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## Sharia economic impact of outreach service approach and product quality on Pasir Pengaraian Asia Gold Store consumers' gold jewelry purchases

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### ABSTRACT

This study was motivated by the increasing number of consumers purchasing gold jewelry through a proactive "ball pickup" personal selling strategy conducted by Pasir Pengaraian Asia Gold Store in remote villages located 2 – 3 hours away from the central store. The research aimed to analyze the influence of this outreach service strategy and product quality on consumers' purchase decisions from a Sharia economic perspective. Using a quantitative research approach, data were collected through observations, interviews, and questionnaires from 82 respondents within the pickup service area. Multiple linear regression analysis via SPSS version 22 was used to test the hypotheses. The results revealed that both the ball pickup service strategy and product quality had a positive and significant influence on consumers' purchasing decisions, both individually and simultaneously. The Sharia economic review confirms that these marketing practices and the quality of gold jewelry products comply with Islamic principles, promoting ethical personal selling and high-quality, halal-certified goods that align with consumer satisfaction and well-being.

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### 1. INTRODUCTION

Gold has long held a prominent place in human civilization, valued not only for its beauty and rarity but also as a symbol of wealth and social status. Historically, gold jewelry has been an integral part of many cultures, used as adornment, investment, and a store of value [1]. In Indonesia, particularly among women, gold jewelry remains one of the most popular luxury commodities. Its enduring appeal is influenced by cultural traditions, economic value, and aesthetic preferences. Amidst this popularity, competition among jewelry retailers has increased, prompting businesses to adopt innovative strategies to reach consumers more effectively [2, 3].

In response to this challenge, Pasir Pengaraian Asia Gold Store has implemented a unique marketing approach known as the ball pickup service, which involves direct outreach to customers in remote villages during traditional market days. This proactive personal selling strategy eliminates geographical barriers and enhances customer convenience, allowing consumers to access high-quality gold jewelry without having to travel long distances to the city center. Such services not only offer logistical benefits but also build trust and personal relationships between sellers and buyers [4-6].

Moreover, product quality remains a critical factor in influencing purchasing decisions. Consumers demand jewelry that meets their expectations in terms of design, durability, purity (karat), and authenticity [7, 8]. In this regard, Pasir Pengaraian Asia Gold Store is known for offering a diverse

range of designs with high gold content (22 – 24 karats), which has strengthened customer loyalty and satisfaction. The intersection of proactive marketing strategies and superior product quality has become a significant determinant of business success, particularly in the gold retail sector [9-11].

This study aims to examine the effect of the ball pickup service strategy and the quality of gold jewelry products on consumers' purchasing decisions at Pasir Pengaraian Asia Gold Store. Furthermore, it explores this relationship through the lens of Sharia economics, ensuring that the sales practices align with Islamic ethical principles. By focusing on both strategic and ethical dimensions, this research contributes to the broader discourse on consumer behavior and Islamic business practices in the context of local market dynamics.

## 2. RESEARCH METHODS

This study employed a quantitative research approach with a descriptive method to explore the influence of the ball pickup service strategy and product quality on consumer purchasing decisions in the context of Sharia economics. The research was conducted at Pasir Pengaraian Asia Gold Store, which operates not only in its central store but also in several remote village markets through its unique outreach strategy. The specific research locations included Desa Rambah Muda, Desa Rambah Utama, Desa Kepenuhan Jaya, and Desa Sialang Rindang in Rokan Hulu Regency, Riau Province.

The population of this study consisted of consumers who had made purchases through the pickup service in the aforementioned villages. A sample of 82 respondents was selected using purposive sampling, targeting customers who had direct experience with both the service strategy and the product offerings of the jewelry store. Primary data were collected through structured questionnaires, while supplementary insights were obtained through observations and interviews with store employees and customers.

The research instrument was designed to measure three main variables: the ball pickup service strategy, product quality, and purchasing decision. Each variable was assessed using Likert-scale items to quantify consumer perceptions and responses. The validity and reliability of the instrument were tested prior to full-scale data collection to ensure the accuracy and consistency of the responses.

For data analysis, the study applied Multiple Linear Regression using SPSS Version 22 software. Hypothesis testing was conducted through both partial (t-test) and simultaneous (F-test) analyses to determine the individual and combined effects of the independent variables on purchasing decisions. Additionally, the coefficient of determination (Adjusted  $R^2$ ) was calculated to assess the proportion of variation in the dependent variable explained by the model. All tests were evaluated using a significance level of 10% ( $\alpha = 0.10$ ), in line with the study's exploratory nature.

## 3. RESULTS AND DISCUSSIONS

The findings of this study demonstrate that the ball pickup service strategy employed by Pasir Pengaraian Asia Gold Store significantly influences consumer purchasing decisions. Based on the results of the partial t-test, the pickup service strategy variable ( $X_1$ ) yielded a t-count value of 1.749, which exceeds the t-table value of 1.292 at the 10% significance level. The significance value of 0.084 ( $< 0.10$ ) confirms that this strategy positively affects consumer behavior. This suggests that direct outreach to consumers in rural markets creates a sense of convenience and trust, encouraging them to make purchase decisions without the need to travel long distances. Such an approach aligns with the principles of personal selling in Islamic marketing, where engagement, sincerity, and service are highly valued.

In addition to service strategy, the quality of the gold jewelry products was also found to have a positive and significant impact on purchasing decisions. The product quality variable ( $X_2$ ) recorded a t-count value of 2.648, greater than the critical value of 1.292, with a significance level of 0.010 ( $< 0.10$ ). This indicates that consumers place considerable importance on the design, durability, karat value, and appearance of the jewelry. The availability of high-purity gold (22 – 24 karats) and a wide range of designs contributes to increased customer satisfaction, loyalty, and repeat purchases. High-quality products are viewed as trustworthy and reflective of good business ethics, which are central to Sharia economic principles.

Furthermore, the simultaneous F-test results confirmed that both the ball pickup service strategy and product quality significantly influence purchasing decisions when combined. The F-count

value of 7.930 exceeded the F-table value of 2.37, with a significance level of 0.001 ( $< 0.10$ ), supporting the conclusion that the interaction between service and product quality drives purchasing behavior. The adjusted  $R^2$  value of 0.146 indicates that 14.6% of the variance in purchasing decisions can be explained by these two independent variables, while the remaining 85.4% may be influenced by other factors such as brand reputation, price sensitivity, or peer recommendations.

From the perspective of Sharia economics, the findings affirm that the strategies implemented by Pasir Pengaraian Asia Gold Store comply with Islamic business ethics. The outreach service is conducted with honesty, transparency, and respect, while the products sold meet halal and quality standards. This aligns with the Islamic principle of *maslahah* (public interest), which emphasizes consumer benefit, fair transactions, and the pursuit of well-being through ethical trade practices.

#### 4. CONCLUSION

This study concludes that both the ball pickup service strategy and product quality have a significant and positive impact on consumers' decisions to purchase gold jewelry at Pasir Pengaraian Asia Gold Store. The personalized outreach approach not only enhances accessibility for rural consumers but also fosters trust and convenience, while high-quality gold products reinforce customer satisfaction and loyalty. Together, these factors effectively influence purchasing behavior. Furthermore, from the perspective of Sharia economics, the business practices observed in this study align with Islamic ethical principles, emphasizing honesty, quality, and consumer well-being in accordance with the values of fair and responsible trade.

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