Jurnal Ekonomi Syariah Vol. 8. No. 2. November 2023
P-ISSN 2548-5032 e-ISSN 2714-769X
Doi: https://doi.org/10.37058/jes.v8i2.8740

Analysis of Sharia Marketing Mix and Service Quality Towards Customer Satisfaction at Gresik Vivi Drinking Water Refilling Station

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Abstract
This research is conducted to help customers in delivering the complaints in the form of product quality and the way of providing services of the subject research and the improvement of it using sharia marketing mix perspectives and service quality. This research is a quantitative study using the Partial Least Squares (PLS) method. The data collection method comes from primary data of distributing questionnaires to 126 respondents of Gresik Vivi Drinking Water Refilling Station customers. The results of this study indicate that product quality (X1), Price (X2) and Promotion (X4) have no significant effect on customer satisfaction (Y) and in the other words those variables need to be high concern of the owner of business to handle the improvement or handling the customer complaints. Meanwhile, the location (X3) and the service quality (X5) have a significant effect. This is indicated that those variables are more suitable for the customer satisfaction and need to be maintained by the owner in developing the business.
Keywords: Sharia Marketing Mix; Service Quality; Customer Satisfaction; Partial Least Squares.

Introduction

In the current era of globalization, there have been changes and developments in the business world, this is evidenced by changes in human mindset, increasingly advanced technology and an individualistic culture that cannot be avoided due to the impact of globalization. The increasing development of technology will also have an impact in the future, especially in terms of goods and services. All companies will compete to offer the benefits and advantages of each product and service, thus creating competition. This competition will force business owners to optimize their business efficiency to compete in the global market. Therefore, businesspeople must have a strong secret marketing method to market their goods and services to survive in business competition. Competition can make consumers conflict, so every business actor must understand what customers need and want, because customers always choose the best products. According to Kotler and Armstrong (2001), they believe that by understanding customer wants and needs, they can provide important advice to businesses in designing marketing strategies to create customer satisfaction.

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According to (Central Bureau of Statistics 2022), the need for sufficient drinking water in Indonesia in 2020 reached 90.21%. Meanwhile, in 2021, the need for drinking water in Indonesia will increase by 90.78%. This percentage increase is due to the human need for drinking water to carry out all daily activities and the increasing population will also cause an increase in drinking water demand. According to Kusumawardani and Larasati (2018), 95% of the human brain is water, 82% of water is found in the blood, about 75% of water is found in the heart, 86% in the lungs, and about 83% of water is found in the blood. % of water is found in the lungs and kidneys. Meanwhile, according to Aprillia and Khomsan (2014), daily water requirements are expressed on a scale that measures the amount of energy used by the body under average environmental conditions. Each person's fluid needs are caused by several factors such as age, gender, activity level, environmental factors, and nutritional status (normal, overweight, obese).

The increasing volume of drinking water depot businesses makes the competition in the business world tighter. A business must attract as many customers as possible to win business competition. If a business attracts many customers, it will also generate large profits. First, the more competitors in the Refillable Drinking Water Warehouse, the easier it is for customers to choose drinks that match their expectations. A drinking water store must be able to distribute its additional drinking water so that it can be sold as intended and must be able to consider other factors so that customers are satisfied with the drinking water they choose. Sometimes, some customers complain to the seller/employee about the product they choose because the product does not meet their expectations. Product quality has a significant influence on customer satisfaction, they will feel satisfied with the product if it meets their expectations. In addition, maintaining product quality is something that must be maintained by the seller so that customers stay and buy continuously, while creating satisfaction for customers who have bought the product.

In Gresik there are many drinking water companies that operate to meet the needs of daily life. According to Kasenan (2023), in Tanjung Village there is a drinking water company called Vivi Refill Water Depot. The company was established in 2008 and has been serving customers by fulfilling their needs. Vivi Refill Water Depot is one of the drinking water depots that provides drinking water refill services almost evenly throughout Tanjung Village. The business has around 100 regular customers, with sales of around 100 gallons per day. In terms of price, it is not much different from other deposit warehouses. Regarding shipping documents and bonuses, it is the same as other depots. What distinguishes Vivi Refillable Water Depot from its competitors is the sophistication of the technology used in its production, water sources from the mountains, low prices and the best service always provided to customers, ready to deliver goods at any time. The company is also registered as a license holder at the Gresik Regency Health Office.

Basically, business activities cannot be separated from the existence of consumers who are the most important factor in business activities. When consumers feel disappointed with the services provided, this can cause them to refuse or even switch to other competitors. However, when consumers feel satisfied / enjoy the services provided, they will survive and make repeat purchases. One way for companies to develop customer satisfaction is to maintain the quality of their products so that they do not switch to other competitors' products. According to Lupiyoadi (2001), product quality is an idea of feeling satisfied with a product purchased by customers when the quality of the product meets their expectations and details. Product quality can increase customer satisfaction if the product meets the criteria for customer needs and has a beautiful image. Product quality can be expressed in the form of

P-ISSN 2548-5032 e-ISSN 2714-769X
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product characteristics such as: Customers can directly see the quality, features, style, and functionality of the product, so it can be said that the product is of good quality. According to Sviokla (1995) in Lupiyoadi (2013: 213), the quality of the products offered by the company can create a good perception on the part of the company's customers and create customer satisfaction and loyalty.

Price is important and can be a factor in customer satisfaction. Business actors must provide good quality products at affordable prices to satisfy customers. According to (Aditia & Suhaji, 2012; Islami, 2019), the view is that price reflects value, if the price of a product is low, it will create the impression that the product is of poor quality, if the price of a product is cheap, it will create the impression that the product is of low quality, the high price of the product will create the impression of a quality product. However, some customers are also very satisfied to get the same quality product at a lower price. Apart from product and price, location is also important, where location / distance is where consumers go when buying products and services. Another factor that can affect customer satisfaction is promotion. According to Suryadi (2011: 8), argues that promotion is a series of activities that aim to provide information, make people understand and prove the existence of a product so that they know the benefits of the product, connect thoughts and feelings, contact in the form of product loyalty.

Customers not only measure the quality of the products provided but also observe and evaluate the services provided. Good service quality will create comfort and satisfaction for customers. A business can develop quickly if consumers are satisfied with all their needs, both in terms of product quality, price, and service quality. The role of consumers is very important for business continuity and company profits, so businesspeople must try to always look for something unique and different to increase the number of consumers. From the context that has been explained, the problem formulations that will be discussed in this study are as follows: does product quality (X1), price (X2), location or distance (X3), promotion (X4), and service quality (X5) have a significant effect on customer satisfaction (Y) at Vivi Drinking Water Refill Depot Gresik Regency in an Islamic perspective? While The objectives of this research are as follows: To determine the effect and analyzation of product quality (X1), price (X2), location or distance (X3), promotion (X4), and service quality (X5) on customer satisfaction (Y) at Gresik Vivi Drinking Water Refilling Station.

Methodology

This research is related to the influence of product quality, halal, localization / channel, promotion, and the quality of the customer service on the customer satisfaction of the Vivi Drinking Water Refill Depot which was carried out by researchers using the qualitative method. According to Sugiyono (2015), the qualitative method is a research method based on the philosophy of positivism, in which the data obtained are in the form of numbers which are then measured / evaluated by using all alt test statistical calculations related to the matter under study to draw a conclusion. Qualitative analysis is a method that is useful in researching a specific population/sample. Data collection is carried out by using the research instrument used, the data analysis technique used is qualitative in nature which aims to test the hypothesis that has been previously determined.

According to Kuncoro (2003), the causalities design is a design that explains the relationship between free variables (Independent) and dependent variables (dependent). Independent variables are variables that are unable to influence other variables. While the dependent variable is the variable that can be influenced by the other variable. In this research, design causalities are the most important

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explanation of how product quality, price, localization, promotion, and customer service qualities can contribute to the occurrence of customer satisfaction at Gresik Vivi Drinking Water Refill Station from an Islamic perspective.

Variable Identification

In this research, several different valleys were used: Independent Variables, which includes product quality (X1), price (X2), location or distance (X3), promotion (X4), and service quality (X5), and dependent variables, which include customer satisfaction (Y).

Population and Sample

According to Sugiyono (2013), the population is a generalization that is grouped into objects and subjects that have specific characteristics and qualification that have been determined by researchers to be analyzed and drawn conclusions. The population in this research is undetermined due to the characterized of research subject is uncertainty as the customer. According to Hair et all (2010), determining the number of samples in PLS or in undetermined population is in range of 5 to 10 multiply with the number of variable indicators used. The determination of the number of samples was carried out using the total sampling method. The number of samples needed for this research is 126 respondents.

Sample Collection Technique

According to Sugiyono (2015), the method of selecting samples in this research is with the non-probability sampling technique which is "a sampling technique that does not provide similar opportunities for each element of the total population to be selected as samples". The sampling technique for this research is the non-probability sampling method through the judgmental sampling technique. According to Nasution (2003), judgmental sampling is used with the people who are selected by the researcher based on the special characteristics possessed by the sample. The researcher chose judgmental sampling based on the population that the researcher found most suitable for the researcher's purpose. The researcher used this technique because it does not require a long walk and makes it more efficient. The guideline of measuring the sample according to Ferdinand (2002) as follows:

1. 100 - 200 samples for the Maximum Likelihood Estimate technique.
2. Depends on the number of meters estimated. The guideline is 5-10 times the number of meters estimated. Depending on the number of indictors used in the actual variables.
3. Variable laten. The total number of indicators is 5-10. If there are 20 parameters, then the sample is from 100 to 200.
4. While the type of sample collection was analyzed by the SEM analysis, the sample size is 5-10 times the parameters which is estimated.

This research has 21 indicators, then the number of samples collected is 6 x 21 = 126 respondents with the aim of being able to find out whether the datal is valid or not. If the data is less than 100, then the result can not appear. The criteria of sample in this research, is the customer who have bought the product continuously.

Research Instruments

The instrument of this research is an instrument in conducting research that is used through measuring the variable values to be researched so that the measurement carried out in creating a quantitative data that is clear and accurate in an object under study. Therefore, the type of instrument

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used is in the form of a questionnaire. To have the good and satisfied result in this research, the researcher creates the operational variables. A researcher's operational variable is a test or measurement, which is formed by calibrating a set of indicators. To determine the indictors that are measured, each variable is given a description until it becomes an item statement, such as the table below:

Table 1. List of Operational Variable Research

Research Variable	Indicators	Statement	Code
Product Quality ($X_{1)}$	Worth	The products owned by a business have their own value to increase profits	KP1
	Has Benefits	The products owned by a business have benefits that go back to customers	KP2
Price (X_2)	Price Affordability (*Iwa/d a/l-Mitsl*)	The price offered is very affordable according to the price in the article which has been agreed by both parties.	H1
	Price According to Benefits (*Tsa/ma/n a/l-Mitsl*)	Fees incurred to purchase in store products in accordance with the invoices issued.	H2
Location or distance (X_3)	Market	The business localization is in densely populated residential areas with the aim of maximizing traffic and increasing potential customer traffic and preventing existing customer traffic.	L1
	Raw Material	This company has raw materials sent directly from the area originating from mountain streams.	L2
	Labor	This business has a workforce that is always ready to serve customers when purchasing products.	L3
	Electricity and Water	This business has electrical energy in water which is very adequate in increasing customer satisfaction.	L4
	Transportation facility	This business uses appropriate transportation facilities to reach customers to purchase products.	L5

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Promotion (X_4)	Don't Sell the Vows	The seller conveys information about a product being offered in accordance with the rules of a business.	P1
	Honest	The seller provides product information as it is without hiding anything	P2
	Ensure that the agreement between the two parties is fulfilled	Sellers and buyers maintain contracts or agreements regarding the products offered	P3
	Avoid fake promotions	The seller promotes themselves through word-of-mouth communication	P4
Service Quality (X_5)	Professional (*Fathonah*)	The seller provides customer service as closely as possible	KPL1
	Polite and Courteously (*Tabligh*)	The seller serves customers politely and courteously	KPL2
	Honest (*Shiddiq*)	The seller provides service according to what it is	KPL3
	Trustworthy (*Amanah*)	The seller provides services that customers can trust	KPL4
Customer Satisfaction (Y)	Be Honest (*Shiddiq*)	The seller is honest in serving customers to create customer satisfaction.	KPP1
	Honest (*Amanah*)	The seller provides services, clear information that customers can trust to create satisfaction the seller offers a product seriously to increase customer satisfaction	KPP2
	Intelligent (*Fathonah*)	The seller offers a product seriously to increase customer satisfaction	KPP3
	Behave predictably and politely (*Tabligh*)	The seller provides polite service to buyers.	KPP4

Source: Data Processed by researchers (2023)

Inferential Analysis

Inferential analysis is the only analysis that is useful for analyzing the sample dataset along with the results that have been derived from a technically proven population model. For this research, the inferential analysis was obtained through the PLS (Partial Least Square) output through the Smart PLS software. According to Furadatin (2018), the PLS measurement model is divided into the

P-ISSN 2548-5032 e-ISSN 2714-769X
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measurement model (Outer Model), Goodness of Fit (GoF) qualifications in the structural model (Inner Model). According to Abdillah & Jogiyanto (2015), PLS (Partial Least Square) is a variable-based SEM statistical method that is useful in refining multiple regression when there is specific problem in data, such as small research sample size, missing values, and multicollinearity. PLS (Partial Least Square) is one of the analysis techniques in SEM (Structural Equation Modeling) which is used through a calculation process supported by the Smart PLS software analysis program. The data used in this study were tested using the data test process with the aim of confirming that the data used are compatible with the research variables in the reverse condition. The advantages of the PLS method are as follows:

1. Able to form many of dependent variables in independent variables.
2. Able to control multicollinearities among independent variables.
3. Result remains robust despite the presence of missing values.
4. Deriving the independent variable values directly based on the cross product which includes the dependent variable values as well as the prediction quality.
5. It can be used as a reflective construct in a formalized manner.
6. Can be used with a small number of small samples.
7. Does not require the data must be normally distributed.

Outer Model Evaluation (Designing Model Measurement).

Outer Model is a measurement model that functions in assessing the validity and reliability of a model. In this research, the outer model evaluation is used through dual tests, as follows:

Validities Test

This test serves to measure the level of validity of an item. The instrument can be said to be valid when it has already distributed the data that has been determined. This research test is useful for measuring whether the data is valid or not where the data that has been collected from the distribution of the questionnaire that has already been answered by the respondents. In this research, the researcher used a dual method, they are:

Converging Validities

According to Ghozali & Latan (2015), convergent validities are correlated with the principle that the measures within a construct are otherwise highly correlated. These values are assessed by the loading factor and the Average Variance Extracted (AVE) values. The rule that should be considered for the convergent validities test is when the loading factor score is >0.5 and the AlVE score is >0.5. The validity test can be applied when the value of the loading factor has a value > 0.5 and an AlVE value > 0.5.

Validities Discriminant

According to Abdillah & Jogiyanto (2009), discriminant validities are related to the principle that measures of different constructs should not be highly correlated. Discriminant validities occur when dual different instruments measuring dual constructs that are predicted to be uncorrelated produce scores that are predicted to be uncorrelated. The test of discriminant validities was assessed by cross loading the measure with the construct. If correlation value of the indictor with the construct was greater than the correlation value of the cross-linked indictor with the cross-linked construct, thus indicating that the cross-linked construct implies that the cross-linked measure of the block is more reversible than the cross-linked measure of the cross-linked block.

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Reliabilities Test

This test aims to measure the internal consistency of all measures. Reliabilities refer to the accuracy, accuracy, and reliability of a measure in the measurement process. This test for the PLS method can use dual ways, including Cronbach's alpha and composite reliability. Cronbach's alpha is used to measure the reliability of a construct. While composite reliability is useful in measuring the true value of the reliabilities of a construct. The rule which is used if the Cronbach Alpha value is greater than 0.6. The same applies to composite reliability. The value used by this method is also greater than 0.6. By using this measurement, when the value transferred is 0.6, then the construct has high reliabilities (Ghozali, I., 2016).

Inner Model Analysis (Structural Modeling)

According to Abdillah & Jogiyanto (2014), the structural model (inner model) in PLS is assessed by using R^2 for the dependent construct, Stone-Geisser Q-square test for predictive relevance and t-value of the coefficient of health or t-value of every path to test the significance of all constructs in the structural model. The R^2 value is measuring the degree of valorization changes in independent variables to dependent variables. The higher the R^2 value the predictive model in the research model will be reversed. R^2 value is measuring the degree of valence of the change of the independent variable over the dependent variable. However, R^2 is not an absolute parameter in measuring the accuracy of the prediction model and the theoretical relationship, but the most parameter to explain the causality relationship. According to Ghozali & Latan (2015), the PLS model is evaluated by looking at the Q-square predictive relevance of the construct model. Q-square serves to measure the backward value of observations that are by the model in estimation. A Q-square value greater than 0 (zero) indicates that model has predictive relevance, while a Q-square value less than 0 (zero) indicates that model does not have predictive relevance. The Q^2 value can be calculated by using the R^2 calculation.

Hypothesis Test

This test serves to determine the hypothesis is accepted or rejected by the way to determine the significance value of the variable. In this research, hypothesis testing uses a statistical value with a confidence level of 95% or with a significant level of 5% (a = 0.05) with a t-statistic value used of 1.96. When the t-statistic value has a value < 1.96 or p-value> 0.05, then Ha is rejected and H0 is accepted. And if it has a t-statistic value> 1.96 or p-value <0.05, then Ha is accepted and H0 is rejected (Ghozali, I., 2016).

Results and Discussion

The research is based on a description of the object of research which is based on the characteristics of the respondent's or customers. The subject of this research is the Gresik Vivi Drinking Water Refill Station. In these instances, further analysis was carried out to examine the relationship between the influence of the variables on the customer satisfaction. The test of the measurement model (Outer Model) is carried out by looking at whether the values in the loading factor have met the convergent values. To meet the standard in the convergent validities, the value of loading factor must be > 0.70. If the value is <0.70, the indictor in a variable term should be removed from any analysis that can cause the indictor to be invalidated in measuring the variable term in a running Smart PLS to derive the appropriate value.

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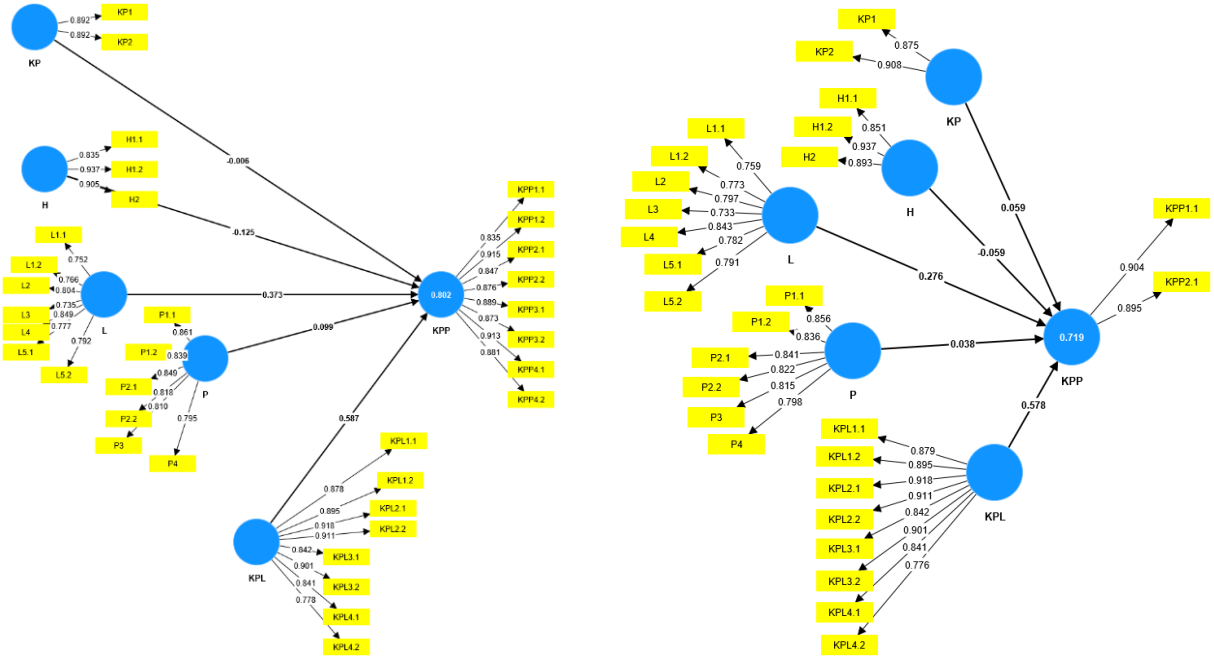
Here is the picture of the data output, as follows:



Source: Data Processed by researchers (2023)

Figure 1. Output data before data is removed and Output data after data is removed:

Based on the pictures above, it shows that all the indicators have a loading factor value of > 0.70, which can be considered valid.

Outer Model Evaluation

Validities Test

According to Sugiyono (2017: 125), the validities test shows the closeness of the data between occurs in an object with the data collected by the researcher. Based on the data test, there are several independent variables, including product quality (X1), price (X2), location or distance (X3), promotion (X4), and service quality (X5), and the dependent variable which is customer satisfaction (Y) so that it can be considered valid. In the smart PLS validities test conducted by the researcher, the validities test is divided into 2, namely convergent validities and discriminant validities. The convergent validities test is carried out by the outer loading test and the AVE test (Average Variance Extracted). The results of the outer loading test and the AVE test are as follows:

Table 2. Outer Loading Test Table

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	H	KP	KPL	KPP	L	P
H1.1	0.851					
H1.2	0.937					
H2	0.893					
KP1		0.875				
KP2		0.908				
KPL1.1			0.879			
KPL1.2			0.895			
KPL2.1			0.918			
KPL2.2			0.911			
KPL3.1			0.842			
KPL3.2			0.901			
KPL4.1			0.841			
KPL4.2			0.776			
KPP1.1				0.904		
KPP2.1				0.895		
L1.1					0.759	
L1.2					0.773	
L2					0.797	
L3					0.733	
L4					0.843	
L5.1					0.782	
L5.2					0.791	
P1.1						0.856
P1.2						0.836
P2.1						0.841
P2.2						0.822
P3						0.815
P4						0.798

Source: Data Processed by researchers (2023)

The table describes that the values calculated by the outer loading test have met the convergent validities test standard, where the values obtained in each of the indictors are > 0.7, so the values obtained by the data showed that they are valid.

AVE Test Calculation (Average Variance Extracted)

Table 3. AVE Test Calculation

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
H	0.875	0.889	0.923	0.800

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KP	0.743	0.754	0.886	0.795
KPL	0.954	0.957	0.962	0.759
KPP	0.763	0.764	0.894	0.808
L	0.894	0.896	0.917	0.613
P	0.909	0.911	0.929	0.686

Source: Data Processed by researchers (2023)

Based on the provisions in the convergent validities test, the AVE value processed must be> 0.5. The table above shows that all variables have met the criteria for the convergent validities test because the AVE test has a value of> 0.5 which means that all variables can be considered valid.

The Result of Validity Discriminant Test Table

In this research, the measurement model is assessed by cross loading measurement with constructs. According to Haryono (2017), if the relationship between the construct and each indicator is greater than the construct, then the laten construct predicts that the indicator is more suitable with an AVE value of > 0.5. The test of discriminant validities is carried out by calculating the Fornell Larcker Criterion test results in the Cross Loading test in the smart PLS software, as follows:

Fornell Larcker Criterion Test Calculation

Table 4. Test Fornell Larcker Criterion

	H	KP	KPL	KPP	L	P
H	0.895					
KP	0.738	0.892				
KPL	0.760	0.731	0.871			
KPP	0.666	0.677	0.827	0.899		
L	0.766	0.762	0.790	0.765	0.783	
P	0.800	0.751	0.845	0.755	0.836	0.828

Source: Data Processed by researchers (2023)

Based on the above table, the values obtained are valid according to the discriminant validities test standard, because the value possessed by each variable is at a value> 0.5. In addition, each variable has a value greater than the correlation value with other variables.

Cross Loading Test Result

Table 5. Test Cross Loading Table

	H	P	KPL	KPP	L	P
H1.1	0.851	0.562	0.575	0.521	0.579	0.605
H1.2	0.937	0.642	0.702	0.574	0.654	0.720
H2	0.893	0.754	0.744	0.673	0.795	0.800
KP1	0.592	0.875	0.601	0.558	0.617	0.653
KP2	0.717	0.908	0.696	0.645	0.735	0.686
KPL1.1	0.697	0.683	0.879	0.770	0.748	0.781
KPL1.2	0.727	0.667	0.895	0.765	0.739	0.764

KPL2.1	0.684	0.681	0.918	0.762	0.706	0.770
KPL2.2	0.662	0.676	0.911	0.721	0.670	0.733
KPL3.1	0.623	0.645	0.842	0.708	0.679	0.734
KPL3.2	0.697	0.677	0.901	0.730	0.694	0.744
KPL4.1	0.588	0.563	0.841	0.678	0.685	0.710
KPL4.2	0.611	0.476	0.776	0.613	0.571	0.644
KPP1.1	0.661	0.647	0.764	0.904	0.695	0.702
KPP2.1	0.534	0.569	0.722	0.895	0.680	0.654
L1.1	0.622	0.643	0.545	0.553	0.759	0.648
L1.2	0.600	0.607	0.572	0.594	0.773	0.610
L2	0.614	0.615	0.705	0.609	0.797	0.710
L3	0.479	0.502	0.569	0.546	0.733	0.595
L4	0.616	0.595	0.650	0.621	0.843	0.708
L5.1	0.598	0.626	0.613	0.641	0.782	0.608
L5.2	0.658	0.586	0.667	0.618	0.791	0.702
P1.1	0.627	0.586	0.624	0.541	0.720	0.856
P1.2	0.682	0.648	0.697	0.608	0.687	0.836
P2.1	0.671	0.651	0.698	0.591	0.764	0.841
P2.2	0.678	0.654	0.753	0.702	0.649	0.822
P3	0.674	0.612	0.710	0.658	0.743	0.815
P4	0.634	0.572	0.696	0.621	0.597	0.798

Source: Data Processed by researchers (2023)

Based on the table above, the cross-loading value on each variable has a value of> 0.7, indicating that the variables in the study are appropriate in explaining the latent variables and it can be said that these variables are valid.

Reliabilities Test

The reliability test is a measurement that is carried out in general terms. The reliability test can be done by calculating the Cronbach Alpha and Composite Reliability values. The data can be considered reliable if the calculated value is > 0.6, if the calculated value is < 0.6 then the data is not reliable. The following are the calculation results in the reliabilities test using smart PLS software, as follow:

Table 6. Reliability Test Table

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
H	0.875	0.889	0.923	0.800
KP	0.743	0.754	0.886	0.795
KPL	0.954	0.957	0.962	0.759
KPP	0.763	0.764	0.894	0.808

Jurnal Ekonomi Syariah Vol. 8. No. 2. November 2023
P-ISSN 2548-5032 e-ISSN 2714-769X
Doi: https://doi.org/10.37058/jes.v8i2.8740

L	0.894	0.896	0.917	0.613
P	0.909	0.911	0.929	0.686

Source: Data Processed by researchers (2023)

According to the table in above, the value of reliabilities with Composite Reliability has a value of > 0.6, so the conclusion is drawn that the level of reliability in the questionnaire that has been mentioned can be declared reliable as the tool in the research because the value of Composite Reliability has an overall value of > 0.6 in terms of quality indicators, the indictors in the independent variables are product quality (X1), price (X2), location or distance (X3), promotion (X4), and service quality (X5) in the dependent variable which is customer satisfaction (Y) can be considered reliable.

Inner Model Evaluation

Determination Coefficient Test (R- Square)

Test (R^2) The Determination Coefficient is useful in calculating the amount of influence of the independent variables in the dependent variable. According to Ghozali and Latan (2015), the value of the Determination Coefficient / R-Square is 0.67, 0.33 and 0.19 which indicates that the model is strong, moderate, and weak.

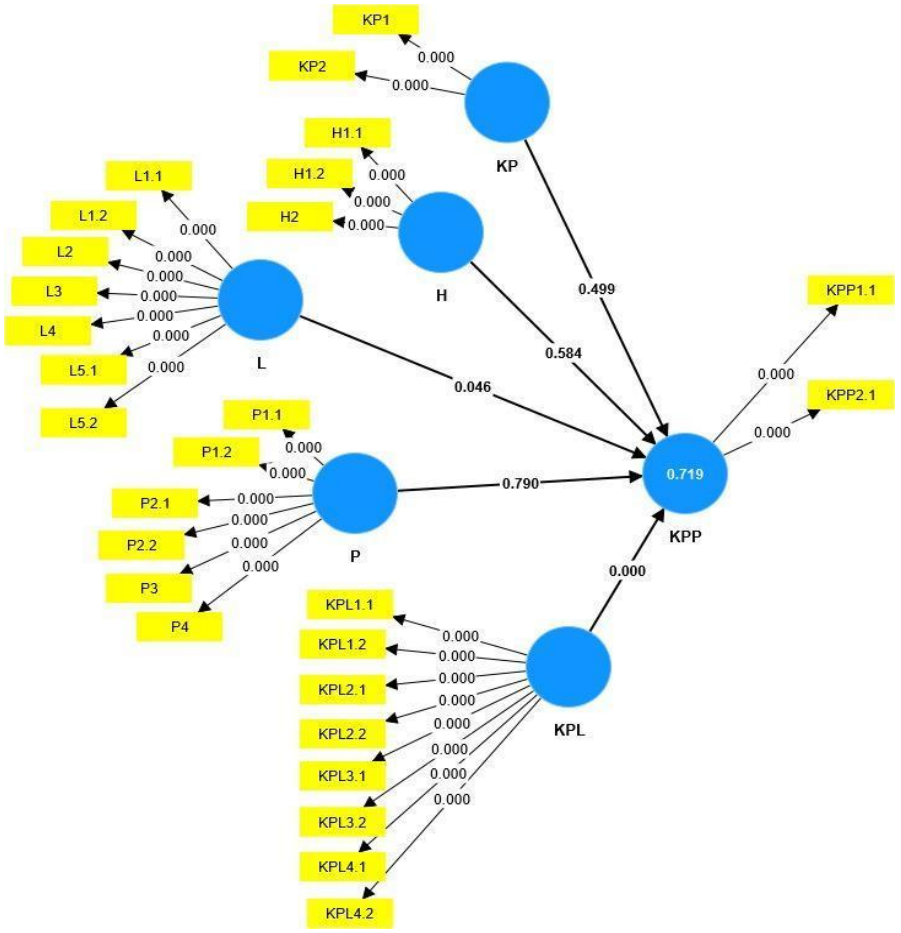
Table 7. Test Coefficient of Determination (R- Square) Table

	R-square	R-square adjusted
KPP	0.719	0.707

Source: Data Processed by researchers (2023)

In the Coefficient of Determination Test table or R^2 shows that the resulting value is 0.707 or 70.7% so that this value indicates that the variables of Product Quality, Price, Location or Distance, Promotion and Service Quality affect the Customer Satisfaction variable by 70.7% and 29.3% is influenced by other factors.

Hypothesis Test (Bootstrapping)



Source: Data Processed by researchers (2023)

Figure 2. The Picture of Hypothesis Test (Bootstrapping) Result

Table 8. Hypothesis Test (Bootstrapping) Table

		Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV)	P-values
X2	H -> KPP	-0.059	-0.058	0.109	0.548	0.584
X1	KP -> KPP	0.059	0.059	0.088	0.676	0.499
X5	KPL -> KPP	0.578	0.572	0.116	4.973	0.000
X3	L -> KPP	0.276	0.277	0.138	1.995	0.046
X4	P -> KPP	0.038	0.041	0.143	0.266	0.790

Source: Data Processed by researchers (2023)

Based on the hypothesis test table above indicates that variable product quality (X1), price (X2), and promotion (X4) has no correlation to customer satisfaction (Y), while location or distance (X3) and service quality (X5) has the correlation to customer satisfaction (Y).

It can be described that Product Quality (X1) has a P-Values value of 0.499, so that the conclusion H0 is accepted and H1 is rejected which means that the variable Product Quality (X1) does not have a significant impact / influence on the Customer Satisfaction on the Gresik Vivi Drinking Flow Filling Station. In other words, customers are less satisfied with the product quality of Gresik Vivi Drinking Flow Filling Station. Based on Q.S Al Baqarah verse 168 which describes that we must consume the good and halal food on earth. This has a relationship with the variable qualities of the product which is the product qualities indicator explained in the verse of Quran instructs that all the servant not to scatter the wealth and always be careful in the activity of buying good which must be purchased according to Islamic law, where the Gresik Vivi Drinking Flow Filling Station needs to improve product quality from increasing product value and better benefit value. This research contradicts the research of Mulyalti Utalmi, E. K. Al. (2018) with the title "The Correlation of Price and Product Quality towards Customer Satisfaction on King Rice Indralaya Market viewed from Islamic Economics Perspective", which obtained the result that quality products have a positive and significant impact on consumer satisfaction (Y).

Variable Price (X2) has a P-value of 0.584 so that it leads to the conclusion that H0 is accepted and H2 is rejected which means that Variable Price (X2) does not have a significant impact on the Customer Satisfaction of Gresik Vivi Drinking Water Filling Station. In fiqh science, *Ibn Taimiyah* explained the *Iwald Al-Mitsl in Tsaman Al-Mitsl*, in which the seller must determine the price according to the price which is available in the market and the benefit which is distributed. In other words, Gresik Vivi Drinking Flow Filling Station is asked to provide affordable prices and prices that are in accordance with the benefits received by customers (cheap). This research contradicts the research of Ulfa, M. (2021) with the title "The Influence Price towards Customer Satisfaction at Car Travel PT. Tsalatsa Putri Abadi Tralvel Tembilahan in Islalm Perspective", which boasted that price has a positive and significant impact on the qualification of consumers of PT. Tsalatsa Putri Abadi Tralvel Tembilahan.

Variable Location (X3) has a P- value of 0.046 so that the conclusion H0 is rejected and H3 is accepted which means that the Variable Location (X3) has a significant impact / influence on the

Customer Satisfaction of Gresik Vivi Drinking Water Filling Station. Based on Hamdi Agustin (2017) explains that the localization used in a business must be in accordance with the calculations, raw material, work force, provision of energy sources in the flow channel, transportation facilities used so that localization is very influential on the head of the customer. The results of this research are in line with those studied by Wiyono, W., & Wardhana, I. Al. (2021) with the title "Analysis of Localization, Product Reliability, Price in Consumer Behavior with Intention as a moderation of Muslim Consumer Qualification" which found that localization has an impact on consumer qualification at Sembako 39 Salaltiga Store and Haji Untung Salatiga Store.

The Promotion Variable (X4) has a P-value of 0.790 so that it leads to the conclusion that H0 is accepted and H4 is rejected which means that the Promotion Variable (X4) does not have a significant influence on the Customer Satisfaction of Gresik Vivi Drinking Water Filling Station. Based on Q.S Al Nisa verse 58 which explains about the promotion must be done with fair without cheating either party. This has a relationship with the variable of promotion in the indicator called that as each act of promotion must be honest in all transaction processes which must be carried out with honest. In other words, Gresik Vivi Drinking Water Filling Station needs to improve honesty, fulfillment of contracts with customers, not selling oaths and avoiding false promotions to customers. This research is in accordance with the research by Ari Setiawan (2018) entitled "The Effect of Promotion, Price and Product on Customer Satisfaction Alfamart Rawa Jaya Palembang City" which found that promotion did not have a significant effect on customer satisfaction alfamart rawa jaya Palembang city.

Variable Service Quality (X5) has a P- value of 0.000 so that it leads to the conclusion that H0 is rejected and H5 is accepted which means that the variable service quality (X5) has a significant influence on the Customer Satisfaction of Gresik Vivi Drinking Water Filling Station. In Q.S At-Thaha Verse 44 which describes that in carrying out quality services, it carried out with honesty, politeness and honestly. This has a connection with the character of Prophet Muhammad SAW when carrying out the implementation of trading must have *shiddiq, Amanah, fathonah, and tabligh* characters. This character has been implemented in Gresik Vivi Drinking Flow Filling Station. The results of this study are in accordance with those studied by Dahrani and Aulia Syahfitri (2022) entitled "The Effect of Service Quality, Product Quality, and Price on Online Shop Customer Satisfaction Viewed from an Islamic Perspective at Home Industry Quenna Collection" which found that service quality, product quality and price have a positive effect on customer satisfaction.

Conclusion

Based on the results of the analysis of the research conducted, we can draw the following conclusions: Variable of Product Quality (X1) has a P-value of 0.499 > 0.05 so that H0 is accepted and H1 is rejected which means that the Variable of Product Quality (X1) does not have a significant impact on the Customer Satisfaction of Gresik Vivi Drinking Water Filling Station. Variable of Price (X2) has a P-value of 0.584 > 0.05 so that it leads to the conclusion that H0 is accepted and H2 is rejected, which means that the Variable of Price (X2) does not have a significant impact on the Customer Satisfaction of Gresik Vivi Drinking Water Filling Station. Variable of Location (X3) has a P-value of 0.046 < 0.05 so that H0 is rejected and H3 is accepted which means that the Variable of Location (X3) has a significant impact on the Customer Satisfaction of Gresik Vivi Drinking Water Filling Station. The Promotion Variable (X4) has a P-value of 0.790 > 0.05 so that it leads to the

conclusion that H0 is accepted and H4 is rejected which means that the Promotion Variable (X4) does not have a significant impact on the Customer Satisfaction of Gresik Vivi Drinking Water Filling Station. Variable of Services Quality (X5) has a P-values of 0.000 < 0.05 so that it leads to the conclusion that H0 is rejected and H5 is accepted which means that the Variable of Services Quality (X5) has a significant impact on Customer Satisfaction of Gresik Vivi Drinking Water Filling Station.

Acknowledgment

The researcher thanks to Gresik Vivi Drinking Water Filling Station Owner who has permitted us to analyze their business, also the researcher thanks to the customers who are willing to provide the quality time and honest answer for the fulfilling the questionnaire. The researcher also thanks to International University of Semen Indonesia following with research and community service institutions that give us the contribution in this research.

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