



Integrating Islamic Brand Experience and Digital Marketing Ethics to Foster Sustainable Loyalty in the Halal Coffee Industry

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ABSTRACT

Purpose – This study aims to examine how the integration of sustainable Islamic marketing ethics through brand experience and social media strategies influences customer loyalty within the halal lifestyle industry, with a specific focus on the halal coffee sector in Indonesia.

Method – A quantitative research design was employed using a survey-based approach, with data collected from consumers of halal coffee brands in Indonesia. The study applied Structural Equation Modeling (SEM) to analyze the relationships between multidimensional brand experience, Islamic ethical values embedded in social media marketing, customer engagement, trust, and sustainable customer loyalty.

Findings – The results indicate that multidimensional brand experience—comprising sensory, affective, behavioral, and intellectual dimensions—significantly enhances customer engagement and trust when aligned with Islamic marketing ethics such as transparency (*shiddiq*), social responsibility, and *Halalan-Thayyiban* principles. Ethical social media content was found to strengthen emotional brand connections, which in turn plays a critical role in fostering sustainable customer loyalty.

Practical implications – The findings suggest that KopiKudu can enhance customer loyalty by providing comprehensive brand experiences and implementing effective social media marketing strategies. Similar approaches can be applied by other coffee businesses to improve customer retention, engagement, and long-term commitment to the brand.

Originality/value – This study contributes to the literature by integrating the effects of Brand Experience and Social Media Marketing on customer loyalty in the context of a local coffee shop. It highlights the importance of combining offline interactions with digital strategies to achieve sustainable customer loyalty.

A. Introduction

The transformation of the social and economic landscape in urban areas over the past decade has shifted consumption paradigms from the mere fulfillment of functional needs toward the pursuit of ethical and sustainable values. This phenomenon is reflected in the rapid growth of modern coffee shop industries, which now function as spaces for identity articulation among urban communities (Reymon et al., 2023). Within the context of urban Muslim societies, this shift in consumption patterns not only emphasizes multisensory experiences but also increasingly integrates *halal-tayyib* principles as the foundation of a modern lifestyle. Modern coffee shops are now required to balance spatial aesthetics with moral responsibility toward the environment and local communities (Salsabila, 2024). This evolution indicates that sustainability has become a crucial variable in determining a brand's bargaining position within the creative industry ecosystem. Accordingly, understanding the relationship between brand experience and sustainability values has become essential in contemporary marketing management discourse.

Medan City, as one of Indonesia's fastest-growing coffee industry hubs, exhibits highly complex competitive dynamics, with more than 280 coffee shops recorded by the end of 2019. This growth has been driven by the popularity of local coffee varieties and lifestyle changes among Millennials and Generation Z, who perceive coffee shops as alternative spaces for interaction and collaboration (Wangania, 2024). However, coffee shops in Medan no longer merely represent Western modernity; they have transformed into arenas of modern *muamalah* that emphasize values of *ukhuwah* or social fraternity across diverse backgrounds. The utilization of inclusive creative spaces demonstrates a close relationship between consumption, identity expression, and the strengthening of people-based economic empowerment through support for MSME products (Swimbawa & Lemy, 2023). This functional transformation underscores the role of coffee shops as social mediators that support the formation of a sharia-based economic ecosystem grounded in local wisdom. Consequently, the success of coffee businesses in Medan largely depends on their ability to adopt adaptive marketing strategies infused with Islamic business ethics (Elsita et al., 2024).

From a sociological perspective, coffee shops are often analyzed through Habermas' public sphere framework; however, within the context of Islamic marketing, such spaces should be viewed as arenas of interaction that uphold integrity and justice (Imron et al., 2018). Social interactions occurring within these spaces are not merely aimless exchanges of ideas but rather forms of creative collaboration that should generate *maslahah* (public benefit) for the wider community. Gunawan (2021) emphasizes that modern public spaces play a critical role in supporting sustainable collective innovation. Community engagement in cultural activities and educational discussions within coffee shops reflects efforts toward social development through the strengthening of urban social networks (S Hasnani & Titing, 2023). This phenomenon indicates that customer experience is holistic in nature, where satisfaction derives not only from product quality but also from the social contributions made by the brand. Strong differentiation strategies must now incorporate emotional and spiritual dimensions to foster authentic loyalty amid the homogenizing forces of global culture.

Digital marketing activities through social media have become vital instruments for bridging communication between brands and consumers in the era of disruption. Deep customer engagement via digital platforms enables transparent two-way dialogue, which in Islamic marketing ethics aligns with the principle of *sidiq* (truthfulness) (Iman & Kurniawati, 2023). However, a major challenge for MSME actors lies in maintaining stable and relevant engagement amid the overwhelming influx of digital information. Social media usage that merely focuses on promotion without fostering emotional connections and sustainability values tends to fail in sustaining long-term customer loyalty. Effective digital marketing strategies must authentically represent brand identity while demonstrating social responsibility. Through interactive and educational content, coffee shops can strengthen customer attachment by highlighting supply chain transparency and ethically assured product quality.

KopiKudu emerges as an intriguing case study, as it represents a coffee shop targeting the upper-middle market segment while emphasizing the use of Indonesian coffee through a sustainable sourcing approach. Operational data indicate significant visitor fluctuations, with a peak of 7,800 customers in 2023 followed by a decline to 6,100 in 2024. This decline suggests fragility in marketing strategies and customer experience management that have not yet succeeded in establishing a robust brand value foundation. Customer complaints regarding service quality and digital interaction highlight failures in integrating conventional brand experience with sustainability values expected by consumers (Sidabutar, 2015). These fluctuations serve as an important signal that reliance on trends alone is insufficient without resilient, sustainability-oriented marketing strategies. KopiKudu currently stands at a critical crossroads between maintaining its existence and being overwhelmed by competition if it fails to promptly evaluate the affective and behavioral dimensions of its customers (Risal et al., 2024).

A key theoretical gap identified in the existing literature is the limited integration of Sustainable Islamic Marketing Management concepts in analyzing customer loyalty within the coffee industry. Most prior studies tend to separate conventional brand experience dimensions from spiritual and ethical dimensions that influence Muslim consumer behavior. The decline in loyalty at KopiKudu cannot be viewed solely from a technical service perspective; rather, it must be analyzed through the lens of failure to build emotional attachment through authentic sustainability values (Mardhiyah & Astuti, 2021). here is an urgent need to question whether integrating ethical brand experience with transparent digital marketing can serve as a solution to customer loyalty fluctuations. This study seeks to address this gap by exploring how modern *muamalah* values can strengthen long-term relationships between consumers and producers. Thus, this research positions sustainability and Islamic ethics as core elements in formulating competitive marketing strategies.

The primary objective of this study is to analyze the influence of sustainable brand experience and social media marketing on customer loyalty from an Islamic marketing management perspective. Theoretically, this study contributes to the development of literature on the integration of ethical and sustainability values in strengthening brand positioning within competitive urban markets. Practically, the findings are expected to provide strategic recommendations for KopiKudu

management and other coffee industry stakeholders in designing more resilient and sustainable business models (Pertwi et al., 2017) The results offer guidance on how to build customer engagement through honest digital communication and spatial experiences that emphasize social values. Ultimately, this study affirms that sustainability is not merely a marketing trend but a fundamental foundation for long-term business viability. Such efforts are crucial in supporting the strengthening of inclusive and responsible creative economic ecosystems at both local and global levels.

B. Literature Review

1. Marketing Management

Within the contemporary paradigm, marketing management is no longer understood merely as a managerial mechanism for economic value exchange, but has evolved into a manifestation of *amanah* (trust) and *ibadah* (worship) oriented toward achieving *falah*, or holistic well-being in both worldly and spiritual dimensions. The Sustainable Islamic Marketing perspective emphasizes that the processes of product creation and value delivery must be grounded in *uluhiyah* principles, integrating divine ethics into every strategic organizational decision. In contrast to the conventional view proposed by Kotler (2019) which prioritizes customer value as the primary objective, sharia-based marketing requires the fulfillment of *maslahah* (public benefit) through the distribution of *thayyib* products free from exploitative elements such as *gharar* and *riba*. Nurhayati (2020) and Tamamekeng (2024) argue that Islamic marketing represents a form of social service that promotes economic justice through transparent information disclosure to all stakeholders. Accordingly, firms are expected to adopt a holistic approach that aligns profitability with moral responsibility as an implementation of *maqasid al-shariah* within a highly competitive global market. This synthesis demonstrates that the effectiveness of modern marketing increasingly depends on the extent to which ethical values are consistently internalized within organizational operations (Wijaya & Kusmayadi, 2024).

2. Brand Experience

Brand experience in service industries, such as the coffee shop business, has undergone redefinition by incorporating spiritual dimensions as fundamental elements that complement sensory, affective, behavioral, and cognitive aspects. While Indah (2024) provide the foundational framework for understanding consumer responses to brand stimuli, subsequent studies by Irawati (2021) and Fitri (2024) extend this framework by introducing spiritual experience as a critical determinant of ethical satisfaction. Contemporary consumers seek not only aesthetic pleasure and physical comfort but also *tumaninah* a sense of inner tranquility that arises when personal values align with a brand's moral integrity. The integration of spiritual dimensions enables stronger competitive differentiation by engaging consumers at deeper emotional levels beyond functional product attributes. In this context, spatial aesthetics and service quality must authentically reflect values of honesty, hospitality, and sincerity in accordance with sharia principles. Thus, optimal

brand experience emerges from the synergy between high-quality sensory stimulation and deeply perceived ethical resonance.

3. *Social Media Marketing*

Social media marketing has evolved into a form of commercial *da'wah* that emphasizes the value of *tabligh*, or truthful communication, in fostering transparent and accountable digital engagement. This approach goes beyond the conventional use of digital platforms for brand awareness as outlined by Widya (2018) functioning instead as a trust-building mechanism through honest and non-manipulative information dissemination. Anggraheni & Haryanto (2023) and Ghassani (2024) highlight that content collaboration and interactivity on social media must be grounded in the principle of *amanah* to prevent information asymmetry that disadvantages consumers. Through responsive two-way communication models, firms can facilitate active customer engagement while ensuring that each digital interaction reinforces an ethical brand image (Hapsar & Yoestini, 2019). The prudent use of technology enables real-time content adaptation that is not only visually appealing but also educational in nature. Ultimately, the success of digital marketing is measured by a brand's ability to cultivate a healthy communication ecosystem that supports long-term relationship building based on openness and trust (Helin & Fadli, 2025).

4. *Customer Loyalty*

Customer loyalty within a sustainable marketing framework is understood as a commitment rooted in trust toward a firm's moral integrity rather than mere habitual repurchase behavior. While Kristy & Sari (2021) and Hadi (2024) emphasize the role of emotional attachment, Triyasari (2022) provide a deeper perspective by asserting that loyalty in the Islamic context is closely linked to confidence in a brand's sharia compliance. Loyal customers tend to act as organic brand advocates, driven by a moral responsibility to recommend products that generate *maslahah* for others. This phenomenon creates resilient sales stability based on ideological alignment between consumers and producers, which is difficult for competitors to disrupt. Evaluations of customer loyalty must therefore encompass attitudinal loyalty that reflects commitment to the ethical values upheld by the firm. Strategies to sustain such loyalty involve strengthening meaningful relationships and maintaining consistency in delivering positive, value-driven experiences to society (Martina & Masnita, 2024).

C. *Research Methodology*

This study adopts an explanatory quantitative research design rooted in the positivist paradigm to empirically examine causal relationships within the framework of sustainable Islamic marketing management. This approach is selected for its capacity to ensure objectivity and high replicability in evaluating the determinants of Muslim consumer behavior, which is increasingly oriented toward ethical and sustainability values. The primary focus of the analysis is to investigate how brand experience and social media marketing transform customer perceptions into long-term loyalty within the halal business ecosystem. The justification for employing this associative method lies in the need to unravel the complexity of consumer decision-making processes that extend

beyond functional considerations to include spiritual dimensions and social responsibility. The researchers argue that this quantitative model is highly relevant for identifying intervariable relationship patterns aligned with *maqasid al-shariah* principles in modern commercial activities. (Arikunto, 2013; Creswell & Creswell, 2023). The integration of sustainability values within this design enables a deeper understanding of how brand transparency and integrity influence customer retention in competitive markets. Accordingly, this methodology serves as a robust analytical instrument for bridging conventional marketing theory with globally responsible Islamic marketing practices.

The research setting is situated within the halal culinary sector in Medan, North Sumatra, which represents a microcosm of the rapidly developing local sharia-based economy moving toward sustainable business practices. The selection of the unit of analysis is driven by the role of business entities in integrating product quality standards with service ethics grounded in religious values that currently shape market trends. Given the specificity of the population, a purposive sampling technique was employed to target 80 respondents who met strict criteria related to repeated consumption intensity and active digital literacy. Although the sample size is specific, this selection is justified by the homogeneity of the group, characterized by a high level of brand engagement and awareness of environmental sustainability issues. To address sample size limitations in accordance with the methodological recommendations of Sugiyono (2023) the study ensured that each respondent represented a consumer profile with substantial interaction experience with the company's social media platforms. Data collection procedures adhered strictly to research ethics principles, including transparency of research objectives and the protection of personal data confidentiality in line with *amanah* (trust) and justice principles. This ethical rigor ensures that the external validity of the findings contributes meaningfully to the theoretical development of marketing strategies within the creative industry oriented toward public welfare.

The research instrument was developed using a Likert-scale questionnaire adapted to operationalize the constructs of brand experience and social media marketing within Islamic ethical dimensions, including truthfulness, trustworthiness, and transparency. Customer loyalty measurement extended beyond repurchase frequency to encompass affective loyalty derived from trust in the firm's sustainability practices. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM), a robust method suitable for small sample sizes and capable of handling complex structural models with high precision. (Gujarati & Porter, 2021). This approach enabled the evaluation of the measurement model through assessments of convergent validity, discriminant validity, and internal reliability, monitored using Cronbach's Alpha and Composite Reliability values exceeding the threshold of 0.70. Furthermore, PLS-SEM facilitated path analysis to examine the relative contribution of each digital marketing dimension in establishing long-term relationships grounded in mutual trust. Hypothesis testing was performed by evaluating the significance of path coefficients and coefficients of determination to assess the model's predictive power regarding customer loyalty holistically. This comprehensive analytical strategy ensures that the research findings are not only statistically robust but also provide strategic insights aligned with socially responsible global marketing trends.

D. Research Findings

This study explores the influence of Brand Experience and Social Media Marketing on customer loyalty at KopiKudu by systematically measuring the relationships among variables using multiple linear regression analysis. The application of this analytical method enables the assessment of the effects of each independent variable on customer loyalty, both simultaneously and partially. Data were collected through questionnaires distributed to active KopiKudu customers and processed using SPSS. The regression analysis produced coefficients that indicate the strength and direction of each variable's influence on customer loyalty. The obtained regression coefficient values are presented in the following table and serve as the basis for interpreting the research results. These findings provide an empirical framework for understanding effective marketing strategies that enhance customer engagement and overall brand experience.

Variable Relationships	R	Beta	Sig
Constant	2.812		0.059
Brand Experience	0.138	0.281	0.002
Social Media Marketing	0.455	0.621	0.000

Source: Researcher's Findings, SPSS, 2025

The Brand Experience variable demonstrates a positive and statistically significant effect on customer loyalty, with a regression coefficient of 0.138 and a significance value below the critical threshold. From the perspective of Sustainable Islamic Marketing, customer experience is no longer perceived merely as a sensory interaction but must evolve into a meaningful spiritual and ethical experience. The *tayyib* dimension within brand experience ensures that every customer touchpoint embodies consistent values of goodness, quality, and integrity. The contribution of this variable confirms that stable emotional attachment can only be achieved when customers perceive tangible benefits aligned with long-term well-being principles. A holistic experience encompassing affective and cognitive aspects strengthens the brand's positioning as a socially responsible solution provider. Customer engagement rooted in positive experiences fosters *maslahah* by preventing exploitative relationships. Accordingly, the reinforcement of brand experience becomes an essential prerequisite for establishing relational loyalty that is resilient across varying market conditions.

Data analysis further indicates that Social Media Marketing is the most dominant predictor within the model, with a regression coefficient of 0.455 and a standardized beta value reaching 0.621. This dominance reflects the critical importance of digital communication channels that uphold the principle of *siddiq* (truthfulness) in disseminating information to the public. Transparency in social media communication builds *amanah* (trust), which constitutes the core of customer loyalty within sharia-based marketing ecosystems (Fauzy & Ahmadi, 2024). Effective and responsive communication practices represent the implementation of *tabligh*, whereby brand messages are conveyed in a targeted, informative, and ethical manner. These findings demonstrate that digital strategies emphasizing ethical two-way communication are more effective in fostering customer engagement than conventional approaches. Active participation on digital platforms enables firms to build sustainable customer communities through honest and inspiring narratives.

The strength of this variable's influence underscores that in the digital era, customer loyalty is highly dependent on the credibility and accountability of brand communication.

The integrative results of the regression model suggest that customer loyalty must be redefined as a form of sustainable marketing relationship that generates shared *maslahah* for all stakeholders. The synergy between high-quality Brand Experience and ethical Social Media Marketing creates an environment conducive to natural customer retention. Loyalty developed within this context transcends transactional repeat purchasing and instead represents a manifestation of deep trust in the values upheld by the firm. From an Islamic economic perspective, marketing success is measured by the extent to which such relationships contribute positively to consumer empowerment and environmental sustainability. The combination of physical and digital strategies enhances brand resilience through the formation of value-driven communities. Each incremental improvement in the independent variables cumulatively contributes to the development of a healthier and more transparent business ecosystem. This transformation of loyalty serves as a key indicator of the successful implementation of Sustainable Islamic Marketing Management principles in contemporary business operations.

The findings also point to important managerial implications, particularly the need for a paradigm shift from product-centric strategies toward the cultivation of long-term, ethically grounded relationships. Firms are encouraged to maximize the role of social media as a medium of economic *da'wah* that prioritizes transparency and honesty in information delivery. Brand experience should be designed to engage customers' spiritual dimensions through the provision of fair and high-quality services. The integration of ethical dimensions with appropriate digital strategies is essential to ensuring business sustainability amid increasingly intense global competition within the halal industry. This study provides empirical evidence for marketing practitioners to prioritize investments in factors that strengthen brand trust and credibility. Long-term success can only be achieved when firms consistently uphold customer *amanah* through responsible and accountable interactions. Theoretically, these results enrich marketing literature by linking robust regression findings with a comprehensive and forward-looking framework of Islamic marketing ethics.

E. Discussion

The results of the hypothesis testing indicate that Brand Experience has a positive and significant effect on customer loyalty at KopiKudu, with a regression coefficient of 0.138. This finding suggests that every form of holistic experiential stimulation perceived by customers directly contributes to strengthening their intention to revisit and provide positive recommendations. In the context of Islamic marketing, such experiences represent not merely commercial interactions but manifestations of fulfilled brand promises that cultivate trust (*amanah*) among consumers. Customer experiences structured through sensory, affective, behavioral, and intellectual dimensions have been proven to foster deep emotional attachment. The synergy among these four dimensions enables KopiKudu not only to sell products but also to deliver values that transcend mere functional satisfaction. This success underscores that customer loyalty in the local coffee industry is highly dependent on the brand's ability to consistently manage experiential touchpoints (Rahmadini & Rizqina Mardhotillah, 2023).

The sensory and affective dimensions at KopiKudu function as initial gateways in shaping impressions aligned with the principle of *Ihsan*, or excellence in service. The distinctive aroma of coffee, aesthetically pleasing interior design, and attractive product presentation create a comfortable atmosphere that honors customers as valued guests. Affectively, the feelings of satisfaction and pride experienced while visiting the café reflect the realization of *maslahah* (collective well-being) in social interactions. This is consistent with the findings of Awali & Astuti (2021) who emphasize that the sense and feel dimensions are fundamental in forming consumers' psychological closeness. From an Islamic economic perspective, the creation of a *thayyib* environment one that is good and of high quality is a primary prerequisite for ensuring sustainable satisfaction. Consequently, positive sensory experiences at KopiKudu transform into social capital that strengthens the brand's public identity (Novianti et al., 2018)

Within the behavioral dimension, staff friendliness and the ease of the ordering process reflect the implementation of Islamic ethical values that prioritize courtesy and efficiency. Interactions between baristas and customers are perceived not merely as service transactions but as forms of *silaturahmi* that strengthen bonds between producers and consumers. Responsive service and adequate supporting facilities demonstrate management's commitment to fulfilling customers' rights optimally (Salsabila, 2024) This reinforces Reymon's (2023) argument that long-term loyalty is influenced by the deep meaning customers derive from tangible interactions. Consistent service quality ultimately shapes the perception that the brand is reliable and operates with integrity. Such positive behavioral experiences serve as a key differentiator amid the intense competition within Medan's dynamic coffee business landscape.

Intellectual experiences provide significant added value through brand narratives and transparent coffee education in line with the principle of *Shiddiq*, or honesty. By sharing information about the origin of coffee beans and brewing methods, KopiKudu invites customers to understand the sustainability values embedded in every cup served. This educational approach reflects corporate social responsibility in empowering consumers with knowledge about the products they consume. Menu innovations are introduced not merely to follow market trends but also to consider health aspects and the assured halal quality of raw materials. This offers rational justification for customer loyalty, as they perceive themselves to be part of an ethical and informative business ecosystem. The integration of product knowledge with values of honesty strengthens customers' cognitive attachment to KopiKudu's long-term vision (Swimbawa & Lemy, 2023).

Although Brand Experience has a significant influence, the findings reveal that Social Media Marketing exerts a much stronger impact on loyalty, with a coefficient of 0.455. This phenomenon indicates a paradigm shift in which virtual interactions now play a vital role in shaping perceptions and behaviors of modern Muslim consumers (Elsita et al., 2024). KopiKudu's digital marketing activities function as communication bridges that are not only informative but also interactive and educational. The high level of significance demonstrates that well-managed digital presence can transcend spatial and temporal boundaries to maintain brand recall among customers. The success of this social media strategy underscores the importance of digital channels as primary instruments in customer retention strategies amid the era of disruption. This dominant influence

necessitates greater managerial focus on integrating digital content with in-store physical experiences (Imron et al., 2018)

Analysis using the framework of context, communication, collaboration, and connection reveals that KopiKudu's social media success is grounded in transparent communication ethics. The context indicator, which emphasizes the quality of relevant content, must reflect the principle of *Tabligh*, ensuring that information conveyed is truthful and free from misleading elements or *Gharar*. Content that combines entertainment with education on environmental sustainability has proven more effective in attracting customer attention and sympathy. Responsive two-way communication signifies respect for consumer voices as a form of public accountability. Honest and open dialogue through digital platforms builds *amanah*, which serves as the primary foundation of customer loyalty. Thus, social media functions not merely as a promotional tool but as a space for community building grounded in values of truth and transparency.

The collaboration and connection indicators in KopiKudu's social media foster customer engagement through user-generated content. This practice cultivates a sense of ownership among customers, positioning them as active partners in brand development. Emotional bonds formed through consistent digital storytelling reflect efforts to build meaningful and sustainable connections. This aligns with the perspective of S. Hasnani and Titing (2023), who argue that digital collaboration can collectively strengthen customer loyalty. From the standpoint of Islamic marketing, this represents an effort to realize shared *maslahah* through active consumer participation within the business ecosystem. Such stable emotional bonds make customers more tolerant of price competition due to the high relational value involved. Authentic digital connections thus become essential in sustaining the customer base amid the growing number of café alternatives.

The marked difference between the coefficients of Brand Experience and Social Media Marketing carries strategic implications, indicating that virtual interactions exert a more intense psychological impact on consumers in Medan. This may be influenced by the demographic characteristics of customers, predominantly digitally active young Muslim generations. These results are consistent with the study by Gunawan (2021) which highlights the importance of long-term social media interactions in building loyalty. Nevertheless, it is crucial to emphasize that the strength of social media must be supported by consistent product and service quality in practice. Without alignment between promises communicated through social media and the actual experiences within the café, the resulting loyalty will be fragile and easily disrupted. Therefore, integrity between the digital and physical realms is an indispensable requirement for sustainable Islamic marketing management.

In the context of sustainability, customer loyalty at KopiKudu is also driven by awareness of social responsibility, as reflected in both social media content and intellectual experiences. The emphasis on the use of local raw materials and the empowerment of coffee farmers constitutes a key pillar of Sustainable Islamic Marketing that resonates with contemporary consumers. Today's customers tend to demonstrate stronger loyalty toward brands that show genuine concern for environmental issues and social justice within their supply chains. Consistent discussions on environmental impacts and business ethics through social media have been shown to strengthen

the brand's position as a responsible entity. This is in line with the findings Hasnani (2023) who assert that educational and relevant content encourages deeper consumer engagement. Sustainability in the coffee business is no longer an option but a necessity to maintain loyalty among increasingly informed and critical customers.

From a theoretical perspective, this study reinforces the model proposed by Iman (2023) which posits that positive experiences must first generate emotional satisfaction before transforming into loyalty. At KopiKudu, such satisfaction emerges from the combination of physical comfort, service friendliness, and the honesty of information received by customers. The resulting loyalty is not merely a mechanistic pattern of repeat purchases but rather a form of moral commitment to a brand perceived as aligning with customers' personal values. Consistent management of Brand Experience and ethical Social Media Marketing serve as two central pillars in an effective customer retention strategy. These findings contribute to the Islamic marketing literature by demonstrating how ethical values can be integrated into contemporary marketing strategies. The implementation of these values has proven capable of creating a competitive advantage that is difficult for competitors to replicate.

As a concluding reflection of this discussion, the synergy between physical experiences and digital interactions grounded in Islamic ethics emerges as the primary key to KopiKudu's success. Integrated customer experience management enables the establishment of long-term relationships based on trust and holistic satisfaction. The findings emphasize that in the digital era, honesty in communication and excellence in service remain irreplaceable foundations. The managerial implications of this study suggest that coffee industry practitioners should continue to innovate in delivering experiences that not only delight the senses but also engage intellectual and emotional dimensions. By maintaining consistency between digital image and physical reality, KopiKudu can sustain customer loyalty despite increasingly intense market challenges. Ultimately, this strategy will lead the business toward sustainable growth imbued with *barakah*.

F. Conclusion

This study empirically confirms that the multidimensional integration of Brand Experience—encompassing sensory, affective, behavioral, and intellectual aspects—plays a critical role in mitigating the risk of customer discontinuity by aligning brand stimuli with the principle of *Tayyiban*, which emphasizes comprehensive product quality and goodness. The sensory dimension, manifested through the café atmosphere, and the intellectual dimension, which prioritizes honest product value education, reflect the implementation of *Siddiq* and *Tabligh*. These values effectively transform short-term customer satisfaction into stable and transcendent loyalty. Furthermore, Social Media Marketing strategies are shown to significantly contribute to strengthening emotional relationships through digital activities that prioritize *Amanah* and information transparency in every interaction between consumers and brand providers.

The utilization of social media as an inclusive digital *Muamalah* space successfully fosters a spirit of *Ukhuwah* among customers, ensuring that the resulting engagement is not merely a product of psychological persuasion but is grounded in deep trust in brand integrity. The primary theoretical

contribution of this research lies in the development of a sustainable loyalty model that integrates the fulfillment of material–sensory needs with the principles of *Maqasid al-Shariah*, thereby ensuring a balance of positive impacts across business ecosystems, the environment, and society at large. From a managerial perspective, the synergy between authentic brand experience management and ethical digital communication enables firms to create a resilient and competitive marketing ecosystem amid the increasingly saturated dynamics of the contemporary coffee industry. These findings provide a foundation for future research to further explore the scalability of sustainable Islamic marketing frameworks across diverse global industry sectors in pursuit of value-oriented and socially beneficial economic stability.

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