

Consumer Satisfaction in Islamic Economic Perspective: A Literature Review on Product and Service Quality

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Abstract

Consumer satisfaction in Islamic economic perspective is not merely measured by the fulfillment of consumer expectations, but also by compliance with Islamic ethical values and the achievement of public benefit (*maṣlaḥah*). This article aims to examine consumer satisfaction through a literature review by integrating product quality and service quality within the framework of Islamic economics. The study emphasizes key Islamic principles such as *ṣidq* (honesty), *amānah* (trustworthiness), and *'adl* (justice) in service delivery, as well as the concept of *halālan ṭayyiban* in product quality. Furthermore, consumer satisfaction is analyzed using the perspective of *maqāṣid al-syarī'ah* to ensure that business practices contribute to the protection of religion, life, intellect, lineage, and wealth. The findings indicate that product quality and service quality significantly influence consumer satisfaction when they are aligned with Islamic ethical values and normative principles. This study contributes theoretically by enriching the discourse of consumer satisfaction in Islamic economics and practically by offering ethical guidelines for business practices in sharia-compliant institutions.

Keywords: Consumer Satisfaction, Islamic Economics, Product Quality, Service Quality, *Maqāṣid al-Syarī'ah*

INTRODUCTION

The market is constantly undergoing changes in line with consumer needs, technological advancements, socioeconomic dynamics, and business competition (Barus et al., 2024). Therefore, companies are required to have the right strategy to discover new opportunities while anticipating various threats to the sustainability and growth of the business. Consumer satisfaction is the main indicator in assessing the success of an organization or company (Maimunah, 2020). In the era of increasingly advanced digital communication, consumer satisfaction or dissatisfaction can be formed quickly and has a direct impact on market dynamics (Siregar, 2024). The presence of the internet facilitates consumers in disseminating information, both positive and negative, to the entire world instantly (March & Girsang, 2024).



The difference in consumer needs creates variations in the level and orientation of satisfaction experienced, making it important to identify the factors that influence consumer satisfaction based on the characteristics of the products or services provided by the company (Kurniawan, 2015; March & Girsang, 2024). The identification can be carried out through direct field research or by analyzing available research results. The research activities conducted by the company serve to obtain an overview of market conditions and the company's internal conditions, while also forming the basis for formulating the company's strategy (Sholikhah, 2021).

Research activities are an obligation for students at the undergraduate level up to the doctoral level as one of the graduation requirements. The results of this research are compiled in the form of scientific works such as theses, dissertations, or research papers that must be reported and accounted for academically. The same applies to lecturers, researchers, and other functional personnel who are required to consistently engage in research and produce scientific articles published in academic journals. In the context of education, research has the primary goal of enriching learning material, developing knowledge, providing a tangible contribution to the improvement of the quality of life in society through solving various problems, while also enhancing the reputation of higher education institutions (March & Girsang, 2024).

In practice, many practitioners and researchers face challenges in finding relevant previous research articles as references for their scientific work. However, relevant previous research articles are very important to strengthen the theoretical basis used. A literature review is conducted by examining and comparing theories with previous research, in order to identify relationships and influences among variables and to build research hypotheses (Hanifah et al., 2025). This article specifically discusses the influence of product quality and service quality on customer satisfaction, through a literature review study in the field of Marketing Management Strategy.

This article contributes to the discourse of Islamic economics by repositioning consumer satisfaction not only as an outcome of marketing performance, but as a manifestation of ethical business conduct rooted in Islamic values. By integrating the principles of *ṣidq*, *amānah*, and *'adl*, as well as the framework of *maqāṣid al-syarī'ah*, this study offers a normative and ethical foundation for analyzing consumer satisfaction within sharia-compliant business practices (Suhada et al., 2020). Based on the background description, research problems can be formulated which serve as the basis for developing hypotheses for further research, namely: First, does product quality affect customer satisfaction; Second, does service quality affect customer satisfaction.

LITERATURE REVIEW

Customer Satisfaction

According to Kotler and Keller (2006), satisfaction is an emotional condition of an individual characterized by feelings of pleasure or disappointment that arise from a comparison between the performance or results perceived from a product and the expectations held (Exreana Karundeng et al., 2021; Hanifah et al., 2025; Usvela & Qomariah, 2019). If the product performance is below expectations, consumers will feel dissatisfied; on the contrary, if the performance meets expectations, consumers will feel satisfied and may even reach a higher level of satisfaction in the form of joy. (Alimuddin, 2020b; Marie & Budi, 2020).

Customer satisfaction is the main driving factor in retaining consumers while also building loyalty (Patmawati, Muhammad Iqbal Algifari, 2016). Some consumers assess satisfaction based on the impulse of purchase decisions that are based on the level of product suitability with their needs (D. Anggraini, 2024). The level of satisfaction is determined by the perceived performance of the product as well as the supporting services, and the evaluation standards used by consumers in assessing that performance (Andiniatul Maulidia et al., 2024). Therefore, consumer satisfaction is considered an important indicator in measuring operational effectiveness and business success, as it reflects consumer responses to the company's sustainability prospects.

Kotler and Keller (2012) state that there are five main factors that influence consumer satisfaction levels (Sholihah et al., 2022), namely: first, product quality; second, service quality; third, emotional aspect; fourth, price; and fifth, cost (Alimuddin et al., 2023; Masnun et al., 2024; Nugroho & Yulianto, 2024). Meanwhile, customer satisfaction can be measured through a number of dimensions and indicators, including: first, the intention to make repeat purchases; second, the willingness to recommend to others (word of mouth); third, the alignment between product performance and consumer expectations (Hidayat et al., 2021; Sulistiono et al., 2024).

This consumer satisfaction has been widely researched by previous researchers, including (Aryanti & Ali, 2025; Asti & Ayuningtyas, 2020; Bansaleng et al., 2021; Fitriadi & Rini, 2019; Herliza & Saputri, 2016; Rafiah, 2019; Rohaeni & Marwa, 2018). While conventional marketing theories emphasize satisfaction as a psychological response to perceived performance, Islamic economics extends this concept by incorporating ethical responsibility, justice, and spiritual accountability.

Product Quality

Kotler and Keller (2009) define quality as the totality of features and characteristics of a product or service that is determined by its ability to meet needs, both explicitly stated and implicitly understood (Alfahri & Sopang, 2023; Amrullah et al., 2017; Lestari et al., 2020). Furthermore, product quality is defined as the capacity of a product to perform its functions, which includes

aspects of reliability, accuracy, ease of use and repair, as well as other valued attributes (Hasanah, 2020). Meanwhile, according to Kotler and Armstrong (2014), product quality refers to the characteristics of both products and services that support their ability to meet consumer needs (E. D. Anggraini et al., 2024; Trilala & Huda, 2025).

Kotler and Keller (2009) emphasize that product and service quality, consumer satisfaction, and company profitability are three closely interrelated aspects (Solehatin, 2024). Improving quality will result in higher consumer satisfaction, which in turn allows companies to set higher prices while keeping production costs down. Meanwhile, to maintain a competitive edge in the market, companies need to understand the dimensions that consumers use as a reference to differentiate their product quality from that of competitors (Dina Sarah Syahreza et al., 2023; Ramadhani & Budiarti, 2025). The dimensions include: first, performance or product performance; second, durability or product durability; third, conformance to specifications; fourth, features or additional characteristics that attract; fifth, reliability or product reliability; sixth, aesthetics or aesthetic aspects in terms of shape and appearance; seventh, perceived quality or the impression of quality assessed through consumer perception (Khusuma & Utomo, 2021).

The quality of the product has been studied extensively by previous researchers, among others (Agustina & Ali, 2025; Nadya Rizki Mirella et al., 2022; Paramita et al., 2022; Tri Nuryani et al., 2022). Product quality in Islamic perspective goes beyond functional attributes by emphasizing the principle of *halālan ṭayyiban*, ensuring that products are lawful, safe, beneficial, and ethically produced.

Service Quality

Service quality can be understood as the process of fulfilling consumer needs accompanied by efforts to meet their desires through appropriate service delivery methods, thus being able to meet expectations while also generating satisfaction. (Septia et al., 2023). Meanwhile, according to Lupiyoadi (2011), service quality is seen as the level of discrepancy between consumer expectations of the desired service and the actual service they receive (Septia et al., 2023).

Kotler (2012) explains that there are five main dimensions of service quality that need to be fulfilled by companies. First, tangible or physical evidence, which refers to the appearance of facilities, amenities, and the physical form of the company's services; Second, empathy, which is the ability and willingness of employees and entrepreneurs to provide personal attention to consumers; Third, reliability, which indicates the company's ability to deliver services according to promises accurately and reliably; Fourth, responsiveness, which is the company's ability to respond to consumer needs quickly, promptly, and effectively, including during transactions and handling complaints; Fifth, assurance, which reflects the company's competence through

the knowledge, courtesy, and skills of employees in providing services that can foster trust and confidence among consumers (Septia et al., 2023; Sulaeman, 2017).

Service quality has been extensively studied by previous researchers, among others (Aan Gunawan & Syamsul Arifin, 2024; Damanik et al., 2024; Muhtarom et al., 2022; Rifani & Febriadi, 2021; Saputra & Yulistianis, 2019). In Islamic economics, service quality is inseparable from ethical values such as *ṣidq* (truthfulness in communication), *amānah* (trustworthiness in fulfilling promises), and *'adl* (fair treatment of consumers) (Rosadi, 2024).

Maqāṣid al-Syarī'ah

Consumer satisfaction aligned with *maqāṣid al-syarī'ah* ensures that business activities protect wealth (*ḥifẓ al-māl*), intellect (*ḥifẓ al-'aql*), and overall social welfare (Alimuddin, 2020a), thereby transforming satisfaction into a form of sustainable and ethical economic value.

RESEARCH METHOD

This scientific article is written using a qualitative approach and a literature review method (Adlini et al., 2022; Dila et al., 2024). The study process is conducted through the exploration of theories and the analysis of relationships and influences between variables sourced from various literature, both in the form of books and journal articles obtained offline through libraries and online through platforms such as Google Scholar, Mendeley, and other online scientific media. Within the framework of qualitative research, the literature review must be positioned consistently with an inductive methodological foundation, so as to not limit or direct the research questions formulated by the researcher. One fundamental reason for the use of qualitative methods is their exploratory nature, allowing researchers to delve deeper and more openly into phenomena.

Table 1. Flow of the Research Method

Components	Uraian
Type of Research	Qualitative
Methods	Library Research
Data Sources	Academic books Scientific journals (online & offline) Databases: Google Scholar, Mendeley, etc
Analysis Approach	Inductive - does not direct the research questions, but allows patterns, themes, and relationships between variables to emerge naturally
Objectives	Exploratory: Exploring theories, concepts, and relationships between variables to strengthen the foundation

	of research and build hypotheses
Output	Scientific articles based on theoretical studies & findings from previous research

RESULTS AND DISCUSSION

Referring to theoretical studies and previous research results that have relevance, this literature review article outlines the discussion regarding several determinants that play a role in influencing consumer satisfaction levels. These factors can be explained as follows:

The Influence of Product Quality on Consumer Satisfaction

Product quality has a significant effect on consumer satisfaction. The dimensions inherent in product quality, such as performance, feature, perceived quality, and aesthetic, have been shown to influence indicators of consumer satisfaction. (Khusuma & Utomo, 2021). Therefore, efforts to increase consumer satisfaction can be realized through managerial strategies that focus on improving product quality. This is important considering that product quality reflects a item's ability to perform in accordance with expectations, and even has the potential to exceed them.

Steps to improve product quality can be taken through various aspects, such as size, shape, and physical structure of the product, allowing consumers to evaluate and perceive the quality offered. This quality improvement ultimately encourages an increase in purchase interest as consumers feel that their needs and expectations are met (Cahya & Shihab, 2018). In line with the research that emphasizes that consumers' positive perception of product quality will have a direct implication on the increase in consumer satisfaction (Panjaitan & Saragih, 2024).

In addition, product quality has a significant impact on consumer satisfaction. From the perspective of Islamic economics, this impact becomes stronger when the product quality not only meets functional standards but also complies with the principles of *halālan ṭayyiban*. Products that are halal, safe, and beneficial will enhance consumers' sense of security and trust, which ultimately drives satisfaction. Satisfaction derived from Sharia-compliant quality products is not merely transactional but also reflects the fulfillment of the values of *ḥifẓ al-māl* (protection of wealth) and *maṣlahah* (public interest). Therefore, product quality in Islamic economics serves as an instrument for creating ethical and sustainable consumer satisfaction.

Product quality affects consumer satisfaction, this is in line with the research conducted by (Ananda et al., 2018; Aziza et al., 2025; Halimah & Maulia, 2024; Herawati et al., 2023; Putri et al., 2025; Ritonga et al., 2025; Soetiyono & Alexander, 2025).

The Influence of Service Quality on Customer Satisfaction

The quality of service plays an important role in influencing consumer satisfaction levels. The dimensions that serve as benchmarks for service quality include reliability, which is the company's ability to provide services accurately from the beginning without mistakes, and to ensure that services are delivered according to the promised time. Additionally, the dimension of responsiveness emphasizes the readiness and promptness of employees in assisting consumers, addressing requests, providing clear information regarding service delivery times, and demonstrating speed in handling each transaction and complaint. These two aspects reflect the extent to which a company can provide consistent, timely, and responsive services to meet consumer needs.

Furthermore, the assurance dimension emphasizes the behavior of employees who can foster consumer trust in the company, while also providing a sense of security in using the services. This is demonstrated through employees' courteousness and their adequate knowledge and skills in answering questions and resolving consumer issues. The next dimension is empathy, which reflects the company's ability to understand the needs and problems of consumers on a more personal level, providing individual attention, and ensuring that the established operating hours offer comfort for consumers. The attention given through this empathy not only builds emotional closeness but also strengthens the long-term relationship between consumers and the company.

Lastly, the tangible dimension highlights aspects that are physical in nature, including the appeal of company facilities, the completeness of supporting infrastructure, and the professional appearance of employees. The presence of these observable elements contributes to shaping consumer perceptions of the credibility and quality of the services offered. By paying attention to these five dimensions—reliability, responsiveness, assurance, empathy, and physical evidence—companies can more easily understand and measure the level of consumer satisfaction, both from new service users and customers who have repeatedly used the company's services. As a result, the consumer satisfaction achieved will become an important indicator in the continuous improvement of service quality (Fernando et al., 2024).

The increase in consumer satisfaction is closely related to the quality of service provided by the company. From a theoretical perspective, service quality is influenced by the extent to which management is able to understand consumer needs and preferences, while also directing organizational policies to meet those expectations. One of the commonly recommended mechanisms is the organization of continuous training for employees on the concept of excellent service. Through this skill development process, employees are expected to internalize the values of good service, so that the quality of interaction between the company and consumers can meet or even exceed expectations (Fernando et al., 2024).

Increasing customer satisfaction can be achieved when management focuses on service strategies that are responsive to customer needs. This can be realized by actively listening to consumer aspirations, identifying aspects of the service that need improvement, and conducting regular training for employees on service excellence standards. This training program not only equips employees with technical skills but also fosters a proactive attitude, empathy, and professionalism in serving. Thus, consumers gain a more satisfying service experience, which in turn enhances loyalty to the company (Alim et al., 2025).

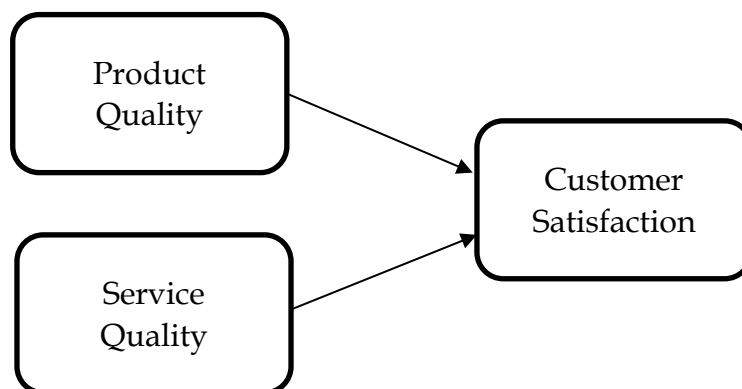
Service quality has also been proven to have a significant impact on consumer satisfaction. From the perspective of Islamic economics, quality service is service that is conducted based on the values of *ṣidq* (truthfulness), *amānah* (trustworthiness), and *ʿadl* (justice). Honesty in communication, punctuality in fulfilling promises, and fair treatment will increase consumer trust and comfort. Moreover, ethical service quality supports the achievement of *maqāṣid al-sharīʿah*, particularly in maintaining harmonious social relationships and preventing exploitative practices. Therefore, consumer satisfaction in Islamic economics is the result of integrating technical service quality with the moral quality of the service provider.

Service quality affects customer satisfaction; if service quality is perceived positively by consumers, it can significantly influence investor loyalty, meaning that better service provided will lead to greater customer satisfaction (Alim et al., 2025). Service quality affects customer satisfaction, this is in line with the research conducted by (Antika et al., 2023; Arefianto et al., 2025; Arini et al., 2025; Candra Irawan Immanuel & Krista Wabiser, 2025; Pranitasari et al., 2022; Putra & Pratiwi, 2025; Yani et al., 2025; Zebua et al., 2025).

Conceptual Framework

Referring to the problem formulation, theoretical framework, relevant findings from previous research, and the results of the analysis regarding the relationships between variables, the theoretical framework in this article can be formulated as presented in the following section:

Figure 1: Conceptual Framework



Referring to the conceptual framework that has been presented, it can be explained that product quality and service quality are factors that influence the level of customer satisfaction. However, in addition to these two exogenous variables, there are still several other variables that also contribute to forming customer satisfaction, among others: First, brand image. (Annas Wahyu Hertanti & Giyana Giyana, 2025; Haninah & Surur, 2025; Soka et al., 2025); Second, promotion (Afianto & Renaldi, 2025; Kamanda & Syariah, 2025; Pandiangan et al., 2025; Rahmawati et al., 2025); Third, the price (Anggraeni & Ali, 2025; Vianda & Fadli, 2025); Fourth, trust (Farisi et al., 2024; Febi & Hardilawati, 2025; Lena & Syahputra, 2025; Nikmatul Hizah & Sugeng Pradikto, 2025; Reysha Aurelia Shabilla et al., 2025).

CONCLUSION

Consumer satisfaction from the perspective of Islamic economics is not only determined by the functional performance of products and the efficiency of services, but also by the alignment of business practices with Islamic ethical values and Shariah normative principles. Product quality and service quality remain the primary determinants of consumer satisfaction, but their impact becomes more meaningful when implemented according to the principles of Islamic economics. Product quality contributes to consumer satisfaction if it meets the principles of *halāl* and good (*ṭayyib*). Meanwhile, service quality will enhance consumer satisfaction when it reflects the values of *ṣidq* (honesty), *amānah* (responsibility and trust), and *ʿadl* (justice) in every interaction between businesses and consumers. Consumer satisfaction analyzed through the *maqāṣid al-sharīʿah* framework emphasizes that business activities are not only oriented towards profit (profit-oriented), but also towards creating benefits (*maṣlahah*) and protecting fundamental human interests, particularly the protection of property (*ḥifẓ al-māl*) and social welfare. This article contributes theoretically by enriching the study of consumer satisfaction in Islamic economics through the integration of conventional marketing concepts with the Islamic normative framework. Practically, these findings can serve as a reference for business actors and Islamic-based institutions in designing product and service strategies that are not only competitive but also fair, ethical, and sustainable. Future research is recommended to empirically test this conceptual framework across various Islamic business sectors to strengthen the validity and generalizability of the findings.

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AUTHOR CONTRIBUTIONS

SR contributed to formulating research ideas, developing the conceptual framework, and writing the initial draft of the article. HU was responsible for preparing the methodology and initial analysis. IA played a role in data processing, result interpretation, and drafting the results and discussion sections. AB contributed to literature review, manuscript editing, and substantial improvements of the article content. HH provided guidance, validation, and finalization of the manuscript before submission for publication. All authors were actively involved in the writing process, providing valuable input, and approving the final manuscript that was published.

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