

ABSTRAK

Pradipta Farid Maulana. 231105010319. *Analisis Strategi Pemasaran dalam Mempertahankan Loyalitas Pelanggan pada Warung Hidayah Pak Kardi Sop Iga Sapi.* Pembimbing Dr. Ilham Akbar, S.H., M.Kn. dan Pembimbing Muhammad Qamaruddin, M.E., pada Program Studi Ekonomi Syariah Fakultas Ekonomi dan Bisnis Islam UIN Antasari Banjarmasin. 2026.

Persaingan industri kuliner yang ketat menuntut pelaku usaha memiliki keunggulan kompetitif. Warung Hidayah Pak Kardi terbukti mampu bertahan lebih dari 15 tahun dan mempertahankan pelanggan setianya di tengah gempuran bisnis modern. Penelitian ini bertujuan untuk menganalisis strategi pemasaran bauran (4P) yang diintegrasikan dengan prinsip ekonomi Islam dalam mempertahankan loyalitas pelanggan, serta mengidentifikasi faktor pendukung dan penghambatnya. Penelitian ini menggunakan jenis *field research* dengan pendekatan kualitatif deskriptif. Data dikumpulkan melalui observasi, wawancara mendalam, dan dokumentasi terhadap pemilik, karyawan, serta pelanggan. Hasil penelitian menunjukkan integrasi 4P dengan nilai syariah: Produk mengedepankan konsistensi rasa dan *halalan thayyiban*; Harga menerapkan prinsip keadilan (*'adl*) dan *'urf*; Tempat menekankan kesucian (*thaharah*); dan Promosi mengandalkan *Word of Mouth* yang didasari kejujuran (*shiddiq*). Berdasarkan analisis SWOT untuk faktor pendukung dan penghambat, ditemukan Kekuatan (*Strengths*) pada integritas rasa dan kepemimpinan humanis, serta Peluang (*Opportunities*) pada potensi pasar pelintas jalan utama. Namun, warung menghadapi Kelemahan (*Weaknesses*) berupa ketiadaan sertifikat halal resmi dan keterbatasan SDM saat jam sibuk, serta Ancaman (*Threats*) dari fluktuasi harga daging sapi di pasar.

Kata Kunci: Strategi Pemasaran, Loyalitas Pelanggan, Pemasaran Syariah.

ABSTRACT

Pradipta Farid Maulana. 231105010319. *Marketing Strategy Analysis in Maintaining Customer Loyalty at Warung Hidayah Pak Kardi Sop Iga Sapi.* Advisor I: Dr. Ilham Akbar, S.H., M.Kn. and Advisor II: Muhammad Qamaruddin, M.E., at the Sharia Economics Study Program, Faculty of Islamic Economics and Business, UIN Antasari Banjarmasin. 2026.

The intense competition in the culinary industry requires businesses to have a competitive advantage. Warung Hidayah Pak Kardi has survived for over 15 years and maintained its loyal customers amidst the influx of modern businesses. This study aims to analyze the marketing mix strategy (4P) integrated with Islamic economic principles in maintaining customer loyalty, and to identify its supporting and inhibiting factors. This study uses field research with a descriptive qualitative approach. Data were collected through observation, in-depth interviews, and documentation from the owner, employees, and customers. The findings reveal the integration of 4P with Sharia values: Product emphasizes consistent taste and halalan thayyiban; Price applies fairness ('adl) and 'urf; Place highlights cleanliness (thaharah); and Promotion relies on Word of Mouth based on honesty (shiddiq). Based on the SWOT analysis for supporting and inhibiting factors, Strengths were found in taste integrity and humanistic leadership, along with Opportunities in the potential market of main road travelers. However, the business faces Weaknesses in the lack of official halal certification and limited human resources during peak hours, as well as Threats from fluctuating beef prices in the market.

Keywords: *Marketing Strategy, Customer Loyalty, Sharia Marketing.*