whether there is any damaged rice or not. In addition, I try to sell rice that is durable and not easily damaged.

Respondents stated that if I buy rice from a trusted place, I feel calmer because I know the quality is definitely okay. The traders also always check the quality of the rice, starting from the texture, color, and make sure none of it is damaged. If the rice lasts a long time and is not easily damaged, that is a big plus for me. So, I feel satisfied and don't hesitate to buy again from a place that maintains quality like that."

The answer given by the shop owner was almost the same as that given by Mrs. Anemia as a buyer.

When I buy rice, I like the texture to be good, no broken rice, and the color to be clean. I also often buy from places I know, so I can be sure that the quality is good.

Based on consumer responses, "I understand very well that consumers do prefer rice with a good texture, no broken parts, and a clean color. Therefore, I make sure that the rice I sell meets those criteria. I only sell rice that I know and am sure is of good quality, so customers can feel at ease buying from me. By maintaining quality, I hope that consumers will continue to trust and continue to come back to buy from me."

Apart from Mrs. Wajumi's kiosk, the researcher also interviewed Mr. Haji, a rice trader in Wanci sub-district, Iyah, who said that

To ensure that the quality of the rice I sell continues to meet customer expectations, I am very selective in choosing rice from Kendari.

Respondents stated that rice traders who choose rice from Kendari prioritize quality. They are selective in choosing suppliers or farmers who are already trusted and conduct strict inspections on each shipment of rice to ensure that the products sold meet the quality standards expected by customers. In this way, they maintain customer satisfaction and maintain long-term relationships with both suppliers and customers.

The answer given by the shop owner was almost the same as that given by Mrs. Nur as a buyer.

"I bought rice from Pak Haji because it has been proven to be of very good quality."

Based on consumer responses, Pak Haji is known for his selectivity in choosing rice supplies, as well as his attention to customer satisfaction. Good service and long-standing relationships make customers feel satisfied and remain loyal, proving the importance of quality and trust in the rice trading business. As reinforced by the results of the interview regarding, What steps do you take if the rice received from the supplier does not meet the quality standards set by the owner to Mrs. Wajumi as the owner of the rice trading kiosk who stated that

If the rice I receive from Kendari does not match the quality I expect, I will immediately check the rice in detail, check the texture, and whether there is any damaged rice. If there is something that is not good, I will immediately contact the supplier and ask for a replacement or solution.

It can be concluded that the Respondent stated that If the rice I receive from Kendari does not match the quality I expect, the first step I will take is to check the rice in detail. I will check the texture of the rice, whether there are hard or uneven grains, and make sure

whether there is any damaged rice or does not look suitable for sale. In addition, I will also check the color of the rice to ensure its uniformity and quality.

The answer given by the shop owner was almost the same as that given by Mrs. Anemia as a buyer.

If I buy rice and the quality is not as expected, I will definitely be disappointed. But I am happy to hear that the owner directly checks the quality of the rice received.

From the consumer interview, it can be concluded that consumers feel disappointed if the rice they buy does not match the expected quality. However, they feel calm and satisfied to hear that the shop owner always checks the quality of the rice received before selling it. This step gives consumers confidence that if there is a problem with the quality of the rice, the problem can be resolved quickly and accurately. Consumer trust in the shop owner is greatly influenced by the commitment to maintain product quality and provide adequate solutions if there is a discrepancy.

Apart from Mrs. Wajumi's kiosk, the researcher also interviewed Mr. Haji, a rice trader in Wanci sub-district, Iyah, who said that

I also always check the quality of the rice before buying it so that there are no problems later on.

Respondents stated that the Statement reflects a very careful and proactive approach in purchasing rice. Checking the quality of rice before purchasing is an

important step taken by buyers to ensure that the product they are buying is as expected and will not cause problems later. By checking the quality of rice, such as texture, cleanliness, and freshness of rice, buyers can avoid disappointment caused by bad, damaged, or substandard rice.

The answer given by the shop owner was almost the same as that given by Mrs. Nur as a buyer.

I have had the experience of buying rice of poor quality several times, but the trader was always ready to replace it.

Respondents stated that even though buyers have experienced several problems with the quality of the rice they purchased, the attitude of the trader who is ready to replace the goods creates a sense of trust and satisfaction. Traders who are responsive to customer complaints and are ready to replace inadequate products will build long-term relationships with customers, which ultimately support loyalty and business reputation. This also emphasizes the importance of service quality in the buying and selling sector, where traders who are responsible and maintain good relationships with customers will be more successful in maintaining their business. As reinforced by the results of the interview regarding, How do you handle customer complaints regarding the quality of the rice you sell which was carried out by the owner to Mrs. Wajumi as the owner of the rice trader kiosk who stated that

"If there are complaints from customers about the quality of the rice I sell, the first thing I do is listen to their complaints carefully. I will ask more details about the problem, for example whether the rice is damaged, or the texture is not right.

Respondents get an explanation from the interview above customers, I immediately check the quality of the rice in my stock to make sure whether the problem occurs in all rice or only some. If there is a discrepancy or damage to the rice, I will immediately offer a solution, such as replacing the goods or refunding, according to the customer's wishes. The important thing is.

D. CONCLUSION

Based on the results of the study conducted on rice traders in Wanci Village, Wakatobi Regency, it can be concluded that pricing and promotion strategies have a significant influence on consumer purchasing decisions.

Word of mouth promotion and the provision of various brands of rice with varying qualities are the main strategies used by traders to attract customers. In addition, rice quality and price stability are important factors in shaping customer satisfaction which then influences purchasing decisions. This study also shows that customer satisfaction acts as a strong mediating variable between price and promotion on purchasing decisions.

This means that the higher the customer satisfaction with the products and services, the greater the likelihood of increased sales. From a sharia economic perspective, the buying and selling practices carried out by traders must always be based on the principles of honesty and justice as taught in the Qur'an, in order to create transactions that are not only economically profitable but also ethical and spiritual.

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