



## Da'wah Through Service Excellence: Analyzing Customer Satisfaction in Islamic Aqiqah and Catering Services

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### ABSTRACT

*This research examines the impact of product and service quality on customer satisfaction within the context of Islamic aqiqah and catering services, integrating a da'wah (Islamic outreach) perspective. Aqiqah services hold significant religious importance in Islamic culture, serving not only as commercial enterprises but also as vehicles for preserving and promoting Islamic traditions. Customers often encounter challenges regarding product and service quality in the marketing process, which directly affects their satisfaction levels. This study employs a quantitative research method with data analysis conducted using SPSS software. Primary data were collected from 72 customers using simple random sampling from a population of 264 customers who have utilized aqiqah and catering services, while secondary data were obtained from service provider documents. The findings reveal that product and service quality collectively explain 24.5% of customer satisfaction variance ( $R^2 = 0.245$ ), with the remaining 75.5% attributed to other variables not examined in this study. Specifically, the *t*-test results indicate that service quality significantly influences customer satisfaction ( $t = 4.604$ ,  $p < 0.05$ ), while product quality does not show significant impact ( $t = 0.082$ ,  $p = 0.935$ ). The *F*-test confirms that both variables together significantly affect customer satisfaction ( $F = 11.366$ ,  $p < 0.05$ ). These results suggest that customers prioritize service excellence over product attributes when evaluating religious-based services, indicating that da'wah through exceptional service delivery can enhance both commercial success and religious mission fulfillment in Islamic business enterprises.*

**Keywords:** Aqiqah services; customer satisfaction; da'wah; product quality; service quality.

### INTRODUCTION

A business that is now increasingly competitive, service providers need to be more careful and sensitive in managing and implementing marketing

strategies. The main objective of SDM management and the implementation of good marketing strategies is to win the competition and gain a huge profit. The more companies that move in aqiqah & catering services, they will certainly force company leaders to always want to maintain their efforts. One way to do this is to improve the quality of the product and the quality of the service because customer satisfaction emerges from the existence of good product and service quality.

Quality according to Kotler & Keller (2009) is the whole characteristic of a product or service that affects its ability to satisfy stated or dispersed needs. Product quality is one of the determinants of customer satisfaction after buying and using a product. Businessmen must think smart, not only think what is sold but who is going to buy their customers. The product reveals how satisfied the customer is so that the product can increase the customer that is given to the customer. According to Ristanti & Iriani (2020) managers can apply that with good product quality from Nature Republic will make demand for products increase because customers believe in the quality of Nature Republic. Meanwhile Rachmawati (2021) said in his research, that by improving the quality of the existing product and keeping an eye on the price stability offered, it would increase the interest and satisfaction of customers who use Sariayu lipstick products in the Outlet Martha Tilaar Tunjungan Plaza Surabaya.

The findings Makkiyah & Andjarwati (2023) in the study explain the quality of the good product has a positive and significant impact on the repurchase intention. Companies are expected to be able to boost their product excellence by creating new products that will boost purchasing so that they can grow as the age progresses (Putra & Seminari, 2020). While (Akbar et al., 2020) product quality has a significant impact on satisfaction. In this respect, the quality of the good product is maintained and further enhanced to the satisfaction of the customer. So, it can be said that the more companies accept customer input in return for product development, the more and more options are available.

Kotler's quality of service is a way of doing business that companies are constantly trying to repair mutually against the process, product, and service produced by the company (Mursid, 2006). Research Murni & Zet (2019) said that the better service of a company would increase business confidence and excite customer satisfaction, and customers prefer water products from UPT streams. Opinions Bopeng (2021), Sudiq, 2020, & Tjahyadi et al., 2021) said that when the quality of the service provided

exceeds the expectations of the customer, they will use the product again. To that end, customer quality education is an important concept in achieving the competitive superiority of the organization. Customer quality education can be applied in various service industries, including Higher Education, to this end requires an organization's commitment to improving quality that gives customer satisfaction. So, if the quality of the service is carried out for the desired purpose, then the customer will certainly be satisfied, and the service company will also be easy to gain strong trust from the customer.

In the meantime, other than some research related to quality improvement and the role of indictment, among them the construction of the mosque not only looks at the physics of the building but also needs to optimize its growth (Qadaruddin et al., 2016). Efforts to improve the quality of life of society can be made through the enhancement of Human Resources (SDM) through mosque-based economic and social activities. Aziz et al. (2024) in terms of the quality and role of the indictment generally demonstrates an open attitude to differences, especially in religion, and can contribute to the efforts to resolve various social-religious conflicts, so it takes various professions, such as ten religions, youth activists, and at the Forum of Interreligious Conservation. The quality of home zakat.org services can carry out digital-based philanthropy indictments by adapting the indictment to recent developments, making program services easier to access, and providing services transparently for everyone (Hamdani & Aziz, 2024). To develop a transformative charge model, the digital philanthropy charge has to be increased (Suryorini et al., 2024). Organizational homophile values (Dissemination of Information, Ideas, and Emotions) affect the quality of marketing performance. In addition, the Co-BNC has a role to play in maintaining the relationship of performance quality (Marlina et al., 2024). Broad information technology has created a barrier to interpersonal communication between families, causing the quality of information to be neglected. So, in terms of quality research, as a result, society faces a challenge in applying these values qualitatively and effectively.

The satisfaction of the customer according to Rangkuty (2003) was in response to the mismatch between the previous level of interest and the actual performance it felt after wear. Research Shartykarini et al. (2016) says product quality and service quality affect the satisfaction of coffee visitors. This is because the satisfaction of each visitor has different dimensions and

perceptions, but loyalty can be measured based on the recommendations given to visitors, action to make a return visit, and determination to choose a café that is related to other cafés. So, what is said to the customer is a degree in which the customer's needs, desires, and expectations are fulfilled, which will result in repurchase or continued loyalty.

Based on the observations and explanations above, research questions arise, including: 1) how the effect of product quality on aqiqah and catering customer satisfaction is; 2) how the effect of service quality on aqiqah and catering customer satisfaction is; 3) how the effect of product quality and service quality on aqiqah and catering customer satisfaction is. The purpose of this research is: 1) to determine the effect of product quality on customer satisfaction aqiqah and catering; 2) to determine the effect of service quality on customer satisfaction aqiqah and catering; 3) to determine the effect of product quality and service quality on customer satisfaction aqiqah and catering. Based on the research background, related studies that have existed, and differences from previous research to bring up the novelty of this research, is where the object of this research is different from the objects of other studies, namely consumers of aqiqah and catering services.

The owner of aqiqah and catering services is willing to help customers who will subscribe, where after the service is completed by the aqiqah and catering services, then the customer can pay off the payment. In addition to providing free consultation about aqiqah and catering to customers, customers can also adjust the needs they want and accept and serve orders via telephone which will certainly provide easy service to all customers. Thus, if the service company has provided satisfactory product quality and service quality, then of course there will be customer satisfaction and even the product or service recommended to the next customer. Customer satisfaction is a specific evaluation of the overall service provided by the service provider, so customer satisfaction can only be assessed based on experiences that have been experienced during the service delivery process, so customer satisfaction is a must for the service company to remain successful.

The literature review requires a more systematic organization to clearly delineate the conceptual boundaries between product quality and service quality constructs. Product quality literature should be anchored in foundational works such as Garvin's (1987) eight dimensions of quality, while incorporating contemporary perspectives from digital service

environments and cultural considerations specific to Islamic services like aqiqah catering. Service quality literature should build upon the SERVQUAL model (Parasuraman et al., 1988) but extend to more recent frameworks such as the SERVPERF model and culturally-adapted service quality measures that account for religious and traditional service contexts. Recent studies by Kumar et al. (2020), Zhang and Liu (2022), and Hassan et al. (2023) provide updated insights into how service quality dimensions have evolved in the post-digital era, particularly in food service and event catering industries. These contemporary sources should replace outdated references to strengthen the theoretical foundation and demonstrate current relevance of the research framework.

Beyond the distinct research object of aqiqah and catering services, this study's novelty lies in its integration of Islamic service principles with conventional service quality frameworks, creating a culturally-sensitive model for measuring customer satisfaction in religious food services. The research contributes to the literature by examining how traditional payment flexibility (post-service payment options) and religious consultation services influence the product quality-service quality-satisfaction relationship, which has not been explored in existing hospitality and catering literature. Furthermore, this study introduces a context-specific understanding of how cultural and religious values moderate the relationship between service attributes and customer satisfaction, potentially offering a new theoretical lens for examining service quality in faith-based service industries. The research methodology should incorporate mixed-methods approaches to capture both quantitative relationships and qualitative insights into customer experiences, providing a comprehensive understanding of satisfaction drivers in this unique service context that can inform both academic theory and industry practice.

### **Product Quality**

According to Basu & Irawan (2021) and Kotler & Keller (2009) the quality of the product is the totality of features and characteristics of the product that can affect an ability to satisfy obvious or misleading needs. Product quality is a driver of customer satisfaction that affects loyalty greatly. Receipts also include product quality as the best guarantee to maintain customer loyalty and the only way to sustain company growth (Kotler & Keller, 2009). According to Tjiptono (2008a) product quality dimensions

are performance, endurance, compliance with specifications, features, control, aesthetics, perceived quality, and ease of service.

To achieve the measurement of the variable quality of the product (Lupiyoadi, 2006) it is said that the quality of the product has a measurement dimension consisting of several indicators as follows: performance, product diversity, reliability, correlation, durability, and aesthetics. Quality is the whole characteristic and nature of the object and service that affects the skills that meet either stated or diffused needs (Kotler & Keller, 2009). Meanwhile, the concept of quality depends on the perspective used to ensure its identity and specification (Lupiyoadi, 2006). On the other hand (Tjiptono, 2008a) argues that the quality reflects the entire size of the product offered which creates benefits for customers. Lupiyoadi said in Rachmawati (2021) that the quality dimension of the product has 8: performance, feature, skill, adaptation, endurance, service, aesthetics, and quality perception. It can therefore be said that the quality of the product is a product or service related to the superiority of the product which has fulfilled the determination to be sold by the expectations of the customer.

### **Service Quality**

Meanwhile, in the context of measuring the variable quality of the service according to Parasuraman. et al. (2008), defines how far the difference between reality and customer expectations of the service they receive or receive. The next dimension of the quality of the service consists of indicators, physical evidence, reliability, warranty, rapid and rational service, and empathy, aimed at providing quality service to customers. While Tjiptono (2008a) provides service quality defence as an effort to meet the needs and desires of the customer and its accuracy in comparison to customer expectations. When the service is received or felt as expected, the quality of the service is well and satisfactory. Therefore, if the quality of the service received exceeds hope, the quality of the service is perceived as an ideal quality. On the contrary, if the quality of the service received is lower than expected, the quality is perceived badly or unsatisfactory.

According to Parasuraman (Bopeng, 2021), the quality of the service has a close relationship to the satisfaction of the client and is a segment of the service expected with the service received. When a service is received or felt as expected, the quality of the service is well received. Customers choose the service providers on this basis and after receiving the service,

they will compare the service they feel to the service they want. When a service is felt to suit the customer's desired quality of service and finally satisfied, they will use it again. Meanwhile, research [Sabda Putra Mediti, 2020](#)) & [Trisnowati & Nugraha \(2016\)](#) proves that the quality variable of the service contributes greatly to influencing customer satisfaction decisions.

### **Customer Satisfaction**

Customer satisfaction according to Hawkins and London in ([Tjiptono, 2015b](#)), customer satisfaction indicator is matching hopes, interest in revisits, and readiness to recommend. The satisfaction of the customer ([Kotler & Keller, 2009](#)) is a level of feeling as a form of evaluation by the customer to what has been accepted for the performance of a service product that can force the customer to either re-purchase or not? Satisfaction is either joy or anger that arises in distinguishing the product from the customer's expectations. While according to ([Alvianna et al., 2021](#)) his study states that at the time of the Covid-19 pandemic prices dominated customer satisfaction at Panderman Coffee Shop Hotel Aria Gajayana Malang.

Meanwhile [Maulidina & Sanaji \(2020\)](#) and [Syachadi & Widyastuti \(2021\)](#) in his study explained that quality of service, and product quality has a strong impact on customer satisfaction. Where to improve product quality and service quality, the company should provide more details on product information, which includes price information specification and product color updates. To make it easier for the customer to understand and not reach what appears on the brochure is different from the original, and the company in this regard must also respond quickly to the customer's complaint so that any complaint about the product can be handled immediately to obtain customer satisfaction. This is also consistent with a study [Sabda Puta Mediti \(2020\)](#) which states that the service has a comprehensive nature covering both aspects, namely from pre-service and post-web sites. For example, Shopee applications must provide services that can make users both sellers and buyers feel satisfied in using them.

According to [Dewi \(2014\)](#) the quality of the product and price will affect the satisfaction of the customer and make the image of the company better in the eyes of the customer so that in the long term the customer will continue to feel loyal to Sari Jati in Sragen Regency. This price increase, for example, by giving price variations to the existing product, the price



awarded must be in line with the existing competitors, the price awarded by the applicable standard on the market and the price should be extended by the customer. [Simatupang \(2017\)](#) believes that there is a need to improve brand image, product quality, and service quality because these three factors together have a significant impact on customer satisfaction by doing in-depth research in line with what the customer expects until the customer reaches maximum customer satisfaction. It follows [\(Sulistyawati & Seminari, 2015\)](#) that the quality of the service consists of physical evidence, control, acceptance, guarantees, and four influences customer satisfaction at the Ubud Indus Restaurant and also turns out that gender variability affects customer satisfaction at the Ubud Indus Restaurant.

Therefore, the hypothesis that can be presented and this research is:

H<sub>1</sub>: There is a significant impact of product quality on customer satisfaction.

According to [Rachmawati \(2021\)](#), Sariayu's lipstick product quality affects customer satisfaction and Sariayu's lipstick price variable affects customer satisfaction. In addition, the quality of Sariayu's lipstick product has a significant impact on loyalty through customer satisfaction. Findings in line with the research [Ristanti & Iriani \(2020\)](#) that state the quality of the product influenced the purchasing decision of Nature Republic customers in Surabaya. Similarly, the research carried out by [Mahshun & Indarwati \(2022\)](#) and [Makkiyah & Andjarwati \(2023\)](#) that product quality will enhance customer purchasing intentions. Where long-term and normal prices, as well as legitimate labels, have a positive and significant impact on repurchase intentions. It can therefore be said that good product quality has a positive and significant impact on customer experience and customer satisfaction.

H<sub>2</sub>: There is a significant impact of the quality of the service on customer satisfaction.

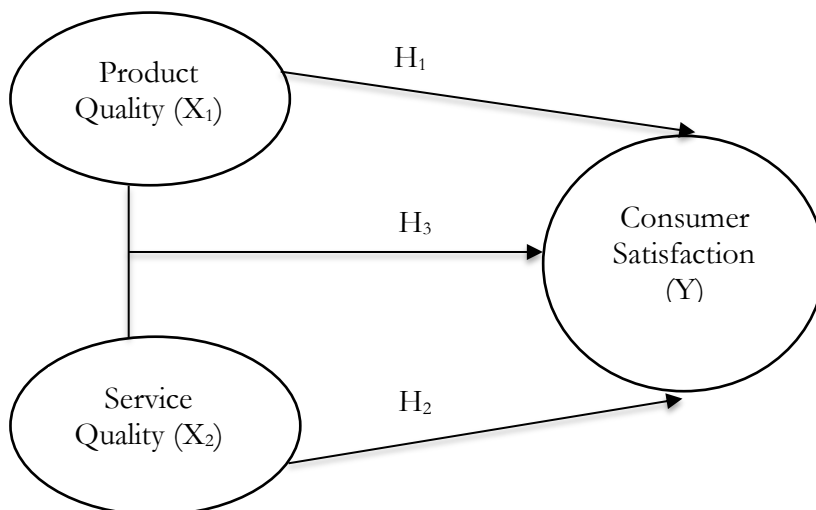
Research [Alvianna et al. \(2021\)](#) said the price and quality of the service simultaneously influenced customer satisfaction at Panderman Coffee Shop Hotel Aria Gajayana Malang during COVID-19. According to [Mohammad Rizan \(2011\)](#), the quality of the service positively affects the satisfaction of the customer. It shows that better quality of Suzuki motorcycle service can lead to increased customer satisfaction in the South Jakarta dealer Fatmawati. While research [Bopeng \(2021\)](#) and [Samudro & Widyastuti \(2020\)](#) found that the quality of electronic services has a significant impact on the intent to buy online on Spotify streaming services,



the prediction of ease has a significant impact on the intent to buy online on Spotify streaming services. It can thus be said that the quality of the service affects the customer's purchasing decision.

H<sub>3</sub>: There is a significant impact of product quality, and service quality on customer satisfaction.

The study [Murni & Zet \(2019\)](#) clearly states that the quality of the service and the quality of the product affect the customer satisfaction in UPT significantly affects the customer satisfaction. While research [Rizan et al. \(2014\)](#) says that the impact of product quality and service quality on the satisfaction of Toshiba and Acer laptop customers can be seen from the positive response of respondents to statements in product quality variables covering the dimensions of performance, durability, conformance, features, reliability, aesthetics, and perceived quality. At the customer satisfaction variable, the response also responds positively to the customer satisfaction dimension statement, namely product-related factors, service-related factors, and purchase factors. While according to [Fauzi & Mandala \(2019\)](#), service quality, product quality, and product innovation have a significant positive effect on customer satisfaction, so theoretical implications are obtained in terms of commitment, repeat purchases, and providing recommendations to other customers, while the practical implications are by improving service quality, product quality, and product innovation to increase customer satisfaction which will then directly increase customer loyalty. The following Figure 1 can be used to explain the conceptual model or framework in this research.



Source: Author's Observation, 2024

Figure 1. Conceptual Framework

This study is quantitative. The research site is carried out at aqiqah and catering services in Padang City, with a population of 264 customers who have received the service. The number of homogeneous and representative samples, using simple random sampling techniques, is sufficient for 72 samples (Hair, 2010). Angle is arranged with the scale used to measure the Angle, which is the 1-5 License scale with the category of answer from very disagreeable to very agreeable. Online numbers are distributed to respondents via social media such as WhatsApp and Instagram using Google Forms. Validity and reliability tests are performed using data from 30 respondents different from 264 respondents whose data are used for hypothesis testing. The analytical technique used is multiple linear regression.

On the following page is Table 1 variable operationalization, where on that table each indicator of the variable is known, and that scale is used.

Table 1. Variable Operationalisation

Variable/ Concept	Indicator	Scale
Product Quality (Rambat Lupiyoadi, 2006)	Performance	1-5
	Features	
	Reliability	
	Conformance	
	Durability	
Service Quality (Parasuraman, 2008)	Aesthetics	1-5
	Tangible	
	Reliability	
	Responsiveness	
Customer Satisfaction (P. dan K. L. K. Kothler, 2012)	Assurance	1-5
	Empathy	
	Customer Satisfaction	
	Request a return visit	
	Readiness recommended	

Source: Theory Summary, 2024

## RESULTS AND DISCUSSION

### Validity and Reliability Test Results

Validity test results show that all statements have  $r_{\text{count}}$  greater than  $r_{\text{table}} > 0,361$ , so the statement details in this study can be declared valid and

can be used as a measuring tool. The reliability test results show Cronbach's Alpha values on product quality variables, service quality, and customer satisfaction greater than 0,60 so that the statement details in this study can be reliable and usable.

### **Normality Test Results**

Normality test results using the normal probability plot graph obtained data spread in areas not far from the diagonal line and consistent with the diagonal graph or the histogram graph, it can be said that the data used are already distributed normally. It proves the distribution data is normal. It proves the distribution data is normal. Based on the statistical test with the Kolmogorov - Smirnov (K-S) test, the value is obtained  $0,053 > 0,05$  so that the residual data is distributed normally, which means that the data has met the requirements of the multivariate normality test and is worthy of use in the next estimation.

### **Multicollinearity Test Results**

The multicollinearity test in this study is seen from the results of the determinant covariance matrix. The results of the determinant covariance matrix in this study resulted in a VIF value for the product quality variable ( $X_1$ ) and the service quality variable ( $X_2$ ) is  $1,063 < 10$  and tolerance value  $0,941 > 0.1$  which means there's no relationship between free variables whose value exceeds 95%, which means the entire variable is free of multicollinearity in this study.

### **Heteroscedasticity Test Results**

Heteroscedasticity test with scatterplot graph and Spearman's rho test. The heteroscedasticity test using the scatterplot shows that the points spread evenly across the four and can be seen patterns with points that spread randomly and do not form a certain pattern or with an unclear pattern, then by the basis of testing in the heteroscedasticity test, so there is no heteroscedasticity in the regression model.

### **Results of F Test Statistics**

The probability value  $F_{\text{counts}}$  at 0,000 is smaller than the significance level ( $0,000 < 0.05$ ) and the value  $F_{\text{counts}}$  is 11,366 greater than the value  $F_{\text{table}}$  3,138 ( $11,366 > 3,138$ ) so that all free variables are product quality ( $X_1$ ) and service quality ( $X_2$ ) simultaneously affect (together) customer satisfaction variables ( $Y$ ).

### **Statistical Results of t-Test**

The probability  $t_{\text{value}}$  of calculating free variables with the following details: product quality variable ( $X_1$ ) equal to 0,010 with a significant value of  $0,935 > 0,05$ , service quality variable ( $X_2$ ) of 0,296 with significant value  $0,000 < 0,05$ . It can be shown that only product quality variables have a significant positive impact on customer satisfaction. The other variable is the quality of the service ( $X_2$ ) does not affect the satisfaction of the customer.

### Multiple Linear Regression Analysis Results

The following are the results of the hypothesis test (t-test) in Table 2 below.

Table 2. Multiple Linear Regression Analysis Result

Coefficients

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	55,631	10,731		5,184	0,000
1	Product Quality	0,010	0,121	0,009	0,082	0,935
	Service Quality	0,296	0,064	0,493	4,604	0,000

a. Dependent Variable: Satisfaction

Source: *Output SPSS*

Based on Table 2, the regression equation below can be arranged.

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 55,631 + 0,010 + 0,296 + e$$

The constant is (a) 55,631 states that without product quality ( $X_1$ ), service quality ( $X_2$ ), or value 0, then customer satisfaction ( $Y$ ) remains 55,631. The coefficient of regression of (b) 0,010 (positive) indicates a linear relationship means that when product quality increases the value of one unit, customer satisfaction increases the value of 0,010 units. While the coefficient of regression of (b) 0,296 (positive) indicates a linear relationship when the quality of service increases the value of one unit, then customer satisfaction increases the value of 0,296 units.

### Determination Test Result ( $R^2$ )

Testing using the Adjusted R Square method indicates the size of an independent variable can explain its dependency variable. 0,245. This is the determinacy index, which is the percentage of the contribution of the independent variable influence on the dependency variable. It can then be

said that the effect of product quality variables ( $X_1$ ) and service quality variables ( $X_2$ ) on customer satisfaction variables ( $Y$ ) on aqiqah and catering services is 24,5% and the remainder is 75,5% given by other variables, besides the variable studied.

### **The Effect of Product Quality on Customer Satisfaction**

Based on the results of the analysis and analysis of the impact of product quality on customer satisfaction on aqiqah and catering, that  $H_0$  can be explained, and  $H_a$  rejected or ( $H_1$  rejected), that there is no significant impact between product quality and customer satisfaction. So, it can be concluded that the quality of the product does not affect in part the variable customer satisfaction. This is inconsistent with some studies [Mahshun & Indarwati \(2022\)](#) that say there is a significant positive impact between product quality on purchasing intentions. Also research [\(Makkiyah & Andjarwati, 2023; Rachmawati, 2021; Ristanti & Iriani, 2020; Wisesa, 2021\)](#) states that there is an influence of product quality on customer satisfaction and loyalty to Sariayu lipstick, as well as the influence of product quality and brand image on purchasing decisions of Nature Republic customers in Surabaya, and there is a significant influence of product quality on customer experience on repurchase intentions of local cosmetic brands for teenagers.

Based on the above research it can be understood that the quality of the product is essentially related to satisfaction. When the product is obtained as desired, the level of satisfaction of the customer will increase, and on the contrary, when the quality of the product obtained is minimal, the level of satisfaction of the customer will certainly decrease. In this respect, it can be said that the product is an incentive factor for the company to defend its customers.

### **The Effect of Service Quality on Customer Satisfaction**

To influence the quality of the service on the satisfaction of the aqiqah and catering customers which are seen based on a partial test on the rise of the respondent,  $H_0$  is rejected, and  $H_a$  is accepted or ( $H_2$  is accepted). It can be explained that there is a significant influence between the quality of the service on the satisfaction of the customer. So, it can be concluded that the quality of the service partly affects the variable customer satisfaction. This coincides with some research from [\(Bopeng, 2021; Mediti, 2020; Samudro & Widyastuti, 2020; Tjahyadi et al., 2021\)](#) which shows that there is a positive and significant impact between quality of service and customer

satisfaction on the intent to repurchase local cosmetic brands, or on the user of the shopee application.

Based on some of the above findings, it can be understood that the quality of the service has a close relationship to the customer's satisfaction. Thus, it can be said that a company with good service quality will also be well placed for the accepted customer.

### **The Effect of Product Quality and Service Quality on Customer Satisfaction**

Whereas to influence the quality of the product and the quality of the service on the satisfaction of the customer in the service of aqiqah and catering,  $H_0$  may be rejected, and  $H_a$  accepted or ( $H_3$  accepted). So, it can be explained that there is a significant impact between product quality and service quality on customer satisfaction. So, it can be concluded that the quality of the product and the quality of the service simultaneously (together) affect the variable customer satisfaction (dependent variable). In this respect, it is certainly also influenced by other factors that are not discussed in this study that are suggested for the next study that discusses the same problem with different variables. So based on the findings above, product quality and service quality influence customer satisfaction, with different portions. The same evidence as some studies have been carried out by [Maulidina & Sanaji \(2020\)](#), [Sabda Puta Mediti \(2020\)](#), and [Syachadi & Widyastuti \(2021\)](#) in the results of their research they have a positive and significant influence on the quality of electronic services with the satisfaction of the customers of the shopee application shopee, and also said that there is a significant influence of experimental marketing on the satisfaction of the customers at the Si Bolang house Si Bolang then the satisfaction of the customers has a significant influence on the intention to visit The next experimental marketing has a significant impact on the intention to return to the restaurant and the customer's satisfaction can provide an impact between experimental marketing and the intention to return.

Another study mentioned emotional attachment to customer satisfaction on visitors to Rolag Kopi Kayoon Surabaya ([Maulidina & Sanaji, 2020](#)). Meanwhile [Makkiyah & Andjarwati \(2023\)](#) also mentioned good product quality having a positive and significant impact on repurchase intentions. Expected prices and natural impacts positively and significantly on repurchase intentions. Valid labels have a positive and significant impact

on repurchase intentions. Good product quality has a positive and significant impact on customer satisfaction. Expected prices and natural effects have a positive and significant impact on customer satisfaction.

It can therefore be understood that there is an impact on product quality and service quality along with customer satisfaction. The satisfaction and dissatisfaction of the customer are the effects of a comparison of expectations before the purchase with those obtained from the goods and services received. It can be said that, when products and services work better than expected then customers will be satisfied and when products and services work worse than hope, then they will cause disappointment so that customers will not be satisfied. The satisfaction Hawkins believes among them is the alignment of hope, interest in returning visits, and readiness recommended. Customer satisfaction is one of the keys to a company's success. By maintaining customer satisfaction, the company can increase its profits and gain a larger market base. Kotler describes satisfaction as a result of a comparison of the satisfaction of the expected product or service (Lupiyoadi, 2006).

Many start-ups in aqiqah and catering services. This requires managers to understand customer behavior and try to create customer expectations. To achieve this, the company can start by improving the quality of the product and the quality of the service. The way to do that is by maximizing one or both specified variables. So based on the findings above, product quality and service quality influence customer satisfaction, with different portions. It also shows that customers calculate business services rather than offering the advantage of the product they sell. The higher the quality of the service provided, the higher the customer satisfaction. Satisfied customers are happy and more likely to come back. From the above survey, the main variable affecting customer satisfaction is the variable quality of service provided by aqiqah and catering services to customers, who buy and use the service. The impact of product quality on the satisfaction of small customers means that the quality of the service has a significant impact on the satisfaction of customers.

### **Dakwah Through Excellence in Halal Food Service Quality**

From an Islamic dakwah perspective, the findings regarding service quality's significant impact on customer satisfaction in aqiqah and catering services reflect the prophetic principle of *ihsan* (excellence) in all endeavors. The Prophet Muhammad (PBUH) emphasized that "Allah has



prescribed excellence (ihsan) in all things" (Muslim, 1955), which directly applies to how Muslim entrepreneurs conduct their halal food businesses. Research by [Rahman et al. \(2019\)](#) demonstrates that Islamic service quality dimensions, including amanah (trustworthiness) and shura (consultation), significantly enhance customer satisfaction in halal food services. Similarly, [Hassan and Ali \(2020\)](#) found that incorporating Islamic values in service delivery creates a unique value proposition that attracts both Muslim and non-Muslim customers to halal catering services. This aligns with the concept of dakwah bil hal (preaching through actions), where exemplary service quality becomes a means of showcasing Islamic principles to the broader community.

### **Product Quality as a Manifestation of Islamic Business Ethics**

The research finding that product quality alone does not significantly impact customer satisfaction in aqiqah catering presents an interesting paradox from the dakwah perspective. Islamic teachings emphasize halal tayyib (lawful and wholesome) food production, which encompasses both ritual compliance and quality excellence. [Ahmed et al. \(2021\)](#) argue that halal food quality should integrate both physical product attributes and spiritual dimensions to create holistic customer value. The study by [Othman et al. \(2019\)](#) reveals that Muslim consumers often prioritize halal certification and spiritual satisfaction over conventional product quality metrics, suggesting that aqiqah catering customers may value the religious authenticity and barakah (blessing) of the service more than product attributes alone. This finding supports the dakwah principle that spiritual and material benefits must be balanced in Islamic business practices.

### **Aqiqah Services as Contemporary Dakwah Platforms**

The aqiqah catering business represents a unique intersection of commercial enterprise and religious obligation, creating natural opportunities for dakwah activities. Research by [Mohd Dali et al. \(2022\)](#) demonstrates that Islamic lifecycle services, including aqiqah catering, serve as effective platforms for community dakwah by facilitating religious education and social bonding. The study's emphasis on consultation services and flexible payment arrangements reflects the Islamic principle of taysir (making things easy), which the Prophet Muhammad (PBUH) advocated in religious and commercial dealings. Furthermore, [Abdullah and Rahman \(2020\)](#) found that Muslim entrepreneurs who integrate dakwah elements into their halal food businesses experience higher

customer loyalty and positive word-of-mouth recommendations, supporting the research finding that combined product and service quality significantly impacts customer satisfaction.

### **Community Building Through Islamic Hospitality Principles**

The significant impact of service quality on customer satisfaction in aqiqah catering reflects the broader Islamic concept of *karam* (hospitality) and community service. Islamic teachings emphasize that serving others, particularly during religious celebrations, carries spiritual rewards and strengthens community bonds. Research by [Jamal and Sharifuddin \(2021\)](#) indicates that halal food service providers who embrace Islamic hospitality principles create stronger emotional connections with customers, leading to enhanced satisfaction and loyalty. The study by [Noordin et al. \(2019\)](#) further demonstrates that Islamic values-based service delivery in halal food businesses contributes to dakwah effectiveness by showcasing the practical application of Islamic principles in contemporary business contexts. This community-building aspect of aqiqah catering services extends beyond commercial transactions to encompass spiritual and social dimensions that strengthen Islamic identity and practice.

### **Strategic Implications for Dakwah-Oriented Business Models**

The research findings suggest that Muslim entrepreneurs in the aqiqah catering industry should prioritize service excellence as a primary dakwah strategy while maintaining high product standards. The study by [Aziz and Sulaiman \(2020\)](#) proposes an integrated framework for Islamic business excellence that combines shariah compliance with customer-centric service delivery to maximize both commercial success and dakwah impact. Additionally, research by [Zainudin et al. \(2021\)](#) demonstrates that halal food service providers who explicitly incorporate dakwah objectives into their business models achieve superior customer satisfaction scores compared to purely commercial operators. These findings suggest that the aqiqah catering industry's focus on service quality over product quality may reflect customers' implicit recognition of the spiritual and social value embedded in these services, indicating that dakwah through excellent service delivery represents a sustainable competitive advantage in Islamic business contexts.

## CONCLUSION

Based on the research that has been done, it can be concluded that customers pay more attention to the service of the entrepreneur, not the quality of the products he sells. This means that customers pay more attention to the services provided by entrepreneurs. When the service provided by the customer is good, the customer does not think about the quality of the product provided by the business. Therefore, the main factor affecting customer satisfaction is the service quality variable. This can be seen from the calculation results above. The results of the calculation of product quality have a low customer satisfaction score, and service quality has a high score in the above calculations. The sample of this study was only 72 respondents. Future research is expected to increase the number of respondents and use other variables such as price variables, and sales promotions.

This research finding has profound implications in the context of Islamic dakwah, particularly in developing halal businesses oriented toward Islamic values. First, the dominance of service quality over customer satisfaction in aqiqah and catering businesses reflects the principle of *husn al-mu'amalah* (excellence in transactions) emphasized in Islamic teachings. This aligns with the hadith of Prophet Muhammad stating "Indeed, Allah loves when someone performs a job with *itqan* (professionalism and quality)" (HR. Thabrani). The practical implication is that Muslim entrepreneurs must prioritize excellent service as a manifestation of worship and a means of dakwah bil hal (preaching through actions). Second, the finding that product quality does not significantly affect customer satisfaction indicates that Muslim consumers value more the spiritual and emotional aspects of aqiqah services, which constitute a religious ritual. This suggests that *barakah* (blessings) and Islamic values integrated into the service process are more meaningful than mere physical product attributes.

Third, the strategic implication for *da'i* (Islamic preachers) and Muslim entrepreneurs is the importance of developing business models that integrate dakwah missions with service excellence. The free consultation services, payment flexibility, and accessibility mentioned in this research represent concrete implementations of the principles of *taysir* (making things easy) and *ta'awun* (mutual assistance) in Islam. Fourth, this finding provides empirical foundation for developing an Islamic Service

Excellence framework that can be applied more broadly in the halal industry. Muslim entrepreneurs can utilize aqiqah service moments as effective dakwah platforms by providing education about the wisdom of aqiqah, proper procedures, and Islamic values to customers. Fifth, from the perspective of Islamic community development, aqiqah and catering businesses that prioritize service quality can serve as instruments for strengthening Islamic identity within communities, creating solid social networks, and facilitating intergenerational transfer of religious knowledge through quality interactions in every business transaction.

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