

The Influence of Islamic Business Ethics, and Service Quality on Customer Satisfaction through Corporate Image

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Abstrak

The purpose of this study is to examine how customer satisfaction is affected directly by Islamic business ethics and service quality, as well as indirectly by both factors using corporate image as an intervening variable at the Al-Badar Syariah Hotel Makassar. The study employs a descriptive quantitative methodology, and the research sample consists of 200 respondents who completed a questionnaire that collected primary data. The Structural Equation Model (SEM), which combines outer and inner model analysis with hypothesis testing to investigate the relationship between variables simultaneously and thoroughly, is the data analysis method employed. The findings demonstrate that customer Satisfaction and Corporate image are positively and significantly impacted by Islamic business ethics. It has also been demonstrated that customer satisfaction and corporate image are significantly impacted by service quality. Additionally, consumer satisfaction is significantly impacted by the company's image. Another significant study supports the strategic function of Corporate image as an intervening variable by demonstrating that Islamic business ethics and service quality indirectly affect customer satisfaction through corporate image. The management of Hotel Al-Badar Makassar might utilize the study's findings as a guide when developing sharia-based service plans to enhance patron happiness and experience.

Kata Kunci

Islamic Business Ethics, Service Quality, Corporate Image, dan Customer Satisfaction.

INTRODUCTION

Economic activity in Indonesia has grown significantly, supported by various business developments (Kondo et al., 2023) Studying business activities in Indonesia is important because most of the population is Muslim. Recently, businesses based on sharia principles, including sharia hotels, have started to grow. The rise of sharia-compliant hotels supports the expansion of sharia-based businesses in Indonesia (Maulidya et al., 2019) Sharia-compliant hotels are a new trend in Indonesia's hospitality industry, with strong prospects due to the large Muslim consumer market, especially in tourism, both locally and internationally (Hakim et al., 2023).

Sharia-based hotels are growing rapidly in Indonesia, including Makassar, as more Muslims seek services that meet both quality standards and Islamic principles. Hotel Al-Badar Syariah Makassar is one example, aiming to apply Islamic business ethics in its services. In a competitive hospitality industry, customer satisfaction depends on how well hotels consistently implement these ethical standards in their service quality.

According to the South Sulawesi Central Statistics Agency (BPS) in 2025, hotel occupancy rates in South Sulawesi varied: 45.33% in February, dropping to 29.52% in March, and rising to 41.68% in April. These changes reflect market demand and can indirectly indicate customer satisfaction, which is linked to service quality, Corporate image, and the use of sharia values in hotel operations (BPS, 2025).

As the hotel industry grows, competition has become tougher, making customer satisfaction crucial for business sustainability. Satisfaction depends not only on physical facilities but also on the service experience and the ethical values practiced by hotel managers. Customers are more likely to choose and return to hotels that offer quality service and uphold strong moral principles (Santa et al., 2025).

Given this background, there is a research gap to address. This study examines how Islamic business ethics and service quality affect customer satisfaction, using corporate image as a mediating variable. Few previous studies have used this approach, especially for sharia hotels. This research is among the first to comprehensively study sharia hotels in Makassar by combining business ethics and service quality in one model.

This study is both timely and original because it brings together Islamic business ethics, service quality, and corporate image in one model to explain customer satisfaction at Islamic hotels. Unlike earlier research that usually looks at two variables separately, this study uses corporate image as a bridge between Islamic business ethics, service quality, and customer satisfaction. By combining spiritual, functional, and perceptual aspects, this research is among the first to empirically study sharia hotels in Makassar, offering both theoretical and practical contributions to the sharia hospitality industry.

LITERATURE REVIEW

Corporate Image

Corporate image is the consumers' perception of a company's identity, values, and performance. In the context of Sharia-based business, corporate image is developed through the application of spiritual values such as honesty, fairness, and non-discriminatory services (Thøger Christensen & Askegaard, 2001). A positive corporate image is formed through consumer experiences related to service quality, product quality, ethical behavior of business actors, and the physical environment of the company. A strong corporate image increases trust, customer loyalty, and satisfaction.

Islamic Business Ethics

Islamic business ethics is a set of moral values derived from the Qur'an and Hadith that regulates business activities in accordance with Sharia principles. Fundamental values such as *tawhid* (unity), justice, balance, free will, responsibility, and truth serve as the foundation for conducting business. Business activities in Islam are not solely profit-oriented but are also aimed at achieving blessings and social welfare. The implementation of Islamic business ethics encourages harmonious relationships between business actors, consumers, and society (Rice, 1999).

Service Quality

Service quality is the level of excellence of a service provided to meet customer expectations. High-quality service is reflected in reliability, responsiveness, assurance, empathy, and tangible aspects experienced by customers. Good service quality creates positive experiences, increases customer satisfaction, and fosters loyalty. From a Sharia perspective, service quality also reflects the values of *amanah* (trustworthiness), professionalism, and *ihسان* (excellence in service) (Sogbe et al., 2025).

Customer Satisfaction

Customer satisfaction is the feeling of pleasure or disappointment that arises after comparing expectations with the actual performance of a product or service. Satisfaction occurs when

performance meets or exceeds customer expectations. A high level of satisfaction encourages customer loyalty, positive word of mouth, and the long-term sustainability of a company (Yang et al., 2025).

METHODS

This explanatory study uses a quantitative approach to analyze the causal relationships between Islamic business ethics, service quality, corporate image, and customer satisfaction. The research was conducted at Al-Badar Syariah Hotel in Makassar, South Sulawesi. All hotel customers formed the study population, and purposive sampling was used. The sample size, based on Hair's formula, which recommends 10 times the number of indicators (20 indicators), was set at 200 respondents. Both primary and secondary data were used in this study (Hair et al., 2019). Primary data were obtained through a closed-ended questionnaire with a five-point Likert scale, while field observations and literature reviews provided secondary data. The survey measured respondents' opinions on customer happiness, corporate image, service quality, and Islamic business principles. Structural Equation Modeling Partial Least Squares (SEM-PLS) with SmartPLS 3.0 was used to analyze the data. The model was evaluated using inner model tests (R^2 , f^2 , and path coefficients) and outer model tests (convergent validity, discriminant validity, and reliability). According (Nugroho et al., 2024), bootstrapping was used to test the hypotheses with a t-statistic of at least 1.96 and a p-value below 0.05.

RESULT AND DISCUSSION

RESULT

Overview of Al-Badar Hotel

The development of sharia-based hotels in Indonesia is closely related to the growth of sharia financial institutions, Islamic scientific organizations, and increasing public awareness of sharia values. This condition opens up opportunities for the application of Sharia principles in the hospitality sector. One concrete manifestation of this opportunity is the establishment of the Al-Badar Syariah Hotel Makassar as a pioneer of sharia-based hotels in the city of Makassar since it began operating in 2012. Located in the city center with strategic access, this hotel supports the mobility of the community and tourists and strengthens its position as a competitive sharia hotel.

The operations of the Al-Badar Syariah Makassar hotel are managed by an organizational structure consisting of owners, managers, and several main departments, namely front office, food and beverage, housekeeping, and security. This hotel implements rules based on sharia principles, such as restrictions on non-mahram guests, the requirement for official identification at check-in, and the prohibition of alcohol and illegal drugs. In addition, the hotel provides supporting facilities in the form of clean and comfortable rooms, prayer equipment, prayer time reminders, 24-hour housekeeping services, a large parking area, three types of rooms, and additional facilities such as meeting rooms, food and beverage services, and car rentals (Syam, 2023).

Respondent Characteristics

Most respondents in this study were in the productive age range. The largest group was aged 26-35 (49.5%), followed by 15-25 (21.5%) and 36-45 (18%). Few respondents were over 45, and none were in the 66-75 range. This indicates that Hotel Al-Badar Syariah Makassar mainly attracts young and early adult customers who are economically active. The gender distribution among respondents was nearly equal, with 101 men (50.5%) and 99 women (49.5%). This suggests that sharia hotels appeal to both male and female customers almost equally. Most respondents were high school or college graduates. The largest group held a bachelor's degree (48.5%), followed by high school graduates (38%). Smaller numbers had diplomas, master's, or doctoral degrees. This shows that most customers at Al-Badar Syariah Hotel Makassar are well-educated and likely have clear expectations about sharia hotels and service quality.

Data Quality Testing Through Outer Model Assessment (Measurement Model)

1. Convergent Validity

Convergent validity is tested through the outer loading of indicators, which indicates the strength of the relationship between the indicators and the latent constructs. Based on Figure 1, all constructs have outer loadings above 0.7, with Islamic Business Ethics ranging from 0.716 to 0.862, Service Quality from 0.784 to 0.881, Customer Satisfaction from 0.704 to 0.880, and Corporate Image from 0.743 to 0.824. This indicates that the measurement model has strong convergent validity.

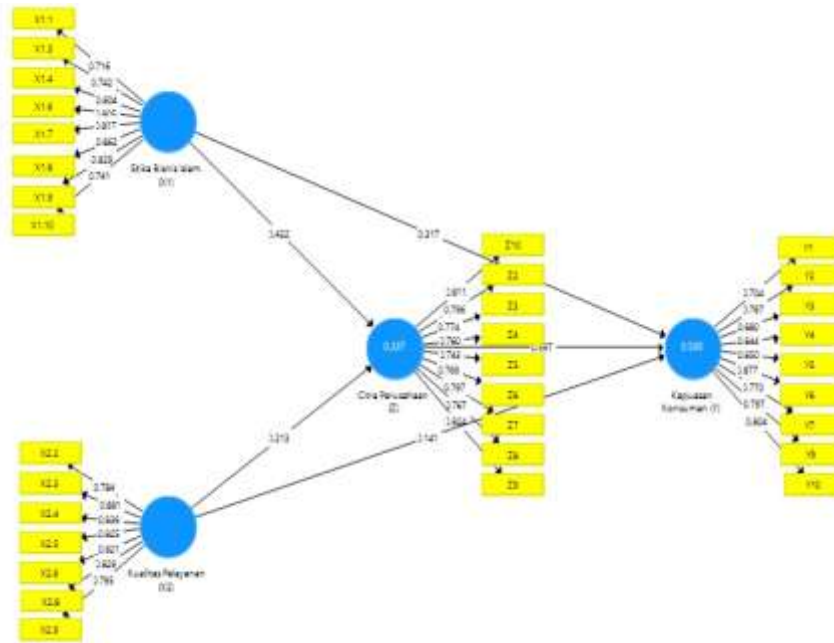


Figure 1. Outer Loadings

2. Discriminant Validity

Each indicator has the highest loading on its corresponding construct, confirming good discriminant validity. Additionally, the square root of the AVE for each construct exceeds the correlations between constructs, as per the Fornell-Larcker criteria. The Average Variance Extracted (AVE) values indicate strong convergent validity for all constructs, with values above 0.5. Islamic Business Ethics (AVE = 0.626), Service Quality (AVE = 0.681), Customer Satisfaction (AVE = 0.660), and Corporate Image (AVE = 0.613) all meet the threshold, ensuring robust and reliable measurement. These findings confirm the constructs' validity and the model's suitability for further analysis

Table 1. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Islamic Business Ethics	0.626
Service Quality	0.681
Customer Satisfaction	0.660
Corporate image	0.613

Source: Data processed by Smart PLS, 2025

3. Construct Reliability

The reliability tests found that Cronbach's Alpha and Composite Reliability values for all variables were above 0.70. This means the indicators for each construct are reliable and consistent in measuring the research variables.

Table 2. Cronbach's Alpha and Composite Reliability Results

Variable	Cronbach's Alpha	Composite Reliability
Islamic Business Ethics	0.914	0.930
Service Quality	0.922	0.937
Customer Satisfaction	0.935	0.946
Corporate image	0.921	0.934

Source: Data processed by Smart PLS, 2025

Structural Model Testing (Inner Model)

1. Coefficient of Determination (R-Square)

Table 3. Nilai R-Square

	R-Square	R Square Adjusted
Corporate image	0.337	0.331
Customer satisfaction	0.530	0.522

Source: Data processed by Smart PLS, 2025

According to the R-Square value, 33.7% of the difference in firm image may be explained by Islamic business principles and service quality. Additionally, 53.0% of the variation in customer satisfaction may be explained by the combination of Islamic business principles, service quality, and corporate image. Other variables not included in the study model have an impact on the remaining.

2. Bootstrapping Test to Test the Hypothesis

a. Direct Effect

Table 4. Direct Effect

	Original Sample (O)	T Statistic	P Values	Hypothesis
Islamic Business Ethics -> Customer Satisfaction	0.317	4.038	0.000	Accepted
Service Quality -> Customer Satisfaction	0.141	2.079	0.038	Accepted
Corporate image -> Customer Satisfaction	0.397	5.513	0.000	Accepted
Islamic Business Ethics -> Corporate image	0.422	4.934	0.000	Accepted
Service Quality -> Corporate image	0.213	2.242	0.025	Accepted

Source: Data processed by Smart PLS, 2025

The test results demonstrate that customer satisfaction is positively and significantly impacted by Islamic business principles, service quality, and corporate image. Additionally, the corporate image is positively and significantly impacted by Islamic business principles and service excellence. All direct effect theories are therefore accepted.

a) Indirect Effect (Intervening)

Table 5. Indirect Effect

	Original Sample (O)	T Statistic	P Values	Hypothesis
Islamic Business Ethics -> Corporate image -> Customer Satisfaction	0.167	3.514	0.000	Accepted
Service Quality -> Corporate image -> Customer Satisfaction	0.084	2.043	0.042	Accepted

Source: Data processed by Smart PLS, 2025

Through corporate image, the indirect effect test demonstrates that Islamic business ethics and service quality significantly and favorably impact customer satisfaction. These results demonstrate that the relationship between Islamic business principles and service excellence on customer satisfaction is mediated by corporate image

DISCUSSION

The Influence of Islamic Business Ethics on Customer Satisfaction

The study's findings show that customer satisfaction at Makassar's Al-Badar Hotel is positively and significantly impacted by Islamic business ethics. These results demonstrate that customer satisfaction with sharia hotels is influenced by managers' and staff members' adherence to sharia values in addition to the tangible elements of service. When utilizing Sharia hospitality services, customers view the implementation of Islamic ideals in service as a crucial component that fosters a feeling of security, comfort, and contentment. These findings are consistent with studies by Al Dohan et al (2025), Hadi & Rumanto (2026 and Misbah et al (2025), which demonstrate that Islamic business ethics significantly impact customer satisfaction across a range of industries.

Conceptually, Islamic business ethics is a set of moral values derived from the Qur'an and hadith that regulate the behavior of business actors so that they are not solely profit-oriented, but also focused on justice, honesty, trustworthiness, and social responsibility. The value of honesty is reflected through transparency of service information and prices, trustworthiness through the fulfillment of service promises, and fairness through equal treatment of consumers. These principles distinguish sharia businesses from conventional businesses and form the basis for harmonious relationships between service providers and consumers.

These principles of Islamic business ethics are emphasized in the Qur'an, including QS. An-Nisa/4:29, which emphasizes the prohibition of invalid transactions and the importance of willingness in muamalah, and QS. Al-Ahzab/33:72, which emphasizes the value of trustworthiness as a great responsibility of humans. The application of the principles of honesty, justice, and trustworthiness by hotels builds consumer trust in a sustainable manner. Islamic business ethics have proven to function not only as a normative foundation but also as a strategic approach in increasing consumer satisfaction and maintaining the sustainability of sharia hotels.

The Influence of Service Quality on Customer Satisfaction

Service quality plays a strategic role in shaping customer satisfaction and corporate image. Consistent, responsive, fair, and expectation-meeting service creates a positive experience that not only results in momentary satisfaction but also builds a long-term perception of the company's reputation, credibility, and professionalism. This perception is internalized as the company's image, which then influences how consumers interpret service quality, so that satisfaction is not only formed from direct service interactions but also reinforced by symbolic perceptions of the company as a whole.

With a T-statistic value of 2.043 and a P-value of 0.042, the study's findings demonstrate that corporate image strongly mediates the relationship between service quality and customer

satisfaction. This finding confirms that the influence of service quality is not linear but works through a psychological mechanism in the form of corporate image formation. Consumers feel satisfied not only because of fast and friendly service, but also because of their belief that the company has integrity, professionalism, and commitment to its values. This is relevant to the context of Hotel Al-Badar Makassar, where sharia-based services shape the identity and image of the hotel as a trusted and religiously valuable institution.

According to studies by (Sah et al., 2025; Wu, 2025; Yiğitoğlu et al., 2025), service or product quality has a greater influence on customer satisfaction and behavior through the formation of perceived image or value. These findings are consistent with a number of earlier studies that highlight the role of perceptual variables as mediators. As a result, Corporate image acts as a strategic link between customer satisfaction and service excellence. Therefore, in order to achieve sustainable customer satisfaction and boost the company's competitiveness over the long run, enhancing service quality must be paired with a continuous and genuine corporate image building approach.

The Effect of Corporate Image on Customer Satisfaction

The results of the study indicate that corporate image has a positive and significant effect on consumer satisfaction at Hotel Al-Badar Syariah Makassar, as evidenced by a T-statistic value of 5.513 and P-value of 0.038 (< 0.05). This research demonstrates that views about the company's identity, reputation, and trustworthiness all influence customer happiness in addition to direct service experiences. Favorable expectations are established by positive image perceptions, which also serve as the foundation for assessing customer satisfaction following service delivery.

The continual application of the qualities of integrity, reliability, equity, and openness in line with Islamic principles shapes a sharia hotel's business image. Customers feel more secure and trusting when these values are applied, making the company's image a representation of dependability and professionalism. Thus, consumer satisfaction stems not only from the functional aspects of service, but also from the alignment of moral and ethical values that consumers believe in.

The results of this study are consistent with other earlier research that demonstrates that a company's image positively impacts customer satisfaction and serves as the basis for enduring loyalty. Research by Ade Ridwan Maulana et al. (2024), Dwi Rijal Giri Prabowo et al. (2023), and Mangiri and Luana Sasabone (2023) proves that corporate image can increase satisfaction and even has a significant influence in shaping consumer trust. Corporate image is a strategic factor for Hotel Al-Badar Syariah Makassar in improving customer satisfaction and maintaining the sustainability and competitiveness of the sharia hotel business.

The Influence of Islamic Business Ethics on Corporate Image

A T-statistic value of 4.038 and a P value of 0.000 (< 0.05) indicate that the corporate image of Hotel Al-Badar Syariah Makassar is positively and significantly impacted by Islamic business ethics. This research demonstrates how consistently implementing Islamic business principles can improve consumer evaluations of the organization, foster favorable attitudes, and boost trust. Therefore, a key element in determining how the organization is seen by Sharia hotel guests is Islamic business ethics.

Theoretically and normatively, corporate image is formed through the accumulation of consumer experiences and perceptions of the company's ethical behavior in the long term. In sharia-based companies, the values of honesty, trustworthiness, fairness, and responsibility derived from Islamic teachings are the main elements that shape image, as emphasized in QS. Al-Ahzab/33:70–71 and QS. An-Nisa/4:58. Consistent application of these values not only builds consumer trust but also strengthens the company's image as a business entity with integrity, credibility, and added value amid competition in the hospitality industry.

The findings of this study reinforce previous research results that emphasize the importance of ethical values and corporate behavior in shaping consumer perceptions. Various studies show that ethical corporate behavior contributes significantly to consumer satisfaction and trust, which

in turn leads to the formation of a strong corporate image (El-Kassar et al., 2021; Palihawadana et al., 2016; Sah et al., 2025). Therefore, Islamic business ethics not only serve as moral guidelines but also as effective managerial strategies in building the sustainable image of the Al-Badar Hotel Makassar.

The Influence of Service Quality on Corporate image

The test results indicate that Hotel Al-Badar Syariah Makassar's corporate image is significantly impacted by service quality. This result demonstrates that a key element in determining how customers view a business is service quality. Professional, friendly, responsive, and consistent service creates a direct experience that sticks with consumers, thereby shaping their impressions and assessments of the company's identity. Corporate image is not only built through symbols or marketing communications, but primarily through consumers' real experiences while interacting with service providers.

In addition, service quality also plays a strategic role as an indicator of the company's commitment to professionalism and meeting consumer expectations. When services are provided according to the promised standards, consumers will view the company as a trustworthy entity with integrity. This perception then develops into a positive image that is stored in the minds of consumers. In the context of Sharia hotels, service quality is not only measured from a technical aspect, but also from its conformity with Islamic values such as hospitality, empathy, trustworthiness, and honesty, which further strengthen the company's image as an ethical and responsible institution.

Additional hypothesis testing reveals that, with a T-statistic value of 5.513 and a P value of 0.000, the company's image significantly affects customer satisfaction. These findings suggest that service quality influences the company's image, which in turn boosts customer satisfaction, in addition to directly affecting the customer experience. Thus, service quality serves as the foundation for shaping the company's image as well as a strategic instrument in continuously improving consumer satisfaction.

The Influence of Islamic Business Ethics on Consumer Satisfaction Through Corporate Image

The study's findings demonstrate that, at the Al-Badar Syariah Hotel in Makassar, the impact of Islamic business principles on customer satisfaction is strongly mediated by the company's image. The hypothesis is accepted by the indirect effect test, which yields a T-statistic value of 3.514 and a P value of 0.000. This research demonstrates that Islamic business ethics have a direct impact on customer satisfaction as well as the development of a favorable Corporate image in the eyes of customers. Thus, the association between Islamic business ethics and customer happiness is strengthened by the intervening variable of Corporate image.

Conceptually, the role of corporate image as a mediator indicates the existence of psychological and perceptual mechanisms in consumer satisfaction assessment. Consumers evaluate satisfaction not only based on the functional benefits of services but also based on their perceptions of the company's identity, values, and reputation. The consistent application of Islamic business ethics, including honesty, trustworthiness, fairness, responsibility, and social concern, shapes organizational behavior patterns that consumers observe in every interaction. The accumulation of these experiences then builds a positive and stable corporate image, which serves as an evaluative framework for assessing service quality and satisfaction levels.

A positive Corporate image further strengthens consumer satisfaction by fostering trust and a sense of security. Consumers tend to be more tolerant of minor shortcomings if they have a positive perception of the company. Conversely, a negative image will weaken satisfaction even if the service is technically adequate. These findings are in line with previous studies that confirm that Islamic business ethics can build trust, a positive image, and consumer satisfaction (Sajidah & Abdur Rohman, 2025). Thus, Islamic business ethics need to be positioned not only as moral guidelines but also as a key strategy in building a company's image and creating sustainable consumer satisfaction in Sharia companies.

The Influence of Service Quality on Customer Satisfaction Through Corporate image

The study found that service quality has a significant and positive impact on customer satisfaction through corporate image, with a T-statistic value of 2.043 and a P-value of 0.042, which is below the significance level of 0.05. This result leads to the rejection of H0 and the acceptance of H1. It indicates that service quality not only directly influences customer satisfaction but also indirectly affects it through the creation of a positive corporate image. The corporate image serves as a perceptual mechanism that strengthens the relationship between service quality and satisfaction, ultimately fostering customer loyalty through emotional and rational connections that encourage repeat purchase decisions.

CONCLUSION

Customer satisfaction at Hotel Al-Badar Syariah Makassar is positively and significantly impacted, both directly and indirectly, by Islamic business ethics and service excellence. Islamic business ethics have a major impact on customer satisfaction and Corporate image, demonstrating that virtues like accountability, honesty, justice, and trustworthiness contribute to the development of favorable customer views and consumer trust. Customer satisfaction and the company's reputation are also greatly impacted by service quality, underscoring the significance of providing Sharia-compliant, courteous, professional, and prompt service. Customer happiness is influenced by Corporate image, which also mediates the impacts of Islamic business principles and service excellence. This implies that customer happiness is influenced by the company's identity, values, and reputation in addition to the caliber of the services provided. In Sharia hotels, a company's image plays a crucial role in enhancing the influence of Islamic business ethics and service excellence in generating long-term client pleasure

ACKNOWLEDGMENTS

The authors would like to express their sincere gratitude to the management of Al-Badar Sharia Hotel Makassar for granting permission and providing support during the research process, to all respondents for their valuable time in completing the questionnaires, and to the affiliated institution for the academic support and facilities provided. The authors also extend their appreciation to all parties who contributed, directly or indirectly, to the completion of this research and the publication of this article, which is expected to contribute to the development of knowledge, particularly in the field of Islamic economics and business.

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