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THE EFFECT OF SHARIA MARKETING THROUGH SOCIAL MEDIA ON PURCHASING DECISIONS GARDENIA BOGOR HOUSING

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ABSTRACT

This study aims to measure and analyze the effect of sharia marketing and social media promotion on the purchasing decisions of consumers of Gardenia Bogor Housing. This study uses a quantitative descriptive approach. The population in this study is the Muslim community selected based on the radius of the target location of advertisements on social media used by Gardenia Bogor Housing, with a total of 100 respondents. The sampling technique used is purposive sampling. The data was analyzed using the Statistical Package for the Social Sciences (SPSS) Statistics Data Version 22. The results of this study indicate that the variables of sharia marketing and social media promotion have a significant positive effect on purchasing decisions.

A. INTRODUCCION

In today's era of globalization, which facilitates the exchange of information and drives the process of modernization, rapid developments in science, technology, and economics can be supported. This is evidenced by consumers who find it easier to buy and sell when searching for information about a product according to their needs and desires online through social media. Simply by visiting an internet network website, there is no need to go to an offline store or shop, and then you can decide what you need (Hikmatiar et al., 2024). The source of information that is easily and widely used by consumers is the internet. This is due to the advantages of the internet, including convenience, unlimited access, efficiency, a wide variety of choices, and so on.

According to research conducted by the Suara.com team, one of the online property platforms, Rumah123, throughout 2024, there was a 78.6% increase in interest among Indonesians in buying houses. From January to March 2025, the total number of visits to the platform reached 27 million (Supriyatna, 2025). On the other hand, e-commerce channels such as OLX Indonesia show that the trend of buying and selling property has shifted to online. It is estimated that 25-30% of property transactions occur online per month (Reily, 2019). This data illustrates that there are factors that influence property sales volume, one of which is online promotion that influences consumer purchasing decisions.

Consumer purchasing decisions are influenced by various factors. This study highlights the aspects of Sharia Marketing and Social Media Promotion, which will become the research issues. According to Kotler in the study (Adinda, 2022), purchasing decisions are a stage when consumers determine their choice to make a purchase by combining their knowledge to choose from more than one available product option. Various factors influence this process, such as product quality, price, location, promotional strategies, ease of access, and service, all of which play a role in influencing consumer preferences for a product or service. Consumer purchasing decisions in choosing housing are important and complex because they involve considerations of large funds and long-term commitments, so consumers tend to need and seek complete and accurate information before deciding to buy a house. The ease of accessing information through social media encourages consumers to search for information on social media to understand the product knowledge of the housing offered. Islam has emphasized caution in conducting transactions, especially in taking actions that have the potential to cause losses due to information whose accuracy cannot be verified.

This relates to online promotions carried out by companies, which also need to consider elements of fraud or deception. In the study " , it is stated that promotion in Islam is a marketing activity that not only prioritizes increasing product sales but is also based on the ethical and moral values embraced in Islam. This promotional method includes ethical practices, avoiding all forms of fraud and manipulation, and emphasizes the importance of honesty and transparency in communicating with consumers. This can be done by conveying information on social media advertisements by showing transparency in pricing, installments, promotions, and so on.

Social media is a repository of information that can help consumers when they are searching for information. Social media can be used as an online promotional tool by providing information in various formats, including text, visuals, video, and audio. Advertisements displayed in these various formats can influence consumers' online purchasing decisions (Zakky, 2020). Gardenia Bogor Housing utilizes social media as an

online promotional tool by using the Facebook and Instagram social media platforms. The content used includes visual content (photos, infographics, videos), text content (promotional captions), short video content (reels, Instagram stories), video testimonials, offer and promo content (digital flyers, story highlights), and storytelling content.

However, there is a phenomenon of lack of effectiveness in online promotions. Advertising material in promotions distributed through Facebook and Instagram causes consumers who receive the promotional information to have a misperception. For example, including the phrase "1 million installments" for non-subsidized housing products in promotional material, while consumers who are unfamiliar with property products have the perspective that 1 million installments are installments on government-subsidized housing. In reality, the product currently being marketed is a non-subsidized or commercial product. This product has fluctuating installments that change every period. As a result, consumers who visit the WhatsApp number listed in the advertisement are mostly consumers who are looking for information about subsidized housing. Due to this phenomenon, sales data for Gardenia Bogor Housing shows that the average sales do not come from social media advertisements but from other sources, as shown in the table below:

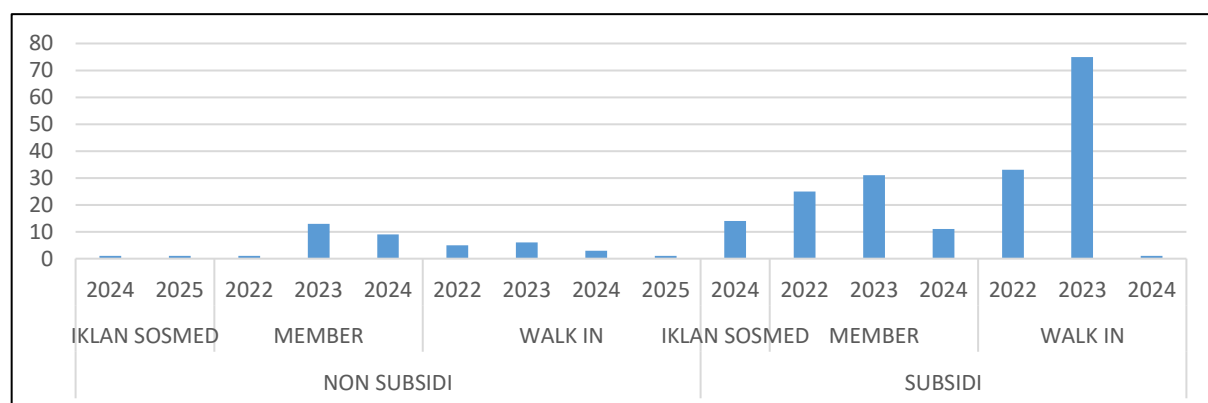


Figure 1. Gardenia Bogor Sales Data for 2022-2025

The purpose of this study is to measure and analyze the influence of sharia marketing and social media promotion on the purchasing decisions of Gardenia Bogor Housing consumers. Based on the description of the problem above, it supports researchers to conduct further research on optimal sharia marketing strategies through social media that can influence consumer purchasing decisions at Gardenia Bogor Housing. This research is expected to contribute to the developers of Gardenia Bogor Housing in formulating marketing strategies that apply sharia values such as honesty, transparency, fairness, and trustworthiness in order to meet their targets and be able to compete in the market. By understanding consumer needs in this digital era regarding the dynamics of sharia marketing in using social media as an online promotional tool, developers can better design effective campaigns to attract attention and influence consumer purchasing decisions.

B. METHOD

This study applies a quantitative descriptive approach with the aim of presenting phenomena that occur systematically, factually, and accurately in the form of numbers or statistical data. Numerical data analysis is processed using appropriate statistical techniques, and the results of statistical tests can reveal the level of significance of the existing relationship. The research subjects were determined using the Purposive Sampling method. Purposive Sampling is used by researchers to select respondents based on certain criteria relevant to the research objectives (Sukabumi, 2022). The subjects in this study were Muslims selected based on the radius of the target location of advertisements on social media used by Gardenia Bogor Housing.

This study focuses on objects related to the influence of sharia marketing and social media promotion on the purchasing decisions of consumers of Gardenia Bogor Housing.

The research data sources consist of primary and secondary data. Primary data was collected directly by distributing questionnaires to 100 respondents, calculated with a 10% error margin based on a population of 13,012,017 Muslim individuals selected based on the radius of the target location of advertisements on social media. The distribution was carried out through social media such as WhatsApp and Instagram. Secondary data was obtained through literature studies, including journals, books, and previous research articles related to the topic being studied.

1. Analysis Techniques

In this study, data analysis was performed using the Statistical Package for the Social Sciences (SPSS) Statistics Data Version 22 data processing tool. SPSS is a program package that is useful for analyzing statistical data. With its statistical library and interactive interface, SPSS has become popular advanced data analysis software among universities, agencies, and companies (Krismianto, 2019). There are three stages of data testing: the first stage involves conducting a Data Quality Test, which consists of a Validity Test and a Reliability Test. The second stage is the Classical Assumption Test, which consists of the Normality Test, Multicollinearity Test, Heteroscedasticity Test, and Multiple Linear Regression Test. The final stage is the Hypothesis Test, which consists of the F Test, T Test, and Coefficient of Determination Test (R-Square).

2. Research Variables

- a. Independent variables are variables that influence other variables and are not dependent on other variables. For this study, the independent variables used are sharia marketing (X_1) and social media promotion (X_2).
- b. Dependent variables are variables that are influenced by independent variables. For this study, the dependent variable analyzed is purchase decision (Y).

3. Research Instruments

The research instrument consisted of a questionnaire distributed to Muslim communities selected based on the radius of the location targeted by social media advertisements. Data collection was carried out by presenting a series of written statements to respondents, which were then filled out by the respondents. The results were then used as material for analysis to obtain information on (Herlina, 2019).

In the questionnaire, the Likert scale was used as a method of measuring individual behavior in terms of perception, attitude, or opinion, as well as measuring individual agreement and disagreement with certain objects. There were four options for each question or statement regarding the influence of sharia marketing and social media promotion on purchasing decisions, namely:

- a. Strongly agree is given a score of (1)
- b. Agree is given a score of (2)
- c. Disagree is given a score of (3)
- d. Strongly disagree is given a score of (4)

4. Operational Definition of Variables

Operational definitions are formulated with the aim of detailing the meaning of each variable and its indicators. This is done so that the purpose and objectives of the study are more focused and directed. As a guideline in conducting the study, the limitations of each variable and indicator are explained systematically in the following operational definition table:

Table 1. Operational definitions of variables

Research Variables	Variables Definition	Indicators
Sharia Marketing (X_1)	Sharia Marketing is a business approach that not only emphasizes profit but also integrates marketing strategies with sharia values such as honesty, trustworthiness, and fairness.	a. Implementation of honesty values in Islamic marketing (PS₁) b. Implementation of fairness values in Islamic marketing (PS₂) c. Implementation of the value of trustworthiness in Islamic marketing (PS₃)
Social Media Promotion (X_2)	Social media promotion is a method used to convey information about products sold through digital services, which can be in the form of images, videos, text, and audio that can stimulate consumer interest in a product or service, thereby increasing sales, shaping product image, and strengthening position against competitors.	a. The need to receive information in social media advertising (PMS₁) b. Effectiveness of advertising on social media (PMS₂) c. The need for social media as a platform for providing information (PMS₃)
Purchase Decision (Y)	A purchase decision is an individual's conscious decision to	a. Product selection based on

buy a product based on several considerations such as quality, price, location, promotion, service, motivation, perception, psychology, and so on.	information obtained (KP ₁) b. Product selection based on the suitability of quality with the value sold (KP ₂) c. Product selection based on social media advertising content (KP ₃)
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5. Population and Sampling Techniques

In this study, the population used was the number of Muslims taken based on the radius of the location targeted by Gardenia Bogor Housing social media advertisements. The following are some of the locations determined:

Table 2. Population data based on the target radius of the social media advertisement location

Target Location	Number of Muslim Population
Dayeuh Village, Bogor 15 km	
Cibinong, Bogor, Citeureup, Gunung Putri, Klapanunggal, Jonggol	1,348,827
Utan Kayu Rawamangun 14 km	
South Jakarta, East Jakarta, Central Jakarta, West Jakarta, North Jakarta	9,476,881
Jatimulya, Bekasi 17 km	
Bekasi City	2,186,309
Population	13,012,017

Source: (OpenDataBogorKab, 2024), (BPS, 2024)(DisdukcapilKotaBekasi, 2024)

This study focuses on the population of Muslims in certain areas within the radius of the advertisements placed by the Gardenia Bogor promotion team, totaling 13,012,017 people. A 10% error margin was set for this study. The sample calculation based on the Slovin formula is presented below:

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{13,012,017}{1 + 13,012,017(0.01)}$$

$$n = \frac{13,012,017}{130,121.17}$$

$$n = 99.99$$

$$n = 100$$

Explanation:

n = sample size

N = population

e = *margin of error* (0.1 atau 10%)

With a population of 13,012,017 and an error rate of 10%, the calculation shows that the required sample size is 100 respondents.

6. Data Quality Test

Data quality is analyzed through validity and reliability tests. In the validity test, the r hitung value is compared with the r tabel value, while the degree of freedom (df) is calculated using the formula $N - 2$, where N is the sample size. If the r hitung value is greater than the r tabel value and is positive, then the indicator is declared valid (Suharsono & Sari, 2019). In this study, the sample size was tested:

$$\begin{aligned}df &= N - 2 \\df &= 100 - 2 \\df &= 98\end{aligned}$$

With a significance level of 10% (0.1) and $df = 98$, the calculated r tabel value is 0.1654.

7. Classical Assumption Test

a. Normality Test

The normality test is intended to see whether the data on the dependent and independent variables meet the assumptions of normal distribution. This test is carried out using the P-Plot method, which examines the distribution of data against the diagonal line. The regression model is considered to meet the assumptions of normality and is suitable for use in predicting independent variables if the distribution of data surrounds and follows the pattern of the diagonal line (Mardiatmoko, 2020).

b. Multicollinearity Test

Multicollinearity testing was conducted to evaluate the regression model with the aim of detecting whether there was a very high or even perfect correlation between the independent variables (Janie, 2012). Multicollinearity analysis was performed by considering the VIF and tolerance values. If the VIF value is less than 10 and the tolerance value is greater than 0.1, it can be concluded that there is no multicollinearity in this study (Sari et al., 2022).

c. Heteroskedasticity Test

The heteroscedasticity test aims to detect the presence or absence of differences in residual variance between observations in a regression model. In this study, the Glejser method was used, with the provision that if the significance value is greater than 0.1, the model is declared free from heteroscedasticity (Mardiatmoko, 2020).

d. Multiple Linear Regression Test

Multiple Linear Regression Test is used as a method to estimate the value of the dependent variable (Y) based on the value of the independent variable (X). In addition, this analysis also provides an overview of the direction of the relationship between the variables studied (Darma, 2021).

8. Hypothesis Testing

a. F Test

The F test is used to assess the extent to which the independent variables as a whole can explain the variation that occurs in the dependent variable. The formula used to calculate the F tabel value is as follows:

$$\begin{aligned}df1 &= k - 1 \\df2 &= n - k \\df1 &= 3 - 1 = 2 \\df2 &= 100 - 3 = 97\end{aligned}$$

Explanation:

n = sample size

k = total number of variables ($x + y$)

With a significance level of 10% (0.1) and $df1 = 2$ and $df2 = 97$, the F tabel value is 3.090. Therefore, if the F hitung value is greater than the F tabel, it can be concluded that the independent variables tested have a significant effect on the dependent variables in this study.

b. T-Test

The T-test aims to evaluate the extent to which independent variables influence dependent variables, as well as to test the significance of the relationship between independent and dependent variables (Sari et al., 2022). The formula used to determine the t tabel value is as follows:

$$\begin{aligned}df &= n - k - 1 \\df &= 100 - 2 - 1 = 97\end{aligned}$$

At a significance level of 10% with a degree of freedom (df) of 97, the t tabel value obtained is 1.290. Thus, if the t hitung exceeds the t-table, the independent variable being tested is proven to have a significant effect on the dependent variable.

c. Determination Coefficient Test (*R-Square*)

The coefficient of determination serves to determine how much the independent variables contribute to the dependent variables. The calculation is done by squaring the existing correlation coefficient values, then expressing them as

percentages. The remaining percentage describes the influence of other variables outside this study.

C. RESULT AND DISCUSSION

1. Data Quality Test

a. Validity Test

The description of the validity test results for the sharia marketing variable (X_1) is presented as follows:

Table 3. Results of the validity test for variable X_1

Variable	Statement Item	rhitung	rtabel	Validity
<i>Sharia Marketing (X_1)</i>				
$X_{1.1}$	PS1	0.795	0.1654	Valid
$X_{1.2}$	PS1	0.798	0.1654	Valid
$X_{1.3}$	PS1	0.736	0.1654	Valid
$X_{1.4}$	PS2	0.743	0.1654	Valid
$X_{1.5}$	PS2	0.757	0.1654	Valid
$X_{1.6}$	PS1	0.709	0.1654	Valid
$X_{1.7}$	PS3	0.828	0.1654	Valid
$X_{1.8}$	PS3	0.818	0.1654	Valid
$X_{1.9}$	PS3	0.801	0.1654	Valid
$X_{1.10}$	PS2	0.775	0.1654	Valid

Source: Output SPSS, May 2025

The description of the validity test results for the social media promotion variable (X_2) is presented as follows:

Table 4. Validity test results for variable X_2

Variable	Statement Item	rhitung	rtabel	Validity
<i>Social Media Promotion (X_2)</i>				
$X_{2.1}$	PMS2	0.882	0.1654	Valid
$X_{2.2}$	PMS3	0.729	0.1654	Valid
$X_{2.3}$	PMS1	0.779	0.1654	Valid
$X_{2.4}$	PMS2	0.850	0.1654	Valid
$X_{2.5}$	PMS2	0.881	0.1654	Valid
$X_{2.6}$	PMS1	0.887	0.1654	Valid
$X_{2.7}$	PMS3	0.762	0.1654	Valid
$X_{2.8}$	PMS1	0.835	0.1654	Valid
$X_{2.9}$	PMS3	0.847	0.1654	Valid
$X_{2.10}$	PMS2	0.793	0.1654	Valid

Source: Output SPSS, May 2025

The description of the validity test results for the purchase decision variable (Y) is presented as follows:

Table 5. Results of the validity test for variable Y

Variable	Statement Item	r hitung	r tabel	Validity
<i>Purchase Decision (Y)</i>				
Y1	KP1	0.797	0.1654	Valid
Y2	KP2	0.635	0.1654	Valid
Y3	KP3	0.776	0.1654	Valid
Y4	KP1	0.698	0.1654	Valid
Y5	KP2	0.692	0.1654	Valid
Y6	KP2	0.841	0.1654	Valid
Y7	KP3	0.811	0.1654	Valid
Y8	KP3	0.884	0.1654	Valid
Y9	KP3	0.805	0.1654	Valid
Y10	KP3	0.808	0.1654	Valid

Source: Output SPSS, May 2025

Based on the data processing results in the three tables above, it can be concluded that all indicators of the three variables are valid, because the r hitung value is greater than the r tabel value.

b. Reliability Test

The description of the reliability test results for the variables of sharia marketing (X_1), social media promotion (X_2), and purchase decision (Y) is presented as follows:

Table 6. Reliability Test Results

Variable	Cronbach's Alpha	r tabel
Sharia Marketing	0.922	0.1654
Social Media Promotion	0.947	0.1654
Purchase Decision	0.927	0.1654

Source: Output SPSS, May 2025

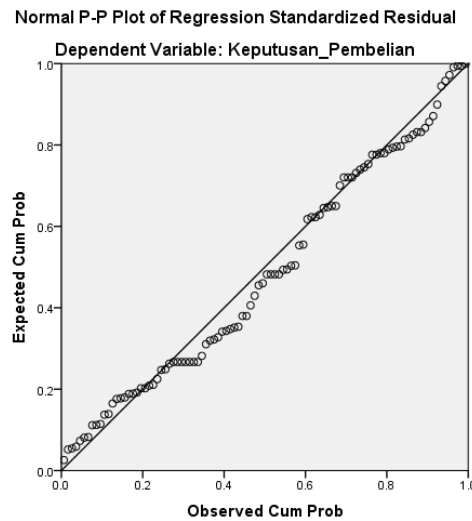
Based on the results of the data processing above, it can be seen that the variables X_1 , X_2 , and Y have Cronbach's Alpha values higher than the r tabel (0.1654). Thus, the three variables are declared reliable in this study.

2. Classical Assumption Test

a. Normality Test

The researcher applied the P-P Plot method in testing normality, and the results can be seen in the description below:

Figure 2. Results of the P-P Plot method normality test



Source: Output SPSS, May 2025

Based on the Normal Probability Plot of Regression Standardized Residuals in the figure above, it appears that the points are scattered around the diagonal line and move in the same direction as it. This pattern indicates that the data is normally distributed, so the regression model can be said to meet the assumption of normality and is suitable for further analysis.

b. Multicollinearity Test

The results of the multicollinearity test obtained from this study's analysis are presented in the following description:

Table 7. Multicollinearity test results

Model		Collinearity Statistics	
		Tolerance	VIF
1	Pemasaran_Syariah	.295	3.384
	Promosi_Media_Sosial	.295	3.384

a. Dependent Variable: Keputusan_Pembelian

Source: Output SPSS, May 2025

Based on the table, it is known that the tolerance values of the Sharia Marketing (X_1) and Social Media Promotion (X_2) variables are 0.295, which exceeds the minimum value of 0.1. On the other hand, the Variance Inflation Factor (VIF) values for both are recorded at 3.384, which is still below 10. Thus, it can be said that there is no indication of multicollinearity in this study.

c. Heteroscedasticity Test

The heteroscedasticity test in this study was conducted using the Glejser method, and the results of the analysis are presented in the following description:

Table 8. Results of the Heteroscedasticity test (Glejser test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.794	.621		4.497	.000
Pemasaran_Syariah	-.049	.079	-.116	-.621	.536
Promosi_Media_Sosial	.025	.064	.073	.389	.698

a. Dependent Variable: ABRESID

Source: Output SPSS, May 2025

The results of the heteroscedasticity test in the table show a significance value of 0.536 for the Sharia Marketing variable (X_1) and 0.698 for the Social Media Promotion variable (X_2). Both are above the threshold of 0.1, so the regression model used is declared to contain no symptoms of heteroscedasticity.

d. Multiple Linear Regression Test

The results of the Multiple Linear Regression analysis obtained from the processing of this research data are presented in the following description:

Table 9. Multiple linear regression test results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.791	1.040		3.646	.000
Pemasaran_Syariah	.222	.132	.191	1.677	.097
Promosi_Media_Sosial	.595	.108	.627	5.521	.000

a. Dependent Variable: Keputusan_Pembelian

Source: Output SPSS, May 2025

Referring to the data in the table, the multiple linear regression equation can be formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 3.791 + 0,222 X_1 + 0,595X_2 + e$$

Based on the above equation, it can be concluded that:

- 1) A constant value of 3.791 indicates that if the variables Sharia Marketing (X_1) and Social Media Promotion (X_2) are considered zero, then the Purchase Decision (Y) remains at 3.791.
- 2) The positive regression coefficient for the Sharia Marketing variable (X_1) of 0.222 indicates that every increase in sharia marketing will contribute to an increase in consumer purchasing decisions.
- 3) The positive regression coefficient for the Social Media Promotion variable (X_2) is 0.595, indicating that an increase in promotion through social media has an impact on increasing consumer purchase decisions.

3. Hypothesis Testing

a. F Test

The following are the results of the F test analysis obtained from the study:

Table 10. F test results

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1647.695	2	823.847	82.636	.000 ^b
	Residual	967.055	97	9.970		
	Total	2614.750	99			

a. Dependent Variable: Keputusan_Pembelian

b. Predictors: (Constant), Promosi_Media_Sosial, Pemasaran_Syariah

Source: Output SPSS, May 2025

Based on the data processing results above, the f hitung value is 82,636 > f tabel 3,090. Therefore, it can be said that the independent variables in this study, namely Sharia Marketing (X_1) and Social Media Promotion (X_2) have an effect on the dependent variable, namely Purchase Decision (Y).

b. T-Test

The results of the T-test analysis obtained from this study are presented in the following description:

Table 11. T-Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.791	1.040		3.646	.000
Pemasaran_Syariah	.222	.132	.191	1.677	.097
Promosi_Media_Sosial	.595	.108	.627	5.521	.000

a. Dependent Variable: Keputusan_Pembelian

Source: Output SPSS, May 2025

Based on the results of the data processing above, it can be concluded that:

- 1) The calculation results show that the Sharia Marketing variable (X_1) has a t hitung $1.677 > t$ tabel 1.290 . Therefore, it can be concluded that X_1 has a significant effect on variable Y .
- 2) For the Social Media Promotion variable (X_2), t hitung is 5.521 which exceeds the t tabel value of 1.290 . Therefore, X_2 has a significant effect on variable Y .

c. Determination Coefficient Test (*R-Square*)

The results of the coefficient of determination (*R-Square*) test from this study are presented in the following description:

Table 12. Results of the coefficient of determination (*R-Square*) test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.794 ^a	.630	.623	3.157
a. Predictors: (Constant), Promosi_Media_Sosial, Pemasaran_Syariah				
b. Dependent Variable: Keputusan_Pembelian				

Source: Output SPSS, May 2025

The *R-Square* value of the analysis is 0.630 . This means that the contribution of the Sharia Marketing (X_1) and Social Media Promotion (X_2) variables to the Purchase Decision (Y) variable reaches 63% , while the remaining 37% comes from other variables outside the research model.

D. CONCLUSION

Based on the results of the study, the researcher can conclude that:

1. The Sharia Marketing variable has a positive and significant effect on purchasing decisions at Gardenia Bogor Housing Complex.
2. Promotion through Social Media has a significant positive effect on purchasing decisions at Gardenia Bogor Housing Complex.
3. Simultaneously, Sharia Marketing together with Social Media Promotion had a positive and significant effect on purchasing decisions at Gardenia Bogor Housing Complex.

E. RECOMMENDATIONS

Considering the limitations, the researchers offer several suggestions for improving future research. The variables analyzed in this study show a significant positive effect on purchasing decisions, with a coefficient of determination of 63% . This indicates that 37% is influenced by factors other than the variables studied. Therefore, future researchers are advised to explore other variables, such as brand image, consumer trust, product quality, and price. This will provide a more comprehensive picture of the factors that influence purchasing decisions. In addition, it is also recommended to use different research subjects and regions so that the research results are more representative and can be generalized.

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