

ABSTRAK

Perkembangan bisnis ritel modern yang semakin pesat menyebabkan persaingan usaha minimarket menjadi semakin kompetitif, termasuk bagi ritel lokal di Kabupaten Gresik. Kondisi tersebut menuntut pelaku usaha untuk memiliki strategi yang mampu mempertahankan loyalitas konsumen secara berkelanjutan. Minimarket Aldam Mart sebagai ritel lokal menghadapi tantangan berupa fluktuasi jumlah kunjungan konsumen setelah hadirnya kompetitor di sekitar lokasi usaha. Penelitian ini bertujuan untuk menganalisis penerapan bauran pemasaran syariah 7P (*product, price, place, promotion, people, process, dan physical evidence*) pada Minimarket Aldam Mart serta menganalisis perannya dalam mempertahankan loyalitas konsumen. Penelitian ini menggunakan pendekatan kualitatif deskriptif. Data diperoleh melalui wawancara mendalam, observasi, dan dokumentasi dengan informan yang terdiri atas pemilik usaha, karyawan, dan konsumen. Penentuan informan dilakukan menggunakan teknik *purposive sampling*, sedangkan analisis data dilakukan melalui proses reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa Aldam Mart telah menerapkan unsur bauran pemasaran syariah 7P melalui penyediaan produk sesuai kebutuhan konsumen, penetapan harga yang terjangkau, lokasi yang strategis, promosi berbasis hubungan sosial, pelayanan yang ramah, proses transaksi yang sederhana, serta lingkungan usaha yang nyaman dan bersih. Penerapan nilai-nilai syariah seperti kejujuran, amanah, keadilan, dan pelayanan yang baik terbukti berperan dalam membangun kepuasan, pembelian ulang, rekomendasi konsumen, serta mempertahankan konsumen agar tidak berpindah sepenuhnya kepada kompetitor.

Kata Kunci: Strategi Bisnis Ritel, Loyalitas Konsumen, Bauran Pemasaran Syariah 7P, Minimarket Lokal, Pemasaran Syariah.

ABSTRACT

The rapid development of the modern retail business has led to increasingly competitive minimarket businesses, including local retailers in Gresik Regency. This situation demands that business operators develop strategies capable of sustainably maintaining customer loyalty. Aldam Mart, a local retailer, faces challenges in the form of fluctuating customer visits following the presence of competitors in the area. This study aims to analyze the implementation of the 7Ps of the Sharia marketing mix (product, price, place, promotion, people, process, and physical evidence) at Aldam Mart and its role in maintaining customer loyalty. This study used a descriptive qualitative approach. Data were obtained through in-depth interviews, observation, and documentation with informants consisting of business owners, employees, and consumers. Informants were selected using a purposive sampling technique, while data analysis was conducted through data reduction, data presentation, and conclusion drawing. The results indicate that Aldam Mart has implemented the 7Ps of the Sharia marketing mix by providing products tailored to consumer needs, setting affordable prices, strategic locations, socially-based promotions, friendly service, simple transaction processes, and a comfortable and clean business environment. The implementation of Sharia values such as honesty, trustworthiness, fairness, and good service has been proven to play a role in building customer satisfaction, repeat purchases, and recommendations, as well as retaining customers from switching completely to competitors.

Keywords: Retail Business Strategy, Consumer Loyalty, 7Ps of Sharia Marketing Mix, Local Minimarkets, Sharia Marketing.