

Marketing Strategy Warm Bread to Increase Consumer Repurchase Interest in Ciherang Pondok Village, Bogor Regency: Analysis Economic Sharia

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ABSTRACT

The research carried out by researchers was carried out in the Ciherang Pondok village area, Bogor Regency. This research aims to find out what kind of marketing strategies can attract consumers' buying interest and also to make it easier for business actors to market products that they already have and can be accepted by the community amidst the large number of products. the same effort. And to find out marketing strategies to attract consumers' repurchase interest. This research uses a descriptive qualitative method, namely conducting research by interviewing business owners directly and processing the data obtained by describing (describing) the data that has been obtained previously. Where data collection is carried out by means of observation, interviews and also documentation. The object used in this research is the owner of the anget bread business in Ciherang Pondok village. The marketing strategy that was initially used by business owners was only carried out offline, namely by selling around, but after carrying out this research, a way or strategy was found to increase consumers' interest in repurchasing, namely by continuing to sell around but also assisted by selling online. online namely via whatsapp which is quite helpful in increasing consumers' repurchase interest from the previous strategy, because from the results of the research conducted there was an increase of 5% obtained after carrying out this online marketing strategy. So it is felt that this method can be quite helpful in increasing consumers' repurchase interest. However, apart from that, there is still an obstacle in this problem, namely the lack of human resources who understand digitalization in order to add promotions or other strategies to attract repurchase interest from consumers around Ciherang Pondok village.

KEYWORDS

Strategy; Buying Interest; Consumers

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Introduction

Buying and selling activities and marketing strategies have traditionally relied on direct transactions, in which consumers visit markets or physical locations to purchase the goods they need. Marketing strategies are required across various product and service sectors. However, marketing strategies for products differ from those for services. Service businesses tend to place greater emphasis on customer service, which is commonly evaluated based on the level of customer satisfaction obtained. In an increasingly competitive business environment, companies have begun to innovate in their marketing strategies. For service-oriented products, the conventional marketing management approach is no longer considered sufficient, as the orientation of marketing has shifted from a purely sales-oriented approach toward one that emphasizes customer value creation.

Business orientation is not limited to profit generation through customer acquisition but also incorporates relationship marketing and customer relationship management, which seek to generate long-term profitability through customer satisfaction. From this perspective, consumers as end users are associated with the fulfillment of their needs, desires, and expectations. Every product purchase involves a service component, meaning that the price paid by consumers for a product may also reflect the service associated with its delivery and consumption. Fandy Tjiptono and Gregorius Chandra, in *Service, Quality & Satisfaction*, emphasize the significant contribution of the service sector to the global economy. In developed countries such as the United States, the service sector contributes approximately 80% of Gross Domestic Product (GDP), while more than 50% of total consumer expenditure is allocated to services (Etzel, Walker, & Stanton, 2001). This indicates that services play an important role in supporting business continuity because service is an integral component of many products. In addition, the service sector is an important source of employment. Employment in the service sector in the United States was estimated to account for approximately 79% of total employment and was projected to generate approximately 90% of new employment opportunities during the early twenty-first century (Kotler, 2001).

The Prophet Muhammad (peace be upon him) also taught his followers principles of marketing strategy based on Islamic values, particularly the importance of upholding Islamic ethics in economic activities. Muslims are prohibited from engaging in *batil* (unlawful or unjust) economic practices and are instead required to conduct transactions based on honesty, as stated by Allah SWT:

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِّنْكُمْ وَلَا تَقْتُلُوا أَنْفُسَكُمْ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا

The verse may be translated as: "O believers! Do not consume one another's wealth unjustly, but only through lawful trade by mutual consent. And do not kill one another or yourselves. Surely Allah is ever Merciful to you" (Qur'an, Surah An-Nisa, 4:29).

This verse contains several important principles. First, it prohibits the acquisition or consumption of wealth through unlawful means, including theft, fraud, and other forms of unjust appropriation. Islam emphasizes the importance of justice and honesty in economic activities. Second, the verse permits trade conducted through mutual consent and agreement between the parties involved, emphasizing the importance of voluntary and transparent transactions. Third, the verse prohibits the taking of human life, reflecting the Islamic principle of protecting human life. Finally, the verse emphasizes Allah's mercy toward humankind. Overall, the verse establishes important ethical principles for economic activities, particularly





justice, honesty, mutual consent, and respect for human welfare.

Bread is a popular food product among consumers, and its development as a business sector has progressed rapidly. Bread has become part of everyday consumption and, in many contexts, functions as an important staple food. The continuous development of the bread industry has encouraged bread producers to introduce product innovations and implement appropriate sales strategies (Laksmiana, Santoso, & Rahayudi, 2019). This development became particularly significant when the government implemented large-scale social restrictions (*Pembatasan Sosial Berskala Besar* or PSBB) and social-distancing measures during the COVID-19 pandemic beginning in March 2020 (Chaerani, Talytha, Perdana, Rusyaman, & Gusriani, 2020).

The *Roti Hangat* business is a micro, small, and medium-sized enterprise (MSME) operating in the bread and culinary sector. The business produces bread using selected high-quality ingredients without preservatives. Purchase intention refers to consumers' interest in a product, which may involve seeking additional information before making a purchasing decision (Schiffman & Kanuk, 2004). Rizky and Yasin (2014) explain that purchase intention may arise within consumers even when their financial circumstances do not necessarily support the intended purchase. Consumer purchase intention represents an underlying desire that may not always be explicitly expressed. Although consumers may demonstrate interest in a particular product or service, such interest does not necessarily result in an actual purchase.

Nulufi and Murwatiningsih (2015) argue that consumers who develop a positive attitude toward a particular product or brand are more likely to develop purchase intentions toward that product or brand. Based on these perspectives, purchase intention can be understood as the likelihood that consumers will purchase a product after obtaining and evaluating information from various sources. Consumers may express an interest in a product or service without necessarily proceeding to an actual purchase.

One of the factors that may influence repurchase intention is service quality. Service quality represents a model describing how customers form expectations based on previous experiences, word-of-mouth communication, and advertising, and subsequently compare their expectations with the service they actually receive or perceive (Kotler, 2005:153). Parasuraman et al. (1990:21) identify five dimensions of service quality (*SERVQUAL*): (1) tangibles, (2) reliability, (3) responsiveness, (4) assurance, and (5) empathy.

Consumer purchase intention in Indonesia, particularly in the Caringin District area, may be influenced by various factors. Some consumers place greater importance on product quality, while others prefer particular taste characteristics, such as sweet, spicy, or savory foods. Other consumers may consider the brand or product name when making purchasing decisions. These factors vary according to individual preferences, interests, and consumption habits.

Under conditions of intense competition, customer satisfaction should be prioritized because it can encourage customers to repurchase a product, thereby enabling businesses to survive, compete, and strengthen their market position. Repurchase intention is directly influenced by accumulated customer satisfaction with a brand over time. When customers are satisfied with the products or services provided, customer loyalty may develop, increasing the likelihood of future repurchase behavior (Thamrin, 2003).

According to Ferdinand (2002:25–26, as cited in Saidani & Arifin, 2012), repurchase intention can be identified through several indicators. First, transactional intention refers to an individual's tendency to repurchase a product that they have previously consumed. Second, referential intention refers to an individual's tendency to recommend a previously purchased product to others based on their consumption experience. Third, preferential intention describes a consumer's tendency to maintain a primary preference for a product that they have





previously consumed. This preference may change if circumstances affect the preferred product. Fourth, exploratory intention describes a consumer's tendency to continuously seek information about a product of interest and information that supports the positive attributes of a product they regularly purchase.

Ciherang Pondok is a village located in Caringin District, Bogor Regency. Some traders and business owners in the area continue to experience difficulties in adopting digital technology and therefore maintain traditional or direct sales practices. The *Roti Hangat* business in Ciherang Pondok has traditionally relied primarily on conventional marketing strategies. This has resulted in a relatively limited market reach because the products are predominantly accessible to consumers living in and around the village. In addition, consumer repurchase intention and loyalty toward the products remain relatively limited, indicating the need to improve the existing marketing strategy.

Consumer purchase intention in Ciherang Pondok is influenced, among other factors, by the taste of the products offered by local business owners. When consumers perceive a product as having a favorable taste, they may purchase it in larger quantities and repurchase it repeatedly. Thus, product taste constitutes an important consideration in influencing consumer purchasing behavior within the local market.

Although consumer purchase intention in Ciherang Pondok can be considered relatively favorable, this study seeks to strengthen repurchase intention by improving the marketing strategy implemented by the *Roti Hangat* business. Such improvements are expected to contribute to the economic sustainability of the business and, more broadly, to support the development of MSMEs operating in the surrounding village area.

Accordingly, this study aims to examine which marketing strategies influence consumer purchase intention and whether these strategies can be utilized to increase consumer repurchase intention. The study is expected to facilitate business actors, particularly the owner of the *Roti Hangat* business in Caringin District, in identifying marketing strategies that can expand market reach and strengthen consumers' willingness to repurchase the products.

Method

This study employed a descriptive qualitative research method, with the research object being the *roti anget* business located in ciherang pondok village, bogor regency. Qualitative research is descriptive in nature and tends to emphasize analytical processes. In qualitative research, greater attention is given to the research process and the meaning derived from the data. Theoretical foundations are utilized to guide the research focus and ensure that the analysis remains consistent with the empirical conditions observed in the field.

The analysis conducted in this study involved consideration of the perspectives of both the researcher and the informant in order to describe the data obtained from the field. Data were collected through observation, interviews, and documentation. These techniques were employed to obtain information regarding the marketing strategies implemented by the *roti anget* business and their role in attracting consumers' purchase intention and encouraging repurchase intention.



Results and Discussion

Results

At present, many business actors have adopted online or digital marketing strategies. Nevertheless, some businesses continue to rely on direct selling. One example is the *Roti Anget* business located in Ciherang Pondok Village. The business owner sells the products directly by moving from one area to another around Ciherang Pondok. The bread is produced by the owner with the assistance of several workers, who also help distribute and market the products. Initially, the business relied exclusively on offline sales due to several influencing factors.

The business owner has now begun to market *Roti Anget* products online through WhatsApp and has expanded the sales area by visiting surrounding villages. This strategy has contributed to increasing consumers' repurchase intention. For consumers or community members who are reluctant to leave their homes for extended periods, the strategy provides easier access to *Roti Anget* products. In addition, the ingredients used in producing the bread are considered relatively good, resulting in products of satisfactory quality. This product quality has contributed to consumers' positive responses to the products.

Figure 1. Interview and Observation of the *Roti Anget* Production Process.

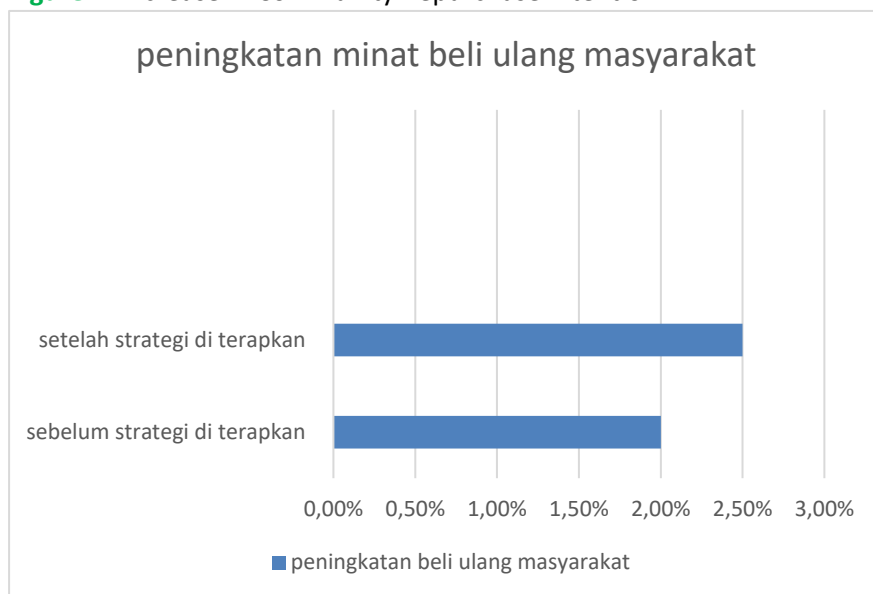


Source: Researcher's findings (2023).

Based on an interview with the owner of the *Roti Anget* business, consumers' repurchase intention in Ciherang Pondok Village was initially relatively low. This condition was associated with the limited consumer coverage in the area, which was influenced by the marketing strategy that primarily relied on offline sales or direct selling to consumers living in the surrounding community.



Figure 2. Increase in Community Repurchase Intention.



Source: Processed by the researcher.

The data indicate that after the existing marketing strategy was improved and an additional online sales strategy was introduced through WhatsApp, community repurchase intention increased by 5% compared with the previous condition. This strategy expanded the market coverage and consequently contributed to increasing repurchase intention among consumers in the surrounding community.

Discussion

The interview with the owner of the *Roti Anget* business in Ciherang Pondok Village revealed that the marketing strategy initially relied primarily on direct selling to consumers in the surrounding area. However, this approach resulted in relatively low consumer repurchase intention because the potential consumer base was limited. Therefore, the existing marketing strategy needed to be further developed to increase consumers' repurchase intention in Ciherang Pondok Village.

Strategy

In essence, a marketing strategy consists of a series of efforts undertaken to achieve particular objectives. Sondang P. Siagian (2008:15) explains that the term *strategy* was initially used in the military context to refer to methods employed to win a war. Meanwhile, George Steiner and Milner (2007:70) define strategy as the implementation of a company's mission, the establishment of organizational objectives through the enhancement of internal and external strengths, and the formulation of appropriate implementation policies to achieve the organization's principal goals and objectives.

Sofjan Assauri, in his book *Marketing Management*, explains that a marketing strategy is a comprehensive, integrated, and unified plan in the field of marketing that provides direction for activities undertaken to achieve a company's marketing objectives.

A marketing strategy can also be understood as a set of objectives, targets, policies, and rules that guide marketing activities over time at various levels, including their direction and



allocation. Such a strategy primarily represents a company's response to continuously changing environmental conditions and competitive circumstances.

Marketing

According to the *Kamus Besar Bahasa Indonesia* (KBBI), marketing refers to the process, method, or activity of promoting and selling merchandise. Meanwhile, a marketing strategy is a plan designed to increase influence in the market, both in the short and long term, based on market research, evaluation, product planning, promotion, sales planning, and distribution.

Kotler (2018) defines marketing as a process through which companies engage customers, establish positive customer relationships, and create value for customers in order to obtain value or favorable feedback from them, ultimately increasing profitability and customer equity.

One of the main elements of marketing is the marketing mix, which consists of variables used to achieve sales targets. The marketing mix is commonly known as the 7Ps, namely: Product, Price, Place, Promotion, Physical evidence, Process, People.

According to Sofjan Assauri (2017:4), in a narrow sense, marketing is often understood as distribution, including the activities required to deliver tangible products to household consumers and industrial users. Another definition describes marketing as an effort to provide and deliver the right goods and services to the right people, at the right time and price, through appropriate communication and promotional activities.

In a broader sense, marketing is an effort to create and deliver a particular standard of living. Marketing is a human activity directed toward fulfilling and satisfying needs and desires through an exchange process.

According to Charles Doyle in the *Marketing Dictionary*, marketing is an evolving professional discipline that has become common in the business world and in societies throughout the world. Marketing has consequently become an essential part of everyday life.

Thamrin Abdullah and Francis Tantri, as cited in Hadion Wijoyo et al. (2020:114), explain that marketing is a systematic and organized activity that begins with investigating and identifying consumers' unmet needs. This process is followed by planning and developing products that fulfill those needs, determining prices, promoting the products, and distributing them to consumers.

Marketing Strategy

An effective marketing strategy can influence consumers' purchase intention. Therefore, companies need to develop effective marketing strategies by implementing online promotional activities that can reach a broad audience. Companies must also understand consumer behavior in the process of making purchasing decisions (Supriyatna, 2020).

When a company succeeds in establishing a strong brand in customers' minds or memories through an appropriate marketing strategy, it can be considered capable of building and strengthening its brand.

Marketing Strategy from an Islamic Perspective

As Muslims, individuals are expected to conduct their activities in accordance with the principles permitted by Allah SWT as prescribed in the Qur'an and Hadith. Several principles can serve as guidelines for business and marketing activities.

The first principle is honesty and justice in business. The Prophet Muhammad (peace be upon him) is regarded as an exemplary figure who upheld honesty and justice in all aspects of life, including business activities. In marketing, this principle involves providing truthful information





about the products or services offered, avoiding deception or misleading consumers, and implementing fair business practices. The manuscript cites the following Hadith: “Trade with one another on the basis of mutual agreement and goodwill” (HR. Bukhari).

Another important principle is product quality and excellence. The Prophet Muhammad (peace be upon him) encouraged Muslims to strive for excellence in everything they do. In the context of marketing, this principle means offering high-quality products or services, fulfilling consumer needs, and providing added value that distinguishes products from those of competitors. The manuscript cites the following Hadith: “Allah loves every one of you who performs his task with excellence” (HR. Abu Dawud).

Islam also emphasizes respect for consumer rights. These rights include the right to receive clear and truthful information, the right to obtain products that correspond to their descriptions, the right to receive good service, and the right to be respected and treated fairly. The manuscript cites the following Hadith: “Whoever engages in buying and selling should not cause harm to others” (HR. Ibn Majah).

These principles represent the Islamic foundations of business ethics and values. When applied to marketing activities, they can help establish sustainable relationships between business actors and consumers.

Product Quality

Product quality is defined as a customer’s overall evaluation of the excellence of a product or service (Mowen & Minor, 2002). In conducting business activities, companies must offer products or services of good quality and ensure that their quality is appropriate to the prices charged.

According to Kotler and Armstrong (2001), quality refers to the characteristics of a product that determine its ability to fulfill stated and implicit needs. A product, meanwhile, refers to anything that can be offered to a market to attract attention, be purchased, used, or consumed in order to satisfy a need or desire.

In addition to marketing strategy, product quality is another factor that may influence consumers’ repurchase intention. According to Kotler (1995, as cited in Lembang & Sugiono, 2010), product quality can be assessed through several aspects. One important aspect is taste, which concerns consumers’ evaluation of the flavor of the products offered by a company. Products from well-known brands are generally perceived as having better quality and more reliable taste than products from less familiar brands.

Another aspect is product features, which refer to additional characteristics that complement the basic benefits of a product. These features are optional and may be selected according to consumer preferences. When the primary benefits of a product are standardized, additional features may be introduced. Such features can improve perceived product quality, particularly when competitors do not offer similar features.

The third aspect is packaging durability. Durability refers to the lifespan of a product, or the length of time it can be used before it is replaced or becomes damaged. The longer a product lasts, the more durable it is considered to be. Durable products are generally perceived as having higher quality than products that are quickly consumed, damaged, or replaced.

Purchase Intention

Purchase intention refers to consumer behavior that indicates the extent of an individual’s commitment to making a purchase. According to Kotler, Bowen, and Makens (2014), purchase intention emerges after consumers evaluate several alternatives. During this evaluation





process, individuals develop a series of choices concerning the products they intend to purchase based on brand considerations and personal preferences.

Purchase intention develops through learning and cognitive processes that shape consumer perceptions. The intention to make a purchase generates motivation that remains in the consumer's mind and may become a strong desire that eventually leads to the realization of the intended action. Thus, purchase intention emerges during the decision-making process.

According to Pramono (2012:136), consumer purchase intention is the stage at which consumers form preferences among several brands included in their choice set and eventually purchase the alternative they prefer most. It can also be understood as the process consumers undergo when purchasing goods or services based on various considerations.

Durianto (2013) explains that purchase intention refers to the desire to possess a product. Purchase intention emerges when consumers have been influenced by the quality and performance of a product, as well as by information concerning the product.

Repurchase Intention

Repurchase intention is perceived as an individual's evaluation of the possibility of purchasing products repeatedly from the same company or brand. According to Goh et al. (2016), repurchase intention refers to a buyer's willingness to purchase the same brand or product again based on previous experiences and expectations. Repurchase behavior may also be regarded as an important element in supporting a company's profitability.

Purchase intention is a form of consumer behavior in which individuals desire to purchase or select a product based on their experiences in selecting, using, and consuming products, or on their desire to obtain a particular product (Muzakki, 2013). Hidayat and Resticha (2019) explain that repurchase intention is an intention to make a purchase based on consumers' previous purchasing experiences.

Furthermore, Peburiyanti and Sabran (2020) explain that repurchase intention can be identified through several dimensions. Referential intention refers to an individual's intention to recommend a product to others. Exploratory intention refers to an individual's intention to seek information about a desired product. Transactional intention refers to an individual's tendency to conduct transactions and purchase a product. Meanwhile, preferential intention describes an individual's primary preference for a particular product.

When a buyer decides to purchase or repurchase a product offered to them, the decision is influenced by the buyer's response to the product and the desire to try it. This is consistent with Gunawan et al. (2019), who explain that purchasing decisions constitute a process that encourages consumers to identify their needs, generate alternatives, and select particular products and brands.

Consumer purchasing decisions are influenced not only by consumer behavior but also by personal, social, and psychological characteristics, all of which play important roles in the decision-making process. In addition to internal motivation, purchasing decisions may also be influenced by recommendations from previous buyers who have purchased a product and subsequently recommend it to friends or relatives. This is consistent with Suparto (2020), who states that purchasing decisions involve needs, information, evaluation, and recommendations.

Conclusion

Buying and selling activities and marketing strategies in the context examined in this study initially relied on traditional or direct selling practices, in which sellers directly approached





consumers or sold their products at locations where consumers could purchase the goods they needed. However, as business environments continue to develop, business actors are increasingly required to innovate in both their products and marketing strategies in order to remain sustainable and competitive.

In the case of the *Roti Anget* business, one of the strategies initially implemented was selling products directly to members of the surrounding community through mobile or door-to-door sales. However, this strategy alone was insufficient to increase consumers' repurchase intention. One factor that encourages consumers to repurchase products is the trust established between sellers and consumers. Trust may develop when consumers are satisfied with the service provided and with the marketing practices implemented by the seller. Other factors that may influence repurchase intention include product quality and the seller's attitude and responsiveness when interacting with consumers. Nevertheless, these factors alone were not sufficient to substantially increase repurchase intention among the local community.

Therefore, in addition to maintaining the existing product quality and ensuring that sellers demonstrate friendly and courteous attitudes toward consumers, the business expanded its sales coverage to reach a broader consumer base. An additional marketing strategy was also implemented by offering products online through the WhatsApp application. Following the implementation of this combined strategy, consumer repurchase intention increased by 5% compared with the previous condition. This finding indicates that a combination of online and offline marketing strategies can contribute to increasing consumers' repurchase intention in the surrounding Ciherang Pondok Village community.

From an Islamic perspective, buying and selling transactions should uphold the values of honesty and justice. Transactions should be conducted on the basis of mutual consent so that neither party feels deceived or disadvantaged. Business actors should also maintain the quality of their products and respect consumer rights. These rights include the right to receive clear and truthful information, the right to obtain products that correspond to their descriptions, the right to receive good service, and the right to be respected and treated fairly. In Islamic teachings, consumer rights are highly valued and should therefore be upheld in business and marketing activities.

This study also identified several challenges, particularly the limited human resources who possess adequate knowledge and skills in utilizing digital systems. Greater utilization of digital technology could support promotional activities and the development of additional marketing strategies capable of strengthening consumers' repurchase intention and loyalty. Therefore, improving digital literacy and technological capabilities among business actors represents an important consideration for the future development of the *Roti Anget* business.

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