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### SHARIA MARKETING ANALYSIS IN NOOR HOTEL BANDUNG

**Arianis Chan**

**Ratih Purbasari**

**Pratami Wulan Tresna**

Business Administration Padjadjaran University

arianis.chan@unpad.ac.id

klik\_ratih@yahoo.co.id

pratami@unpad.ac.id

#### **Abstract**

*Currently sharia industry is showing growth fast enough due to Islam as guidelines of life has implemented on many sectors. This study aims to analyze the sharia marketing implementation of Noor Hotel. Noor Hotel was chosen because the hotel was the largest hotel with sharia concept in Bandung and obtained the positive responses from the guests.*

*The research was using qualitative method and explorative research approach. The data gathered from the observation, in-depth Interviews to leadership, marketing manager, employee and Noor's Hotel consumers, and marketing literature study.*

*The result shows that Noor Hotel has executed the elements of sharia marketing mix. The entire elements was used as tools such as product, price, place, promotion, process, people, physical evidence, promise and patience, has done well to realize the value of Islamic values.*

*The suggestion is that Noor Hotel can be more promotions in several medias and adds kind of services which develop the potential of sharia hotel in the future. It also holds the sharia principles, so that can be reach the wider markets.*

**Keywords:** Sharia Marketing, Sharia Hotel, Noor Hotel

**JEL Classification:** M41



## INTRODUCTION

The moslem market share is a very large market, especially in the ASEAN market with the largest moslem population today. Therefore, some companies have taken advantage of this concept in their business itself. Not only applied to Islamic banking, Islamic business has also spread in various types of businesses, from start Takaful, sharia pawn shops, salon sharia until sharia hotel. Problematic in using sharia label in the hotel business continues to be a source of confusion for owners, managers and hotel management as well as consumer sharia. There are still many doubts in the industry about what is called the 'sharia', especially the term ' sharia hotel '.

Hermawan Kartajaya and Syakir Sula give the sense that Islamic finance is a business-mannered, business togetherness and respect for the rights of each (Antonio, 2010). While sharia hotel is an accommodation service that operates and adheres to the guiding principles of Islamic teachings. In operation, services provided in sharia would almost resemble a conventional hotel / non-Sharia in general. But, the concept of this hotel balances the spiritual aspects of Islam that prevails in the management and operation. However, until now packaging sharia hotel still impressed as less classy accommodation and lack of supporting facilities. Until now, the hotel where sharia dominated by jasmine-class hotel and hotel to the level of no more than three stars level only. (Anwar Basalamah, 2011).

In order to broaden public awareness of the existence of sharia hotel, a marketing concept becomes absolutely necessary, particularly related to marketing ethics based on Islamic perspective. The implementation of marketing ethics in Islam uses two sources are the Qur'an and the Sunnah of Rasulullah saw. Quran explains theoretical ethics, whereas the Sunnah explains the ethics of the application in real life or in practical terms. This is certainly very different from the company which is based on the conventional system.

One of the hotels at the same time apply sharia business marketing from the perspective of Islamic ethics is Noor Hotel Bandung. Hotel Noor can be regarded as a pioneer of boutique sharia in the city of Bandung. Based on the results of preliminary interviews with some of the service user researchers hotel and the hotel management, information obtained as follows:

1. Consumers liked the theme of the hotel is Islamic (Turkey) and interior design,



good rooms and hotel surroundings are unique and attractive impression.

2. The process is very nuanced service provided Islam with a greeting and started by giving zam-zam water.
3. The promise of the low price can be accepted by consumers because the hotel Noor provides transparent prices.
4. Hotel Noor applies Islamic principles in their daily operations, such as halal food without alcohol one bit on each cuisine.
5. Hotel Noor only allows guests who stay are fellow unrelated to avoid defamation by ensuring consumers KTP

Thus it can be assumed that the hotel Noor has implemented marketing ethics that includes the marketing mix such as price, product, promotion, place, and people in accordance with the Islamic perspective, so it needs to be studied more deeply about the strategy applied by the company in support of the successful implementation of the marketing ethics.

Based on the phenomenon and the information described above regarding the application of marketing ethics based on the Islamic perspective on the hospitality industry, the writer interested to take the title of the study: "Analysis of Marketing Ethics based on Islamic Perspective at Noor Hotel Bandung".

## **LITERATURE REVIEW**

### **Marketing Reviewed from the perspective of Sharia**

Islamic marketing is a discipline that directs strategic business process creation, supply, and changes in values (value) than one initiator (initiator) to its stakeholders, which is in the overall process in accordance with the contract as well as the principles and muamalah in Islam. (Bukhari Alma and Donni June Priansa).

According to Ahmad Munzirin (2009), that the marketing strategy according to Islamic principles of sharia perspective, marketing activities must be based on the spirit of worship of God the Creator, as hard as possible for the common welfare, not for the sake of its own interests let alone group.



Hermawan and Sula (2006) also defines sharia marketing is a strategic business discipline that directs the process of creation, bidding, and change the value of a initiator to its stakeholders, which in the process in accordance with the contract and the muamalah principles (business) in Islam.

According to Sula and Hermawan (2008:28-42), there are 4 characteristics for a marketer to become a marketer in accordance with Sharia provisions, namely:

1. Teistis (Rabbaniyyah)

A marketer believes that any of his actions are always observed and recorded by God Almighty. So as much as possible marketers shy away from any kind of deplorable and which marketing activities are forbidden in Islam.

2. Ethical (Akhlaqiyyah)

Moral values is very taken care of in the marketing activities of Sharia because nature is closely related with the teistis or rabbaniyah because his behavior will be accounted for later in the hereafter, then a marketer trying to keep himself from dirty practices. Therefore, the creed, morality, and sharia is closely associated with the daily life of a marketer.

3. Realistic (Al-Waqi'iyah)

Islamic sharia is flexible and not rigid, and this makes a marketer free to do its marketing strategies but not out of Islamic rule.

4. Humanistic (Insaniyyah)

This view gives the sense that human life needs to be controlled, balanced, and does not act arbitrarily by obeying his Eve. Don't discriminate between people based on their identity. The treatment of all persons the same although different tribes, customs, and language.

According Abuznaid (2012: 1477) who defines marketing based Koran (4:29), the Hadith, Islamic literature, and a statement of some scholars of Islam, sharia marketing is a policy to meet the needs of consumers through good behavior in delivering products and services that are kosher, helpful, pure, good and lawful with the consent of sellers and buyers are aiming to achieve material and spiritual happiness in this world and hereafter and make consumers aware through good behavior of marketers and advertising ethics.



### **The Marketing Mix Reviewed From The Sharia Perspective**

Islam teaches that in marketing activities, there are two principles proposed by Niazi in Abuznaid (2012: 1481) is the first, submission to the commands of Allah. and second, a sense of empathy and compassion for his creatures that indirectly refrain from doing evil to others, as well as to refrain from acts that are not ethical.

Abuznaid (2012) suggests the marketing mix (marketing mix) 9P viewed from the perspective of sharia, are: product, price, promotion, place, people, process, physical evidence, coupled with the promise and patience as a part of the element which is seen as an Islamic mix. The marketing mix outlined in the discussion below.

#### ***Product***

The Shariah rules teach the concept of halal, haram, and syubhat. Halal is something that is possible and legitimate according to Islamic law, while haram is something that is not allowed or it can be said that haraam is the opposite of halal. Shuhaimi (2012:122) revealing an explanation firmly about something forbidden i.e. carcasses, pork, and alcoholic beverages. Shuhaimi added that Quran ever banned gambling and prostitution, in addition animal blood was not allowed to be consumed.

While syubhat is something doubtful whether lawful or unlawful and should be shunned. Even Al-Ukhuwa in Saeed, et. al. (2001: 131) adds that, the product must not be defiled. He has categorized the items 'unclean' into four types, the essence of which is unclean like dogs and pigs, something that made unclean by the merger (contamination), which is made unclean by contamination but its usefulness is not completely destroyed, for example, clothing unclean, something unclean by contamination that destroys all their usefulness, such as oil-contaminated. In other words, the production process must be kosher and pure (thayyib) and must be able to guarantee the material has been taken / extracted / obtained from a legitimate source, the free levels of harmful effect. Al-Faruqi in Saeed, et. al. (2001: 131) says that the principles of Islam ordered that production operations must be free of sin and holiness from beginning to end.



### ***Price***

Pricing in a sharia perspective, it's not too complicated, the basic pricing is concentrated on the magnitude of the value or price of a product that should not be defined by many times the amount, after deducting production costs (read: *riba*). (Ita Nurcholifah, 2014)

Abuznaid (2012) states that the price is the most flexible element in the marketing mix. Creepage and Hamdani (2011: 72) also state that the pricing strategy (pricing) is very significant in providing value to consumers and affect the image of the product, as well as the consumer's decision to buy. Pricing is also related to income and also influenced the bidding or marketing channel.

There are some Islamic principles that limit the pricing so that marketing activities do not cause any harm to consumers and marketers. One of them, according Abuznaid (2012) to avoid predatory pricing in order to win the competition. Hoarding to make huge profits is not allowed.

### ***Promotion***

Al-Ukhuwa in Saeed, et. al. (2001: 133) states, in marketing ethics of Islam, it is not ethical people overestimate product excellence and quality attributes to consumers that do not exist in the product. Saeed Ahmad in, et. al. (2001: 133) adds, if both parties to tell the truth and explain the defects and quality (which is on the product), then they will be blessed in their transaction, and if they are lying or hiding something, then the blessings of transactions they will disappear.

### ***Place***

Abuznaid (2012: 1487) states, in the provisions of sharia, distribution channel does not create a burden to the end consumer. In the ethical framework of Islam, however, the main purpose of distribution channels is to create value and improvement of living standards by providing satisfying services are ethical. In the perspective of Sharia, marketing channels or company location can be anywhere as long as it is not a place where the disputed existence. However implied, Islam is more emphasis on companies with market proximity. This is to avoid the interception action stuff before it gets to market. (Ita Nurcholifah. 2014).



### ***People***

Saeed, et. al. (2001: 139) states that the seller must provide all the information you need to know about a product or service to enable customers to make informed decisions. In fact, access to such information is a customer right under Islamic law. Every transaction is concluded under the constraint or coercion is forbidden because of the ability to think rationally when making any decisions is a prerequisite legitimate under Islamic law.

Abuznaid (2012: 1490) mentions several sharia regulations related to employee uniforms, especially for women employees should be dressed decently and tidy, wearing the veil and do not use make-up is excessive, and do not wear tight clothes that show the curves, that is adapted to a traditional Muslim dress.

### ***Process***

Abuznaid (2012:1491) declaring the elements of the process include the procedures, mechanisms, and Groove activity correspond to the services offered. Process also means how the product will be up to the end user, it is also very crucial towards customer satisfaction. Problems such as waiting time, the information given to consumers, the alertness of employees, efficiency in the provision of services, the interaction of employees with the right style, it all is vital to keep customers happy. Consumers are not interested in the details of how the business is run, they want to know is the job system is still running.

### ***Physical Evidence***

Physical evidence can be in the form of tangible goods that help to communicate and provide services, and intangible experiences to consumers and businesses the ability to deliver customer satisfaction to potential customers (Abuznaid, 2012). Quality of service can not be felt before the services are distributed to consumers, in addition to the quality of services is difficult to evaluate objectively by consumers so that they often judge of tangible evidence around services. Physical evidence by Abuznaid (2012) includes the Facility Exterior, interior amenities and assets other tangible assets.

Each room also needs to be equipped with a manual towards the Qibla and put a Koran and prayer tool in every room. RJ (2011) also states sharia hotel also need to be



equipped with a separate mosque between men and women is by using the limiting prayer area. In addition, should not be held smoking area and ashtray, although the law has not forbidden, but cigarette smoking is considered more good's *madharat*.

### ***Promise***

Abuznaid (2012: 1494) states the promise of management that shifts the marketing mix to build relationships with customers. A company can attract new customers with various promises and as an initial effort to build customer relationships.

Fulfill promises made to be vital to ensuring customer satisfaction, customer retention of the company, and profit in the long term. Abuznaid (2012) adds a marketer need to underline that the pledges are met and maintained for marketers shall not give false promises to its customers.

### ***Patience***

Patience is another element in the marketing mix of sharia. Abuznaid (2012: 1495) states the importance of patience element in the service industry. Islam encourages marketers to possess patience in conducting marketing activities with customers, because patience is a key characteristic in good communication efforts





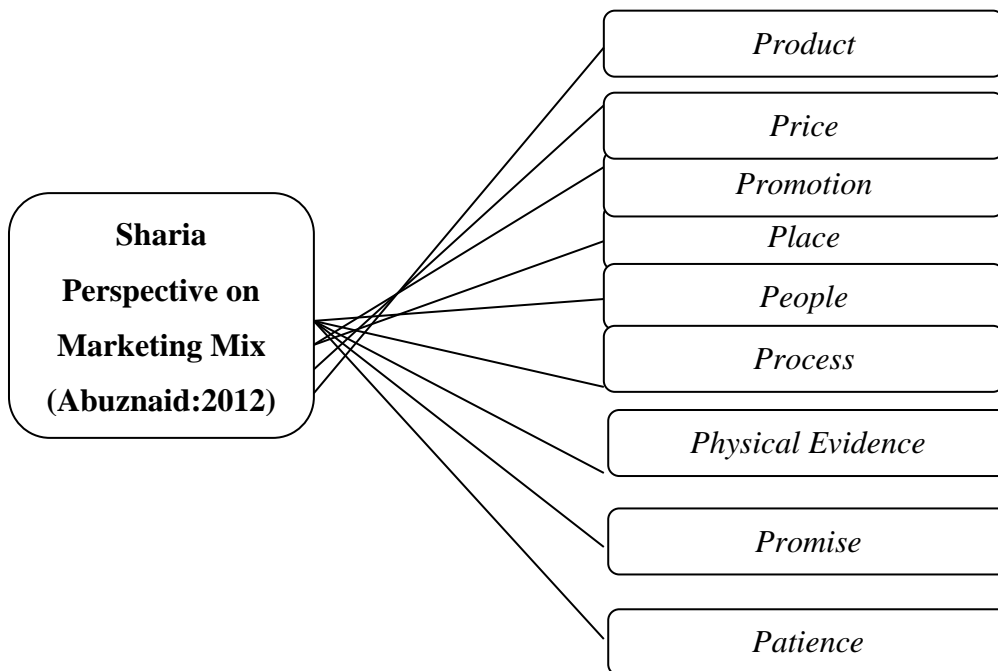


Figure 1. Conceptual Framework

## RESEARCH METHODS

This research used a qualitative research method. Sugiyono (2009: 3) found in qualitative research, data collection was not guided by theory, but is guided by the facts found during research in the field. The object of research is taken from the marketing mix in terms of Sharia perspective on Noor Hotel Bandung consisting of product, price, promotion, place, people, process, physical evidence, promise, and patience. This type of research used by the writer is descriptive research.

Sources of data used of primary data and secondary data sources. Sources of primary data obtained from interviews with the Marketing Manager of Hotel Noor and several consumers who've been to Hotel Noor. Secondary data sources include documents from Hotel Noor, Website and Internet-related data from the Hotel Noor, advertising in social media, photos and video.

Validity or credibility of data examined through the completeness of the data obtained from various sources. The author uses triangulation techniques to test the validity of the data

obtained. Sugiyono (2009: 125) argues that in testing the credibility of this triangulation is defined as checking data from various sources in various ways and at various times.

### **Data Analysis Techniques**

In this study, the data analysis done since before entering the field against some of the results of preliminary studies or secondary data in order to determine the focus of research. However, the focus of research can develop when the author conducts research activities in the field. Data analysis was performed when data collection takes place. At the interview, the authors conducted an analysis of the answers to the informant, if deemed unsatisfactory, the author went on to question the data is considered satisfactory.

The process begins with a data analysis that summarizes the data reduction, choose things that are the principal focus on the things that are important so it is easy to be interpreted. Then examined the validity of data by comparing data from other sources with a variety of data collection techniques. Furthermore, the conclusion stated and supported with some evidence of a valid order stated conclusion can be said to be credible.

## **RESULTS AND DISCUSSION**

### **Product**

Noor Hotel comes from the light. Noor has a tagline: Friendly Boutique Moslem. Noor Hotel owned by PT. Sekawan which is a family company. Noor Hotel provides a variety of services to meet the needs of his guests in the form of tangible products (tangible) and intangible (intangible). Products that fall into the category of tangible at the hotel is the food and beverage, whereas intangible product that is, services meeting package, social event packages, table manner packages, honeymoon packages, engagement and marriage ceremony package, wedding package, pre wedding package, muhasabah package and rituals of the package as well as room service and laundry.

Based on observations made by the author, Noor Hotel has 33 rooms consisting of Executive and Deluxe rooms. Each room is equipped with air conditioning, satellite TV, bathroom with hot water and cold water, as well as wi-fi facilities. In every room are



provided the Qur'an, Sejadah, mukena and beads are packed pretty. There is also the facility of free bicycles that can be used to travel around Bandung

The products offered by a company if it refers to the laws of sharia in foods and beverages is lawful and good or thoyyib, besides avoiding anything unlawful, also should avoid anything questionable or syubhat. A marketer needs to ensure that the products offered to consumers are lawful, both on the type of food or drink itself or in the manufacturing process are not mixed with anything unlawful. Application of Noor Islamic system in the hotel is also available on the use of kosher foods.

### **Price**

The price is determined by the company will describe the image of the products it sells, the price applied by Hotel Noor is about 860,000 up to 1,650,000 and will be cheaper to publish rate. The price is inclusive of dining facilities in the morning (breakfast) for two people. Prices are applied according to interviews with several customers is in accordance with the services provided by the hotel.

If seeing elements of the implementation of Islamic system in the price of the Hotel Noor had to apply where there is no cheating in the price, the price has been published with an honest and fair means consumers get services that are comparable, not to apply predatory pricing that is applying a very low price which is the main objective to get rid of competitors and prevent competitors into the same business.

Prices usually change when faced with a certain time period such as the high season is during the long holiday, major holidays in Islam such as Idul Fitri and Idul Adha, or the New Year. The increase in price is usually around 20-30% of the normal price. When commodity price changes are usually rare and setting price ceilings to control opportunistic tendency among traders are also allowed in Islam mechanisms of price adjustments and fair competition is strongly encouraged. (Samir Abuznaid, 2012: 1485).

### **Place**

Hotel Noor is located at Jalan Madura No. 6, Bandung. The village is located in the city center and is easily accessible by public transport or private vehicle other than that there



are several other hotels in the vicinity. One featured by Hotel Noor apart hotel with Islamic nuance is the proximity to a variety Factory Outlet is located in Jalan Riau which is very close to the hotel as well as Riau Junction Mall and Bandung Indah Plaza but it is also the location very close to some restaurant.

Through interviews conducted, the manager stated that Noor Hotel does not have branches everywhere so the hotel using the specific ways to reach the hotel guests who live in other cities and even abroad. How that is done is to use a travel agent website.

Travel website used by Noor Hotel apart as media campaigns, website travel agent is used also assist in the delivery of services to consumers. Website of the travel agency that booking.com, traveloka, expedia.com, klikhotel.com, hotelbandung.com, pegipegi.com, tripadvisor.com. Hotel guests can book a room rental service through the existing website. Besides being convenient, this channel is also gated and reliable to help consumers get hotel services as you wish. Prospective customers can also order directly when arriving at the site of Noor Hotel through the receptionist on duty at the front desk.

According Abuznaid (2012) that the distribution channel in the rules of sharia is not to create a burden on the final consumer but rather to provide facilities so that the delivery of a product can be made more effective and efficient. Because of the security in the process of distribution of hotel services in a matter of concern. This safety factor is also the need to be considered by companies in which the privacy of each guest also needs to be maintained. Consumers should not feel disadvantaged both morally and materially, because the most important thing in Sharia is prosperity for both sides, both for consumers and for marketers, not to increase the burden for both.

## **Promotion**

Hotel Noor has been promoting the principle of sharia. The message refers to the provisions of sharia are not exaggerating product. Promotion only focuses on physical details contained in the product, even if it needs to be supplied with a deficiency or defect of the product so that the consumer will not feel cheated later. This is shown by the Hotel Noor on company profile is displayed on its official website. In addition the company also uses



several social media such as instagram, twitter and facebook. The print media used Laiq magazine, electronic media used is Faithful in Trans, Inspira Cable TV, TV MQ.

In Sharia, which justified the promotion is promoted by not exploiting women, this is to avoid the possibility of inviting lust. In addition to the rules of Islamic law should not be promoted with exaggerated compliments on the service or services to be provided, giving rise to a public lie. Besides all claim which contains an element of coercion, it must accurately disclose the specifications in terms of quality and quantity of the products to be offered, the obligation to disclose a fault or defect that is if he is hidden or visible. Islam condemns all promotional manipulative behavior (Samir Abuznaid, 2012: 1488). Hotel Noor also has implemented sharia system in its promoting, for example in suggesting deficiencies that exist in the hotel always preached to consumers as sound systems problematic when rent rooms for meetings. In the hotel's website is not to show women as a means of exploitation.

## **People**

People in the marketing mix is primarily employees. Employees are an integral part of the service process and play an important role in the marketing process. Employees have to be patient, fair, honest and accountable. (Abuznaid, 2012: 1489).

Based on interviews with hotel managers, employees working at Hotel Noor is an experienced personnel that previously had worked at the hotel that has been reliably serving guests maximum. Terms requirements to become an employee at Noor hotel are: Muslim woman dressed in full hijab / niqab, men dressed koko, shar'I appearances, and odorless body. In serving customers Hotel Noor applies the principles of 5 S: Hail, Smile, Greeting, Courteous and Polite. At Noor hotel also has an obligation to implement the Friday prayer for male employees and prayers mandatory for all employees. It also continued to implement the values of Islam to every customer by any employee at any time. Hotel Noor also always provides training on new employees to get to know the products.

Employees are also given the freedom when it came time to pray to pray especially for the Friday prayers. Male employees are obliged to leave work for a moment to go to the mosque not far from the location of Noor. Female employee was able to carry out their daily prayer in the mosque. A company is not allowed to restrict sharia employees who want to



worship, especially when the prayer time has arrived. In fact, companies need to encourage them to always obey to Allah SWT, because of that's the most important key in creating skilled human resources and noble.

### **Process**

Process became one of the factors to deliver services to the hotel guests, making guests satisfied and create good customer relations. Procedure and flow of activity is part of the process in the form of certain stages until those services to the hotel guests.

Chronology of activities that occur on Hotel Noor when guests arrive at the front desk that greeted guests with the principles of 5 S: Hail, Smile, Greeting, Courteous and Polite and utter Assalamualaikum. The receptionist asked guests booking process, guest check-in process helped the same time a procedure shown to be an agreement was signed and agreed upon by the guests as not allowed to smoke in all areas of the hotel and, if found in violation will be fined \$ 1.5 million, may not take photos for commercial purposes. The check in process is done at 15:00 and checked out at 13:00, after the check in guests get a welcome drink and fruit dates.

The process here was also attentive to the needs of internal employees as to how the company treats its employees. Work atmosphere at Hotel Noor made as comfortable as possible with the principles of family leadership, which is very attentive to the needs of special needs guests such as financial and nonfinancial needs. At Hotel Noor in addition to compensation for wages and salaries, employees also get employment insurance, family gathering with office and several other facilities.

### **Tangible**

Physical evidence is one thing that may be seen with the naked eye and can be directly measured by consumers. The things that fall into the category of physical evidence, namely the exterior, interior, and other evidence in the form of an item or object. The exterior and interior of the building to a hotel-style sharia is not necessarily the Middle East to show the Islamic atmosphere, the important thing is not to break the rules of sharia on the physical appearance of the building. The exterior also includes the availability of parking spaces,



which are still limited parking space at Hotel Noor. Interior room at Hotel Noor shades of Tosca and special decoration for the moment there are certain moments such as Eid. There are many decorative calligraphies at the front desk and the hotel lobby corridor hotel room.

Other facilities at the hotel there is the presence of a small mosque facility that accommodates 25 people where the male and female ablution every available hotel rooms are separated. The prayer materials such as sejadah, mukena and also equipment such as the Koran and prayer beads. The total number of rooms there are 33 rooms consisting of deluxe numbered 21, there are 12 executive rooms. The meeting room there is no third biggest space can accommodate 100 people. Calligraphy inscribed with verses of the Koran are found in the public area and also laid carpet turkey so that the luxurious feel of the hotel appears to be seen. In sharia nuanced hotel facilities is not permitted gambling, smoking area and the availability of porn cable, and discotheque.

### **Promise**

Hotel Noor offers a range of promises to attract visits by tourists. The promise of these promises can be seen on web pages or pages Online Booking Website promotion through such web Cheapest Hotels booking.com, traveloka, tripadvisor, pegipegi and several websites online booking. Hotel Noor promising room facilities, provision of breakfast, pick-up service. Then there is wi-fi, air-conditioning, dining room, prayer room, and. The hotel is also close to the airport and shopping center and is located in the center of the city of Bandung is very strategic.

In the Islamic system promises spoken primarily had to abide by the Qur'an. The promise is something that absolutely must be met therefore be of no exaggeration in the promise to consumers. In this case the hotel Noor already understands these rules so that what was promised in accordance with the realized.

### **Patience**

Patience in the face of the consumer is absolutely necessary. Patience is his key to a good major in communications. Many Qur'an verses that sent his servant to be patient include Sura 3: 146, QS, 3: 200, QS, 8: 46, Surah 16: 127 and many others. In the case of this patient



also explained that the implementation of sharia hotel marketing must be willing to listen to consumers and beneficial for the people. Based on interviews with the hotel manager Noor, lock their services in addition to prioritize quality of service is also patience in serving customers with different nature, because it does not rule out a variety of complaints came from consumers can lead to consumer emotions. Complaints or No complaints from consumers who otherwise there is a direct testimony delivered through booking.com, traveloka and others and was met by the hotel manager with a very responsive. If there are complaints that can not be solved, hotel will apologize and give a good explanation to the hotel guest who had the complaint.

## **CONCLUSION**

Based on the results of research and discussion on the application of sharia marketing at Hotel Noor, it can be concluded that the Hotel Noor has implemented according to the rules of sharia Islamic principles. The application of Islamic principles of marketing is also in conjunction with the application of modern nuances modification makes sharia principles are no longer something that is considered old-fashioned or backward.

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