



An analysis of the relationship between spiritual marketing and consumer loyalty in culinary products based on location

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ABSTRACT

Background: In today's global era, new lifestyles have emerged, including an increasing public interest in traveling. When traveling, Indonesians have a tradition of purchasing local souvenirs, such as food or handicrafts. Spiritual marketing is an ethics- and honesty-based strategy, particularly in Sharia-compliant businesses, emphasizing sympathetic attitudes and good relationships with consumers. **Methods:** This investigation utilizes Multiple linear regression approach with the Accidental sampling method, involving 140 respondents. **Findings:** The Modified R-Square (Adjusted R²) Value test yields a value of 0.422, suggesting that 42.2% of consumer loyalty is influenced by spiritual price, spiritual product, spiritual place and spiritual promotion while the remaining 57.8% is shaped by other factors. The F-test results indicate that the calculated F-value (26.379) exceeds the F-table value (2.43), with a significance level of 0.000 < 0.05. This leads to the rejection of H₀ and acceptance of H_a, confirming that these four spiritual variables collectively have a significant impact on consumer loyalty toward *risol gogo* products. The T-test results further reveal that each individual variable exerts a strong and meaningful impact on consumer loyalty. **Conclusion:** by spiritual price, spiritual product, spiritual place and spiritual promotion play a crucial role in shaping consumer loyalty. **Novelty/Originality of this article:** This research provides a fresh perspective by examining the intricate relationship between traditional marketing and spiritual marketing, an area that remains underexplored in previous studies.

KEYWORDS: spiritual marketing; spiritual place; spiritual price; spiritual product; spiritual promotion.

1. Introduction

The culinary business is currently experiencing rapid growth and has great potential in various countries, including Indonesia. Medan is recognized as Indonesia's third most populous city following Jakarta and Surabaya (Annisa & Zuhrina, 2022), provides opportunities for business expansion. Consequently, numerous local souvenir businesses have emerged (Rangkuty et al., 2022). In the past, local souvenir options were limited to one or two types, but now the variety has significantly expanded (Hendrawan et al., 2023). In Medan, the souvenir business is growing rapidly.

Medan's cultural diversity and the open-minded nature of its people make it unique compared to other cities. This uniqueness is reflected in its dialects, culinary specialties, and local traditions. Considering these factors, Medan plays an important role in national

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economic and tourism development, making it a potential market for tourism and culinary businesses. These characteristics help establish certain products as iconic and memorable for consumers.

The growing market creates business opportunities for local entrepreneurs, leading to the emergence of numerous businesses across different regions. Previously, local souvenirs were limited to only a few types, but today, there is a vast variety. In Medan alone, the souvenir business has grown significantly, with many entrepreneurs benefiting from this culinary sector. However, many businesses also fail due to ineffective marketing strategies. This indicates that the success of a culinary business in a competitive market depends on the right marketing strategies and good relationships with consumers. A strong consumer relationship is built when a culinary business can meet customer needs, desires, and tastes. Moreover, consumer satisfaction serves as a crucial source of information for management to improve its services.

According to Kartajaya & Setiawan (2023), satisfaction refers to an individual's emotional response after evaluating a product's performance in relation to their anticipated outcomes. The degree of satisfaction refers to the extent to which expectations are met or exceeded is determined by The level of satisfaction is determined by how well expectations are fulfilled or surpassed. Consumers generally experience three. There are three possible levels of satisfaction, dissatisfaction happens when performance does not meet expectations, satisfaction occurs when performance aligns with expectations, and delight is achieved when performance surpasses expectations aligns with expectations, and high satisfaction—often described as delight or happiness—is achieved when performance surpasses expectations.

Companies that fail to deliver high-quality service often encounter significant obstacles. Dissatisfied customers tend to share their negative experiences with others, which can result in substantial financial setbacks. Additionally, unhappy consumers can quickly turn to competitors, reducing customer retention. On the other hand, satisfied customers are more likely to remain loyal and even advocate for the brand through word-of-mouth promotion. As noted by Fandy (2020), the primary objective of a business is to ensure customer satisfaction. Satisfaction represents the extent to which customers feel content after using a product or service. When businesses successfully meet customer expectations, they foster stronger relationships and enhance brand loyalty.

Beyond consumer satisfaction, a growing concern in today's market is the rising consumer awareness regarding health, financial well-being, and overall welfare when selecting products. As a result, consumers are becoming increasingly critical and rational in their purchasing decisions. To effectively navigate these evolving marketing dynamics, Spiritual Marketing emerges as a highly relevant approach. This strategy integrates spiritual values into marketing practices through four key components, spiritual price, spiritual product, spiritual place and spiritual promotion.

Spiritual marketing is a strategic approach to marketing that prioritizes ethical principles and honesty in business practices (Lovelock & Wirtz, 2011). Sharia-based businesses prioritize sympathetic attitudes, friendliness, and mutual trust (Rini, 2015; Rini, & Absah, 2015). Even if a business is religiously oriented, it has not fully implemented spiritual marketing if it fails to provide happiness to all stakeholders. Conversely, when a business successfully promotes happiness, honesty, and fairness, it has embraced the essence of spiritual marketing, regardless of its industry (Dwihantoro & Vianto, 2022).

Spiritual marketing aims to help businesses with strong moral values achieve competitive advantages. In an era where business ethics are often overlooked and honesty has become a rare resource, business spirituality is emerging as a new source of competitive strength (Hamdan et al., 2022). The spiritual marketing approach is closely associated with religious values and incorporates principles such as transparency, honesty, humility, and trustworthiness. Transparency means that a company does not conceal information that consumers have the right to know (Wirawan et al., 2019). These principles contribute to increasing consumer satisfaction with a product.

One of Medan's most famous souvenirs is *Risol Gogo*, which has been in business since 1981 at Jl. Mojopahit No. 53, Petisah Tengah, Medan Petisah, North Sumatra. This product has a loyal customer base both from Medan and other regions. However, *Risol Gogo* faces challenges regarding its halal certification status.

Another renowned brand from Medan is *Bolu Gulung Meranti*, a well-known sponge roll cake that has become a signature souvenir of the city. *Bolu Meranti* is distinctive from other sponge rolls due to its soft texture and variety of fillings and toppings. Unsurprisingly, this delicacy is popular not only among Medan residents but also throughout Indonesia and neighboring countries. The owner claims that they have never advertised the product, yet its popularity continues to grow.

Bolu Gulung Meranti is produced by CV. C.R.N., located at Jl. Kruing No. 2, Medan. The company obtained Halal Certification from Food, Drug and Cosmetic Research Institute of the Indonesian Ulema Council/*Lembaga Pengkajian Pangan, Obat-obatan, dan Kosmetika Majelis Ulama Indonesia* (LPPOM MUI) Sumut under Halal Certificate No. 0910001610107, valid from April 2, 2013, to April 1, 2015. However, there have been reports that the product no longer holds a valid halal certificate, as confirmed by The North Sumatra branch of the Indonesian Ulema Council/*Majelis Ulama Indonesia* (MUI).

There are reports that this product no longer holds a halal certification, as confirmed by The North Sumatra branch of the Indonesian Ulema Council. According to Indonesian Ulema Council, the producer of *Risol Gogo* did not apply for a renewal of its halal certification from February 23, 2010, to February 22, 2012. As of now, the halal certification has not been renewed, and the company has not provided any clarification regarding this issue.

The spiritual marketing approach emphasizes religious values such as transparency, honesty, humility, and trustworthiness (Alfarisi et al., 2023). Transparency is a crucial element, requiring businesses to provide relevant information to consumers.

Halal certification serves as a guarantee of safety for Muslim consumers in selecting products. The presence of a halal logo on the packaging can eliminate negative perceptions of a product (Faridah, 2019). Nevertheless, *Risol Gogo* continues to have a large customer base, including Muslim consumers. To measure consumer loyalty toward *Risol Gogo*, a pre-survey was conducted by distributing questionnaires to 30 respondents. The results of the pre-survey in table 1 indicate that most consumers answered "no," which means that consumers are not loyal to *Risol Gogo*.

Table 1. Pre-survey

| No | Question | Yes | No | Number of consumers | Target In% |
|----|--|-----|-----|---------------------|------------|
| 1 | I tend to buy <i>Risol Gogo</i> products repeatedly because they taste good. | 40% | 60% | 30 | 100 |
| 2 | I always buy <i>Risol Gogo</i> products | 13% | 87% | 30 | 100 |
| 3 | I will still buy <i>Gogo</i> products even though there is no halal logo | 23% | 77% | 30 | 100 |
| 4 | I will still want to buy <i>Risol Gogo</i> products even though people say <i>Risol Gogo</i> is not halal. | 47% | 53% | 30 | 100 |
| 5 | <i>Risol Gogo</i> products have a better taste than competing products. | 30% | 70% | 30 | 100 |

1.1 *Spiritual marketing*

In the current era, marketing is not only interpreted in terms of positioning, differentiation, and branding, which are wrapped in brand identity, brand integrity, and creating brand image. The marketing world needs to reflect spiritual values in marketing. Spiritual marketing is ethical and honest marketing that maximizes stakeholder satisfaction in a balanced manner. These values are believed not only to boost profits but also to ensure the sustainability and strengthening of brand character while creating unmatched differentiation (Zuhdi et al., 2023).

Spiritual marketing embodies the most advanced stage of marketing, where individuals move beyond mere profit-and-loss calculations and are no longer solely driven by materialistic considerations (Rahmayati, 2021). It is the calling of the soul that drives them, as spiritual values are embedded within. In Sharia terms, spiritual marketing is at the level of "heavenly marketing," where the entire process aligns with the principles of muamalah (Sharia business). It incorporates worship values, placing it at the highest level of marketing or muamalah (Cici & Halida, 2022).

Marketing with spiritual principles views marketing transactions as a means to build honesty, respect others, improve welfare, and promote justice and benefit. Many companies have adopted this approach (Andini & Sulistiad, 2023). Profit and business growth are the outcomes of this process, not the ultimate goal.

Spiritual marketing aims to achieve a fair and transparent solution for all involved parties. It is based on moral values and honesty, ensuring that no party is harmed or treated unfairly. Spiritual values in business also improve one's inner self. The more spiritual a person is, the better they can conduct business calmly and gain appreciation from all parties. Spiritual marketing is the pinnacle of marketing itself. Spiritual marketing, as the soul of business, becomes the essence of a business. It is like a lamp illuminating its surroundings, radiating truth amidst darkness, correcting misleading marketing practices such as fraud, deceit, propaganda, false advertising, deception, oppression, and so on. Therefore, the truth values embraced by an individual will always be reflected in their daily spiritual marketing practices.

Spiritual marketing is a strategic approach to marketing that prioritizes ethical principles and honesty in its practices (Mussry et al., 2007). Customers must be loved by the company, as only by loving customers can a company survive. Competitors should be seen as partners for growth and should be respected. As competition intensifies, globalization advances, and technology evolves, marketers must become increasingly sensitive to changes and always be prepared to adapt when necessary. The principle emphasizes that companies should not ambitiously try to fulfill everyone's needs and wants but should focus on serving the right market segment that truly requires their products. The development of spiritual marketing has been able to restore religious values in the economic life of our society (Prihatta, 2018). In business, awareness of the importance of ethics, honesty, and other religious principles has emerged. Companies that have implemented spiritual marketing provide an example of how to conduct business while upholding truth, honesty, trustworthiness, and still making a profit (Zuhdi et al., 2023). These values form the foundation or legal framework for conducting business.

Therefore, we can learn from such companies by prioritizing spiritual values (Tarigan, 2014). Marketing and business activities should be infused with spiritual values, making Allah the ultimate destination of our economic activities. We work and do business solely for Allah, and everything must be accountable to Him. The term Spiritual Marketing is often heard in marketing activities carried out by Islamic financial institutions.

Besides Spiritual Marketing, some also use the term Sharia Marketing. The meaning of both is almost the same, referring to a marketing model based on spiritual or Sharia values. From this, it is understood that spiritual values derived from religious teachings (Rahmat, 2023) can serve as guidelines for followers in conducting economic activities.

Essentially, Spiritual Marketing is part of Marketing Ethics, which provides guidance for marketers in conducting marketing activities to align with the expectations of the

company. The goal of marketing activities is expected to lead to significant profit acquisition for the company (Prihatta, 2018). Therefore, internally, companies already have their own guidelines for carrying out marketing activities. The spiritually inspired way to construct a brand is considered to be not only to maximize profit but also to disseminate value that ensures brand longevity. It even forms unparalleled differentiation. Marketing is not just about the meaning of marketing but also about marketing of the meaning. This means there is a demand for the marketing world to demonstrate its values. Marketing should go beyond offering products with just functional or emotional advantages; it should also highlight the significance of spiritual values. As discussed in the previous sections, the marketing mix, which consists of product, price, promotion, and place serves as the foundational framework for marketing strategies.

1.2 Product

As previously explained, a product serves as a solution to a need. Therefore, a product is expected to perform optimally in fulfilling user needs. Disappointment due to the use of a certain product often leads to consumer distrust, making them more selective in their choices. This rigid consumer attitude arises from the promises made by manufacturers regarding their products as solutions to consumer needs. Often, products are manipulated and packaged in such a way that they fail to reflect their actual quality (Umam, 2015). This phenomenon is referred to as a low-quality product.

In the dimension of spiritual marketing, this aligns with what (Kartajaya & Setiawan, 2023) describe as Realistic and Humanistic principles. Realistic means that companies are required to produce products professionally without being tempted by short-term profit gains at the expense of their long-term business integrity. Humanistic refers to the fundamental obligation of companies to honor their consumers. Selling low-quality products and deceiving consumers essentially degrades their dignity and status, as they receive unfair treatment from producers, either directly or indirectly. On the other hand, such actions diminish the company's bargaining position in the eyes of consumers.

From an Islamic viewpoint, the Quran emphasizes individual responsibility and justice. In Surah *Al-Muddaththir* (38), Allah SWT declares, "Every soul is accountable for what it has earned." Furthermore, Surah *Al-Maidah* (8) instructs believers to uphold justice with integrity, stating:

"O you who have believed, stand firm for Allah as witnesses in justice, and do not let hatred toward a people prevent you from being just. Be just; that is closer to righteousness. And fear Allah; indeed, He is fully aware of all that you do."

1.3 Price

Kartajaya & Setiawan (2023) have previously stated that price plays a crucial role in a product's positioning. Price is closely related to production costs and product quality. Additionally, several objectives and reasons drive companies in setting their pricing strategies, including business sustainability, short-term profit maximization, sales growth maximization, price skimming, and becoming a market leader in terms of quality. However, in practice, companies often misinterpret the function and role of price in their marketing strategies.

Many companies lack transparency regarding their cost structures. Some impose price discrimination on contextually similar products, leading consumers to question whether a product's price is justified based on its quality and functionality. For premium-quality products, companies often launch them at high prices to maximize short-term profits. Under the guise of limited editions, companies create psychological pressure on the market to purchase at a pre-determined high price, only to lower the price later.

On the other hand, some companies sell their products at lower prices but with substandard service. In some cases, products appear inexpensive but turn out to be significantly more expensive per unit. To increase product turnover, companies frequently apply substantial discounts to items that are no longer viable for sale or use. Unfortunately, manufacturers often conceal the actual quality of their products under a low-price scheme. Most producers are not transparent about their product performance, yet they attract customers with lower pricing strategies.

Emotional factors, lifestyle, welfare, wealth, health, fear, and pride enable companies to manipulate pricing to convince consumers of their products' value, even when functional performance remains unchanged. Price becomes irrational when it exploits human psychology. Under the guise of value-added and product exclusivity, companies artificially inflate prices to secure high profits in a short period. Interestingly, consumers still perceive these products as prestigious and willingly purchase them. One notable example is how telecommunications service providers manipulate internet package pricing.

In the context of pricing, Kartajaya & Setiawan (2023) assert that price is now determined by the perceived or actual value held by individual buyers. A long-term customer with past contributions to a company's revenue may be valued more than other customers. It is not surprising that many companies develop pricing programs to reward loyal customers. These strategies allow both service providers and customers to derive greater value from their relationships.

Hermawan Kartajaya further emphasizes that business has shifted from mass marketing, where a single price applies to all, to individualized marketing, where pricing varies for each customer. Today, consumers expect personalized recognition. Each customer has their own perception and formula for evaluating a product before making a purchase. Consequently, consumers do not want to be treated the same, and companies should not treat them equally. Contextual factors should be considered before determining the value of a customer. This aligns with Joe Vitale's concept of greedy individualism, where some consumers believe others should not have the same opportunities as them. Companies exploiting such pricing strategies often appeal to consumer egos by framing products as prestigious.

In Islam, Allah SWT cautions against excessiveness in Surah *Al-A'raf* (31):

"O children of Adam, dress appropriately at every place of worship, and eat and drink, but do not be wasteful. Indeed, He does not like those who exceed limits."

Similarly, Hermawan Kartajaya emphasizes that while the core content of a product may remain unchanged, context-driven marketing can lead to unjustified price inflation. This practice contradicts Islamic principles, as highlighted in a hadith narrated by Ibn Umar (RA), where the Prophet Muhammad (peace be upon him) stated:

"The Messenger of Allah forbade Najasy (fraudulent bidding to artificially inflate prices)." (Sahih Muslim No. 2792).

1.4 Promotion

According to William & McCarthy, promotion involves informing the target market about the right product. A company is responsible for conveying accurate product information. In Islam, promotion aligns with tabligh, meaning communicative and argumentative discourse. A company that embodies tabligh will deliver its promotional messages truthfully, using appropriate and wise language (*bi al-hikmah*). A company's responsibility in tabligh is to present its product strengths honestly without deception, misleading claims, or disparaging competitors. A company must act as a credible communicator that maintains integrity in business relationships.

Every promotional message should carry meaning and purpose, be respectful, and avoid useless rhetoric. The Quran refers to this as *Qoulan Sadiidan* (truthful and weighty speech), as mentioned in Surah *Al-Ahzab* (70-71):

"O you who have believed, fear Allah and speak words of appropriate justice. He will [then] amend for you your deeds and forgive you your sins. And whoever obeys Allah and His Messenger has certainly attained a great attainment." Additionally, in Surah *An-Nisa* (9), Allah commands, *"So let them fear Allah and speak words of appropriate justice."*

Hermawan Kartajaya states that companies capable of delivering truthful and meaningful promotional messages receive divine guidance (*hidayah*) from Allah SWT. Such messages become reference points and are trusted by audiences due to their truthfulness and depth. Within spiritual marketing, this falls under the Theistic, Ethical, Realistic, and Humanistic dimensions. The Theistic dimension requires companies to base their promotional messages on divine values, ensuring honesty and transparency. The Ethical dimension demands moral and respectful communication without engaging in black campaigns. The Realistic dimension necessitates that promotional content is accountable and understandable to all. Finally, the Humanistic dimension ensures that promotional messages uphold human dignity without defaming competitors.

William & McCarthy further argue that promotion is one of the most criticized areas of marketing. Marketers must exercise ethical judgment in planning and executing promotional strategies. They also highlight the issue of misleading endorsements, where brand ambassadors do not genuinely represent the product but merely promote it for financial gain.

1.5 Place

According to Kartajaya & Setiawan (2023), place must provide value. A good place is not only accessible but must also add value to consumers. In other words, a company's business location should be strategic and valuable. This ensures that consumers can not only reach the company's location but also enjoy other conveniences beyond merely obtaining a product. Essentially, the concept of Place teaches companies to always be available and assortable. In marketing, the Place concept encourages companies to ensure sufficient product availability to meet consumer needs. Companies are responsible for creating a well-structured distribution network so that products are easily accessible and available for consumers.

However, in reality, some companies sell products without providing proper after-sales services and infrastructure. When a product gains market popularity, consumers may become frustrated if the available products fail to meet demand or are difficult to obtain. In some cases, companies may have legitimate limitations in their distribution networks. However, if this issue persists, the company is indirectly neglecting consumers' rights. In Islam, this highlights the importance of *Amanah* (trustworthiness).

Amanah means being trustworthy, responsible, and credible. It also implies fulfilling obligations according to agreements. The consequences of *amanah* include returning or granting rights to the rightful owner, refraining from taking more than what is deserved, and not depriving others of their rights. *Amanah* also entails responsibility in performing duties and obligations. It is reflected in transparency, honesty, and optimal service to consumers. In Surah *An-Nisa* (58), Allah SWT instructs believers:

"Verily, Allah commands you to deliver trusts to their rightful owners, and when you judge between people, do so with fairness. What an excellent command Allah gives you! Indeed, He is All-Hearing and All-Seeing."

The Prophet Muhammad (SAW) also emphasized,

"Trustworthiness attracts sustenance, whereas betrayal leads to poverty." (HR. Ad Dailami).

Ultimately, amanah fosters corporate credibility and accountability toward consumers. A company's integrity is evident in how well it upholds the trust placed in it. Strong corporate integrity builds consumer trust. In business reality, many newly launched products enter the market without adequate service centers or readily available spare parts, leading to high maintenance costs. Amanah requires companies to ensure consumer convenience in using their products. Companies bear full responsibility for ensuring sufficient product availability to meet consumer needs, particularly when consumer preference for a product begins to develop.

1.6 Costumer satisfaction.

Consumer satisfaction is a central concept in marketing theory and practice and is one of the essential goals of business activities. Consumer satisfaction contributes to several critical aspects, including customer loyalty, enhanced corporate reputation, reduced price elasticity, lower future transaction costs, and improved employee efficiency and productivity (Fandy, 2020).

According to Kartajaya & Setiawan (2023), Satisfaction refers to an individual's emotional response, whether positive or negative, after evaluating a product's actual performance against their expectations. When the performance does not meet expectations, the customer experiences dissatisfaction. When a product meets customer expectations, it results in satisfaction. However, if the product's performance surpasses expectations, customers experience a higher level of satisfaction, often feeling delighted. The way customers evaluate a product's performance is influenced by several factors, especially the nature of their relationship with the brand.

Similarly, Armstrong & Kotler (2017) Satisfaction is measured by the extent to which expectations align with actual experiences well a product's performance aligns with the consumer expectations. If the product fails to meet the anticipated standards, the buyer experiences dissatisfaction. In today's highly competitive business environment, maintaining consumer satisfaction is crucial. Management must implement strategies to retain customer satisfaction in business transactions. Additionally, a company's ability to execute customer satisfaction strategies can serve as a competitive advantage.

According to Assauri (2020), there are five main strategies in Relationship Marketing and Management (RM). The first is the core service strategy, which involves designing and marketing services that encourage strong customer relationships by focusing on meeting fundamental needs rather than secondary demands. Relationship customization is the second strategy, which tailors services to align with individual customer characteristics and specific needs. The third, service augmentation, adds additional services to the core offering to help distinguish the company's products from those of its competitors. The fourth strategy is relationship pricing, which uses pricing incentives as a way to build and maintain long-term relationships with customers. Lastly, internal marketing focuses on fostering an internal organizational environment that enables service staff to consistently deliver optimal service experiences.

A forward-thinking company consistently evaluates customer satisfaction, recognizing that maintaining customer loyalty is closely tied to their level of satisfaction. Customers who experience a high level of satisfaction are more likely to stay loyal, increase their purchases when new products are introduced, promote the brand through positive word-of-mouth, show greater resistance to competitors, and exhibit lower price sensitivity. Additionally, they often provide valuable feedback for product or service enhancements and require fewer resources for customer support compared to new customers.

There are various approaches to measuring customer satisfaction. Conducting periodic surveys allows businesses to assess satisfaction levels directly. In addition, respondents may be asked follow-up questions to gauge their likelihood of making repeat purchases and recommending the brand to others. Companies can also analyze customer attrition rates and reach out to former customers to identify the reasons behind their decision to switch to a competitor.

Another effective strategy involves using mystery shoppers who pose as regular customers to evaluate their experience with both the company and its competitors. Managers can further enhance insights by engaging in anonymous interactions with their sales teams or contacting their own customer service departments to assess the quality of service provided.

Beyond monitoring customer expectations and satisfaction, businesses must also keep track of their competitors' performance in these areas. For companies that prioritize customer-centric strategies, satisfaction is not only a key objective but also a powerful marketing tool. In today's digital age, where customers can instantly share their experiences online—both positive and negative—businesses must place a strong emphasis on maintaining high levels of customer satisfaction.

2. Methods

This study employs the Accidental Sampling method. According to Sugiyono (2022), Accidental Sampling is a sampling technique where respondents are selected randomly when encountered by the researcher, provided they meet specific criteria. In this study, the criteria include individuals from Medan who have purchased and consumed Risol Gogo. Since the total population is not precisely known, the sample size determination follows Malhotra's (2020) theory, which suggests that the minimum sample size should be four to five times the number of questionnaire items. Given that the questionnaire consists of 28 items, the minimum required sample is calculated as: $28 \times 5 = 140$ respondents. Therefore, this study involves 140 respondents who are customers who have purchased and consumed Risol Gogo.

3. Results and Discussion

3.1 Results

The analysis indicates that the data follows a normal distribution, as evidenced by The histogram chart, which displays a typical a pattern indicative of normal distribution. Consequently, The regression model meets the criteria for normality. Conversely, if the data points are significantly scattered away from the diagonal line and deviate from its trajectory, or if the histogram does not exhibit a symmetrical distribution without leaning to either side, the residuals do not conform to normality. The findings confirm that both the dataset and the applied model adhere to the normality assumption.

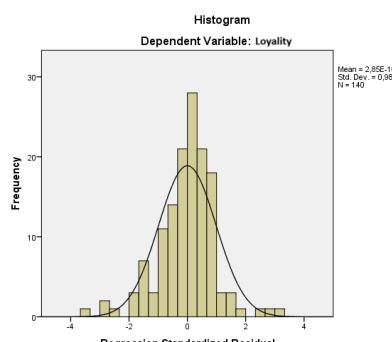


Fig. 1. Classical assumption test results

In the P-P plot, the data points are distributed around the diagonal line and tend to follow its direction. This indicates that the regression model in the hypothesis fulfills the normality assumption.

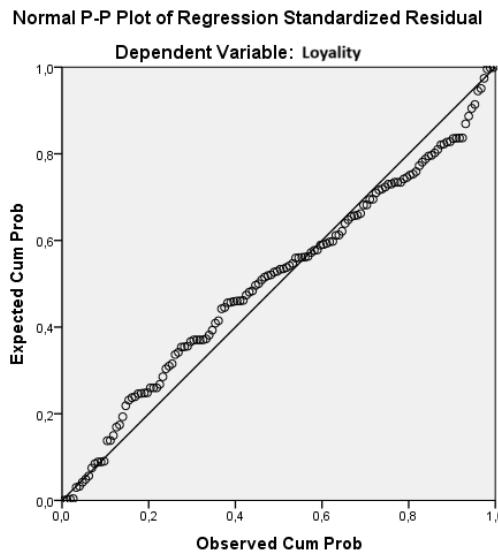


Fig. 2. P-P Plot

Referring to Figure 3, the data points appear randomly dispersed scattered on both sides of the zero point along the Y-axis, without forming a distinct pattern. This indicates that the first regression equation does not exhibit heteroscedasticity.

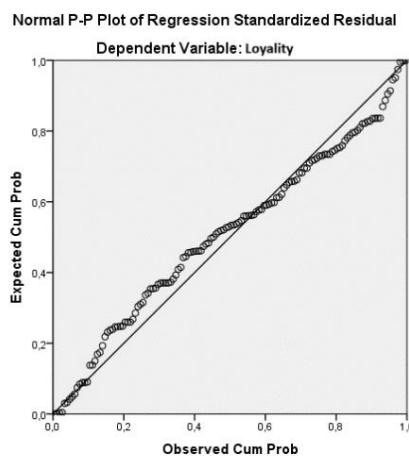


Fig. 3. Heteroscedasticity test

Based on the table above, it is evident that The Variance Inflation Factor (VIF) values for all independent variables indicate that they are within an acceptable range, less than 10 ($VIF < 10$), and the The values representing tolerance levels are ≥ 0.1 . Thus, the first hypothesis regression equation is free from multicollinearity assumptions.

Table 2. Variance inflation factor

| Model | Collinearity Statistics | |
|-------|-------------------------|-------|
| | Tolerance | VIF |
| 1 | 0.792 | 1.263 |
| | 0.568 | 1.762 |
| | 0.538 | 1.858 |
| | 0.531 | 1.883 |

3.1.2 Hypothesis testing results overall significance test (F-Test)

As shown in Table 3, the computed F-value (26.379) exceeds the F-table value (2.43), while the significance level (0.000) is below the 5% alpha threshold (0.05). These results lead to the rejection of H₀ and acceptance of H_a, confirming that Spiritual Price, Spiritual Product, Spiritual Place and Spiritual Promotion have a significant impact on consumer loyalty among individuals who have purchased and consumed Risol Gogo.

Table 3. F-Test results

| Model | Sum of squares | Df | Mean square | F | Sig |
|--------------|----------------|-----|-------------|--------|--------------------|
| 1 Regression | 873.416 | 4 | 218.354 | 26.379 | 0.000 ^b |
| Residual | 1117.469 | 135 | 8.278 | | |
| Total | 1990.868 | 139 | | | |

3.1.3 Partial significance test (T-Test)

The dependent variable in this study is loyalty. The analysis results indicate that all independent variables—namely Spiritual Product, Spiritual Price, Spiritual Promotion, and Spiritual Place—have a positive and significant influence on consumer loyalty. The Spiritual Product variable shows a positive and significant effect on loyalty, with a significance value of 0.006 (less than 0.05) and a t-value of 2.774 (greater than the t-table value of 1.977). Similarly, the Spiritual Price variable has a positive and significant influence on loyalty, indicated by a significance value of 0.015 and a t-value of 2.472, both meeting the criteria for statistical significance. Furthermore, the Spiritual Promotion variable also demonstrates a positive and significant impact on loyalty, with a significance value of 0.009 and a t-value of 2.667. Lastly, the Spiritual Place variable exerts a positive and significant influence on consumer loyalty, as shown by a significance value of 0.018 and a t-value of 2.392. All significance values are below the 0.05 threshold, and the t-values exceed the t-table value of 1.977, confirming that all four variables statistically contribute to increased consumer loyalty.

Table 4. T-Test results

| Model | Unstandardized B | Coefficients | | Standardized Coefficients | |
|--------------|------------------|--------------|-------|---------------------------|-------|
| | | Std. Error | Beta | T | Sig |
| 1 (Constant) | -1.472 | 2.255 | | -0.655 | 0.515 |
| Produk | 0.224 | 0.081 | 0.201 | 2.744 | 0.006 |
| Price | 0.313 | 0.126 | 0.212 | 2.472 | 0.015 |
| Promotion | 0.342 | 0.128 | 0.234 | 2.667 | 0.009 |
| Place | 0.222 | 0.093 | 0.212 | 2.392 | 0.018 |

3.1.4 Coefficient of determination (R^2)

Referring to Table 5, the Adjusted R-Square value indicates of 0.422 indicates that 42.2% of consumer loyalty is influenced by Spiritual Price, Spiritual Product, Spiritual Place and Spiritual Promotion. The remaining 57.8% is attributed to other factors beyond the scope of this study.

Table 5. Adjusted R square

| Model | R | R square | Adjusted R square | Std. Error of the estimate |
|-------|-------|----------|-------------------|----------------------------|
| 1 | 0.622 | 0.493 | 0.422 | 2.877 |

3.2 Discussion

3.2.1 The role of spiritual product on consumer loyalty

The Spiritual Product variable demonstrates a strong and statistically significant positive effect on consumer loyalty toward *Risol Gogo*, as indicated by a t-value of 2.774 and a significance level of 0.006 (which is below the 0.05 threshold). This statistical result implies that for every one-unit increase in the Spiritual Product variable, consumer loyalty increases by 0.224. The positive relationship suggests that consumers are more likely to remain loyal to *Risol Gogo* when they perceive its products as being spiritually and ethically aligned with their values.

Survey responses further support this finding, with a majority of respondents expressing agreement with statements associated with the spiritual product variable. Notably, many consumers strongly agreed with the statement "*Risol Gogo* uses healthy ingredients," indicating that product quality and composition play a crucial role in fostering trust and long-term consumer commitment. The emphasis on using high-quality, ethical, and health-conscious ingredients reinforces the idea that Spiritual Product attributes significantly contribute to consumer confidence and satisfaction, ultimately leading to greater brand loyalty.

These findings are consistent with the research conducted by Mahendra (2022), who defines spiritual product as encompassing clarity, size, composition, and quality that adhere to halal principles. Mahendra further emphasizes that products processed with honesty, transparency, and integrity tend to have higher quality, which, in turn, enhances consumer trust and loyalty. This suggests that businesses seeking to build strong consumer relationships should prioritize product authenticity, ethical sourcing, and adherence to religious or spiritual values in their production processes. By ensuring that their products align with consumers' spiritual, ethical, and health-conscious preferences, businesses like *Risol Gogo* can cultivate long-term consumer loyalty, differentiate themselves in a competitive market, and enhance their overall brand reputation.

3.2.2 The role of spiritual price on consumer loyalty

The results of the t-test reveal that the spiritual price variable has a strong and statistically significant positive influence on consumer loyalty toward *Risol Gogo*, as indicated by a t-value of 2.472 and a significance level of 0.015 (which is below the 0.05 threshold). This statistical outcome suggests that an increase of one unit in the spiritual price variable leads to a 0.313 rise in consumer loyalty. The significant relationship between price and loyalty implies that consumers are more likely to remain committed to *Risol Gogo* when they perceive the pricing as being fair, ethical, and justified by the quality of the product.

Survey responses further reinforce this finding, as most respondents agreed with the statement that "The price offered aligns with the quality of *Risol Gogo* products." This indicates that consumers acknowledge and appreciate the brand's pricing strategy, perceiving it as reasonable and proportional to the value they receive. A well-balanced pricing approach ensures that customers feel they are making a worthwhile purchase, reducing the likelihood of dissatisfaction or switching to competitors. In this context, Spiritual Price is not merely about affordability but also about ethical pricing practices that align with consumer expectations and values.

These findings are consistent with the research conducted by Rini & Arif (2019) on the influence of spiritual marketing on consumer loyalty through consumer satisfaction in medan's traditional souvenir food products. Their study highlights that spiritual price is determined based on ethical principles, including fairness, transparency, and competitiveness. While businesses naturally seek profitability, the spiritual approach to pricing ensures a balanced system that prevents exploitation and builds consumer trust.

When customers believe that a company's pricing strategy is driven by integrity and fairness, they are more likely to develop a long-term emotional connection with the brand, leading to greater loyalty and repeat purchases.

Furthermore, a well-implemented spiritual price strategy can enhance brand reputation, differentiate a business from competitors, and strengthen customer satisfaction. Companies that prioritize ethical pricing not only attract loyal consumers but also foster a positive brand image in the market. In the case of Risol Gogo, ensuring that pricing remains transparent, fair, and reflective of product quality will be essential for sustaining consumer trust and enhancing long-term business success.

3.2.3 The role of spiritual promotion on consumer loyalty

The results of the t-test indicate that the Spiritual Promotion variable has a strong and statistically significant positive effect on consumer loyalty toward Risol Gogo, as reflected in a t-value of 2.667 and a significance level of 0.009 (which is below the 0.05 threshold). This statistical result suggests that an increase of one unit in the spiritual promotion variable is associated with a 0.342 increase in consumer loyalty. These findings highlight the crucial role of ethical and value-driven promotional strategies in strengthening consumer commitment to a brand.

Further supporting this conclusion, the majority of respondents agreed with the statement "*Risol Gogo's* promotions use polite language," indicating that consumers highly value respectful and ethical communication in advertising and promotional efforts. In today's digital age, where marketing content is often distributed through social media and other online platforms, consumers are increasingly drawn to brands that engage in honest, positive, and non-manipulative promotional tactics. The use of polite and respectful language fosters trust and emotional connection, reinforcing the perception that Risol Gogo is a brand that upholds ethical and spiritual values in its marketing approach.

These findings align with the perspective of Mahendra (2022), who asserts that Spiritual Promotion prioritizes honesty and transparency in the delivery of product information. A spiritual approach to promotion requires businesses to communicate ethically, ensuring that all marketing messages are truthful, non-deceptive, and respectful toward consumers and competitors alike. This means that advertising strategies should avoid exaggeration, misleading claims, or disparaging remarks about competing products, instead focusing on genuine product value and positive brand messaging. By adhering to these principles, businesses can cultivate a strong brand reputation and gain long-term consumer trust.

Moreover, spiritual promotion extends beyond language and messaging—it also encompasses the intent behind marketing efforts. Ethical promotional strategies should educate and inform rather than persuade through coercion or manipulation. Brands that maintain integrity in advertising are more likely to attract loyal and repeat consumers, as customers feel respected and valued rather than simply being treated as sales targets.

For risol gogo, continuing to implement spiritual promotion principles can serve as a key differentiator in a competitive market. By prioritizing ethical communication, transparency, and respectful engagement with consumers, the brand can enhance its credibility, foster customer loyalty, and maintain a positive brand image. Ethical promotional practices not only benefit consumers but also contribute to long-term business sustainability and success.

3.2.4 The role of spiritual place on consumer loyalty

The t-test analysis reveals that the spiritual place variable has a strong and statistically significant positive effect on consumer loyalty toward Risol Gogo, as indicated by a t-value of 2.239 and a significance level of 0.018 (which is below the 0.05 threshold). This statistical finding suggests that an increase of one unit in the Spiritual Place variable results in a 0.222

increase in consumer loyalty. The positive relationship between Spiritual Place and loyalty highlights the importance of strategic store locations and distribution points in ensuring customer satisfaction and repeat patronage.

Survey responses reinforce this conclusion, as most respondents agreed with the statement, "*Risol Gogo's* location is safe from accidents." This indicates that consumers place significant value on safety, accessibility, and convenience when choosing where to make their purchases. A well-located retail outlet, free from potential hazards such as high-traffic intersections, unsafe pedestrian areas, or poorly lit surroundings, enhances consumer trust and encourages frequent visits. This finding underscores the idea that consumers do not merely seek physical proximity to a store but also expect an environment that provides security, comfort, and ease of access.

The significance of Spiritual Place in shaping consumer perceptions and behaviors is further supported by the research of Rini & Arif (2019) in their study, "The Influence of Spiritual Marketing on Consumer Loyalty through Consumer Satisfaction in Medan's Traditional Souvenir Food Products." Their findings emphasize that businesses should prioritize distribution locations that are easily accessible, comfortable, and well-suited to their target market. Ensuring that storefronts, kiosks, or delivery hubs are located in strategic areas not only improves consumer convenience but also fosters a greater sense of safety and confidence in the brand.

Beyond physical location, the Spiritual Place concept extends to the overall ambiance and atmosphere of the business environment. A retail space that reflects cleanliness, orderliness, and a welcoming atmosphere contributes positively to the consumer experience. Whether through thoughtful store design, well-maintained facilities, or an inviting layout, brands that invest in creating a comfortable shopping environment are more likely to attract and retain loyal customers.

Additionally, in the modern marketplace, Spiritual Place can also apply to digital storefronts and online purchasing experiences. With the rise of e-commerce and food delivery services, businesses must ensure that their online platforms are user-friendly, secure, and easily navigable. A seamless and hassle-free online purchasing process—combined with reliable delivery services—further strengthens consumer loyalty by enhancing accessibility and convenience.

For *Risol Gogo*, ensuring that store locations, distribution points, and online purchasing platforms align with consumer needs and expectations will be crucial for maintaining customer satisfaction and long-term loyalty. By consistently offering a safe, comfortable, and accessible shopping experience, the brand can further solidify its position in the market and build lasting relationships with its customers.

4. Conclusions

The findings of this study indicate that the variables spiritual price, spiritual product, spiritual place, and spiritual promotion collectively exert a positive and significant influence on consumer satisfaction. This suggests that when these four elements are considered together, they contribute significantly to enhancing the overall satisfaction of consumers who have purchased and consumed *Risol Gogo* products. The combined impact of these factors implies that consumers value not only the physical attributes of the product but also the spiritual and ethical aspects associated with pricing, product quality, distribution channels, and promotional strategies. This alignment with spiritual values may create a deeper emotional connection between consumers and the brand, ultimately leading to greater customer satisfaction and loyalty.

The results of the individual T-tests further reinforce these findings by demonstrating that each variable—spiritual price, spiritual product, spiritual place, and spiritual promotion—individually contributes positively and significantly to consumer satisfaction. This means that, even when examined separately, each factor plays a crucial role in shaping consumer perceptions and experiences. A fair and ethical pricing strategy

(spiritual price), high-quality and spiritually aligned products (spiritual product), convenient and value-driven distribution channels (spiritual place), and ethically conscious promotional efforts (spiritual promotion) each enhance the overall consumer experience. These results suggest that businesses aiming to improve customer satisfaction should consider integrating spiritual principles into their pricing, product development, distribution, and marketing strategies to resonate more deeply with their target audience.

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