

Integration of Sharia Values in the Beauty Industry

(A Study on the Sharia Aesthetic Clinic (Amaira Clinic) as a Noble Work in Build Loyalty to Customer)

Abdul Aziz Nugraha Pratama ^{1*}, Intan Darmawan ²

¹ Universitas Islam Negeri Salatiga, Indonesia
Email : intanisha64@gmail.com

² Universitas Islam Negeri Salatiga, Indonesia
Email : abdul.aziz.np@iainsalatiga.ac.id

* Corresponding Author : intanisha64@gmail.com

Abstract. Development industry The beauty and health industry has shown rapid growth in recent years. This situation has encouraged every business actor to create strategies that can provide added value while maintaining consumer trust. One approach that is gaining increasing attention is the application of Sharia principles in the provision of beauty and health services. This approach is not only oriented towards business aspects but also prioritizes Islamic values, including honesty, fairness, expediency, and compliance with halal requirements. This study aims to examine the various strategies used by the Sharia-based beauty and health industry to build and maintain patient trust. Furthermore, this study seeks to explain how the implementation of Sharia principles can become a source of competitive advantage that differentiates these services from their competitors. The presence of Sharia values is seen as capable of creating a positive image that impacts patient loyalty and business sustainability. The study was conducted using a literature study method, utilizing various relevant scientific sources, such as books, academic articles, and accredited journals that discuss the beauty and health industry, as well as Islamic business ethics. All data obtained was analyzed descriptively to produce a comprehensive understanding of beauty and health business practices that comply with Sharia principles. The study's findings indicate that the application of Islamic values in the beauty and health industry significantly contributes to increasing public trust. This is reflected in the use of products that meet halal standards, the selection of treatment procedures that comply with Islamic teachings, and the implementation of service ethics that maintain professionalism and limit interactions between men and women. Implementing these principles creates a sense of security and comfort for patients, thus fostering stronger loyalty. Therefore, the application of Sharia values not only serves as a form of adherence to religious teachings but also serves as an effective business strategy for increasing competitiveness and supporting industry sustainability.

Keywords: Beauty Industry Service; Competitive Advantage; Halal Standards; Integration Sharia Values; Patient Satisfaction Loyalty.

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1. Introduction

Development technology and its rapid development current information has bring enough change big in various aspect life society , including pattern consumption and needs everyday . If previously public more fulfillment - oriented primary needs such as clothing , food and shelter , then moment This need the develop to more direction complex . One of the form change the seen from increasing attention public to health and appearance physical . For Muslim communities , the need will service beauty No only consider aspect aesthetics , but also suitability with sharia principles . Phenomenon This push development industry beauty sharia- based which continues show growth significant from time to time . Growth the in a way No direct bring up level increasing competition high among the perpetrators business , both in cities big and medium area developing , such as Solo City (Warganegara et al., 2020).

Increasing amount provider service Sharia beauty demands every perpetrator business For have a strategy that is capable maintain existence his business . In industry services , success company No only determined by ability get customer new , but also by its success

guard connection term long with customers who have there is . Therefore that , loyalty customer be one of factor strategic role important in support growth and sustainability business . The importance of loyalty customer supported by research by Reichheld and Schefter which shows that cost For interesting customer new can reach five times more big compared to costs required For maintain old customers (Kumar, 2004).

In the middle increasing competition competitive , customer own Lots alternative in choose service appropriate beauty with need they . Condition the require clinic sharia aesthetics for No only offer quality good service , but also creates capable experience give impression positive for customers . Personal service , comfortable environment , and attention to need customer is a number of factors that can increase satisfaction and strengthening connection between company with consumers . Experience positive feelings in a way consistent will push formation loyalty customers and improve possibility they For return use the same service in the future .

In addition to prioritizing quality service , utilization digital technology is also one of the strategies that can be used For tighten connection with customers . The presence of social media , digital applications , and various communication platforms other allows clinic sharia aesthetics provides information in a way fast and effective related services , promotions , and education about maintenance beauty and health . The interaction that is established in a way sustainable through digital media can build proximity more emotional strong so that contribute to improvement loyalty customer .

On the other hand , the implementation Islamic values in practice clinic sharia aesthetics still need further strengthening and development systematic . Sharia values are not only functioning as identity business , but also become guidelines in give ethical and responsible service answer . Difference level understanding as well as implementation Islamic principles among practitioners can influence quality services received patient . In Islamic perspective , quality service health No only assessed from aspect technical , but also from ability officer health in show reliability , power responsive , guaranteed services , as well as empathy to patient . Therefore that , the implementation sharia values in general consistent become factor important in build trust patient at a time increase Power competition clinic sharia aesthetics in the middle development an increasingly growing industry dynamic (Nurhayati, 2017).

2. Literature Review

The Concept of Sharia Integration in the Beauty Industry

Development The Sharia-based beauty industry demonstrates efforts to integrate Islamic principles into business practices and beauty services. The implementation of these Sharia values is realized through the use of products that are guaranteed halal and safe for long-term health, and the avoidance of medical procedures or actions that potentially conflict with Sharia provisions, such as excessive physical changes without justification. Furthermore, the application of Islamic business ethics is also reflected in the regulation of interactions between men and women. in accordance with the limitations that have been set in Sharia . (Syaifuddin et al., 2024)

Implementation Sharia principles in beauty services are basically in line with the objectives of maqashid sharia which are oriented towards protecting religion (*hifz ad-din*), soul (*hifz an-nafs*) , reason (*hifz al-'aql*) , descendants (*hifz an-nasl*) , and wealth (*hifz al-mal*) . Based on these objectives, beauty services are not only directed at improving physical appearance, but also pay attention to aspects of health, safety, and welfare for consumers. Therefore, the application of sharia concepts is expected to be able to produce services more beauty quality at a time in accordance with Islamic values . (Firdaus & Nafik , 2018)

To strengthen the implementation of the Sharia-compliant beauty industry, public education on the importance of using halal, safe, and high-quality products is essential. This education is part of efforts to protect consumer rights, ensuring the public has an adequate understanding of how to choose products and services that align with their needs and beliefs. (Ranasasmita, 2023)

In line with this, a comprehensive study is needed on the application of Islamic values in the beauty industry, particularly regarding product halal certification, service ethics, and decision-making processes in clinical practice. Thus, Sharia-based beauty services can provide

optimal benefits for the Muslim community while simultaneously push improvement standard ethics in industry beauty in a way general (Khaerunnisa & Indriatmoko , 2023).

In addition to sharia aspects, the success of a beauty clinic is also greatly influenced by the company's ability to build and maintain customer loyalty. Customer loyalty is closely related to business sustainability because loyal customers tend to make repeat purchases, use various available services, and recommend the company to others. The importance of customer loyalty is demonstrated by research by Kumar and Shah, which shows that a 5 percent increase in customer retention rates has the potential to increase company profitability by 25–95% (Kumar & Shah, 2004). These findings indicate that customer retention strategies have significant economic value for business development.

In Indonesia, the provision of beauty services must also comply with applicable regulations. Under Law Number 36 of 2009 concerning Health, every cosmetic product marketed must meet requirements related to quality, safety, and user benefits. These provisions aim to protect consumers and ensure that the products used meet government-set standards. Therefore, product quality, workforce competence, and compliance with service standards are essential factors in the operation of the beauty industry.

In an increasingly competitive business environment, beauty clinics are required to build long-term relationships with their customers. The wide range of available services allows customers the freedom to switch from one provider to another. Therefore, efforts to build customer loyalty are not limited to providing quality service but also to creating experiences that leave a positive and lasting impression. Customers who feel valued and satisfied with every interaction with a company tend to have a stronger commitment to continue using that service. In practice, Sharia-compliant beauty clinics focus not only on acquiring new customers but also on retaining existing ones. Various strategies can be implemented to achieve this goal, such as providing more personalized service, creating a comfortable service atmosphere, and involving customers in various promotional programs and activities that increase their closeness to the company. Customer loyalty is essentially formed through the accumulation of consistently positive experiences over the long term.

The development of digital technology also provides opportunities for beauty clinics to improve the quality of their relationships with customers. Utilizing social media, service apps, and other digital communication platforms allows companies to convey information more quickly and effectively. Information regarding promotions, the latest services, and education about beauty treatments can be easily accessed by customers. In addition to increasing communication effectiveness, the use of technology also plays a role in building stronger emotional bonds between customers and companies. This bond can ultimately strengthen customer loyalty and support long-term business sustainability.

The phenomenon explained This article focuses on the importance of creating lasting relationships between beauty clinics and their customers. In this highly competitive industry, customers often have many options for services within a beauty clinic. Therefore, building customer loyalty is not only about providing high-quality service, but also about creating a memorable experience where customers feel valued and satisfied with each visit.

Strategy Analysis

Strategy analysis is An approach used to examine and evaluate the effectiveness of strategies implemented by an organization in achieving its long-term goals. This process is carried out systematically by considering various factors that can influence the organization's success, both internal and external. In its implementation, strategic analysis is often associated with identifying strengths, weaknesses, opportunities, and threats through a SWOT approach. Through this process, a company can understand its competitive position and determine appropriate steps . in face change environment dynamic business (Mashuri & Nurjannah, 2020).

In a way general , purpose main strategic analysis is ensure that policies and directions development organization has in harmony with vision , mission , and the environmental conditions faced. Furthermore, strategic analysis also serves as a basis for creating and maintaining sustainable competitive advantage. To achieve the goals mentioned , there are a number of necessary steps done in the process of strategic analysis .

External Environment Analysis (PESTEL)

The initial stage in strategic analysis is to identify various external factors that have the potential to influence the organization's activities. This analysis generally uses the PESTEL approach, which includes various aspects: political, economic, social, technological, environmental, and legal. Through this analysis, companies can identify opportunities and threats arising from the external environment and thus formulate strategies that are more adaptive to change.

Internal Environmental Analysis

In addition to understanding external conditions, organizations also need to assess their internal factors. This analysis aims to identify the resources, competencies, and capabilities that constitute the company's strengths and weaknesses. Evaluations can be conducted across financial, operational, human resources, technology, and organizational culture. The results of this analysis will help the company maximize its potential while addressing existing limitations.

Setting Goals and Objectives

After obtaining an overview of internal and external conditions, the organization needs to establish clear, specific, and measurable goals and objectives. These goals must align with the company's vision and mission and take into account the opportunities and challenges present in the business environment. Objectives will become guidelines in formulation and implementation of organizational strategies.

Strategy Formulation

The next step is to design a strategy to achieve the established goals. This strategy is developed based on the results of the internal and external environmental analysis conducted previously. Possible strategies include product or service differentiation, cost leadership, and market development and expansion strategies, tailored to the organization's needs.

Strategy Implementation

The formulated strategy is then translated into concrete actions through the implementation phase. At this stage, the organization allocates resources, develops work programs, and determines the operational steps necessary to support the achievement of its objectives. Implementation is highly dependent on coordination inter-section as well as commitment all over member organization.

Strategy Evaluation and Control

The final stage in the strategy analysis process is evaluating and monitoring the implementation of the implemented strategy. This activity aims to measure the strategy's success in achieving predetermined goals. If discrepancies are found between the results achieved and the planned targets, the company can adjust or revise the strategy according to changing internal and external conditions.

Thus, strategic analysis plays a crucial role in supporting managerial decision-making. Through a comprehensive analysis process, organizations are not only able to maintain their existence amidst competition but also capitalize on various opportunities. For increase growth and sustainability future business (Kotler & Keller, 2015).

3. Proposed Method

This study uses a qualitative approach as its methodological foundation, given that its primary focus is to provide an in-depth description of the strategies implemented to build customer loyalty in the Sharia-compliant beauty industry. A qualitative approach was chosen because it was deemed most appropriate for uncovering complex and contextual social realities and allowing researchers to capture the subjective meaning of the experiences of practitioners and customers directly.

In other words, this approach emphasizes a deep understanding of the meaning contained in social interactions, rather than measuring numbers or statistics. Based on this perspective, this research is directed at observing social settings and individuals in a comprehensive and holistic manner, so that researchers can capture the context and patterns of social interactions, as well as meaning inherent subjective in practice build loyalty customer.

4. Results and Discussion

Strategies Implemented by Beauty Clinics in Building Customer Loyalty

Facing increasingly fierce competition in the beauty clinic industry, it is crucial to recognize the importance of building and maintaining customer loyalty as key to business sustainability. Therefore, this clinic implements a series of strategies that focus on service quality, affordability, a personalized approach, and the use of technology and social media. These strategies aim not only to attract new customers but also to create a positive experience to ensure customer satisfaction and repeat use. (Fatihudin & Firmansyah, 2019)

Furthermore, this beauty clinic actively addresses customer needs and input as a basis for service development. Every customer suggestion serves as evaluation material for quality improvement, including service, facilities, and treatment options. By providing a space for customer participation, this beauty clinic creates a closer and more open two-way relationship. This also fosters a sense of ownership over the services they use, thereby strengthening their commitment to remain loyal. These strategies serve as an important foundation for building sustainable loyalty amidst the dynamics of business competition. The strategy for building customer loyalty based on the integration of Sharia values is a holistic approach that combines religious, ethical, and professional dimensions in business practices. The implementation of this strategy is realized through: the use of products that have been guaranteed halal and have long-term health safety, thus not only meeting aesthetic needs but also guaranteeing the benefit of consumers. Furthermore, business actors are also required to avoid medical procedures that conflict with Sharia principles, especially procedures that lead to excessive changes in God's creation (*taghyir kehalqillah*), which is normatively prohibited in Islam.

On the other hand, the application of sharia business ethics is also a crucial component, especially in Gender-based regulation of interactions between medical personnel and patients, as a form of implementing the values of politeness (*haya'*) and maintaining honor (*iffah*). This principle not only reflects adherence to religious norms but also strengthens the perception of professionalism and integrity of service providers in the eyes of consumers. (Rozak & Salamah, 2025)

Conceptually, the integration of these values plays a significant role in shaping public trust, which is a key determinant of customer loyalty. The trust formed in this context is multidimensional, encompassing rational (service quality), emotional (comfort and safety), and spiritual (conformity with Islamic values) aspects. With increased levels of trust, customers are more likely to demonstrate long-term commitment, make repeat visits, and recommend services to others. (Stiawan E, 2025)

Furthermore, Sharia-based customer loyalty not only improves short-term business performance but also contributes to long-term business sustainability. This is due to the formation of a positive image, enhanced reputation, and competitive differentiation based on religious and ethical values. Therefore, the integration of Sharia principles into service strategies is not only a marketing tool but also a foundation for building a competitive, ethical, and sustainable beauty business. (Hakim & Rizaldi, 2024)

In addition, the strategy used is a digital and offline promotional strategy. In an effort to expand market reach and increase visibility, the clinic implemented a promotional strategy that combines digital and offline approaches. This strategy is designed to reach various customer segments, from active social media users to local communities who are more responsive to direct promotions. Digital promotions are carried out through platforms such as Instagram, which is used to share engaging visual content, such as customer treatment results, short service videos, and promotional and discount information. The next strategy is good communication and relationships with customers. Maintaining long-term relationships with customers is one of the main focuses in the beauty clinic's service strategy. This is realized through friendly, open, and responsive communication both in person and through online communication media. The beauty clinic believes that loyalty is not only built from service quality, but also from comfort in interactions. Therefore, all employees are trained to establish friendly communication, listen to customer needs, and provide fast and appropriate responses. To support responsive service, this beauty clinic also provides a light consultation service through the WhatsApp application. Through this platform, customers can ask about the types of services, prices, and current promotions. However, for technical questions or those requiring more in-depth explanation, customers are still advised to visit the clinic in person for the most detailed explanation possible. (Maisal & Yusuf, 2026)

By maintaining active, friendly, and targeted communication, this beauty clinic not only provides professional service but also builds an image of a caring and accessible clinic for customers. This strategy allows customers to feel closer, more comfortable, and more heard—an emotional value that is often a key reason for customer loyalty.

Furthermore, the strategy implemented is innovation and service development. In the dynamic and rapidly changing beauty industry, innovation is key to maintaining customer loyalty. This beauty clinic recognizes that treatment techniques and customer preferences continue to evolve over time. Therefore, the clinic consistently develops services and upgrades the skills of its team and other staff. Innovation is also applied in selecting safer, higher-quality treatment products that are tailored to customer needs. This demonstrates that the beauty clinic is not only innovating from an aesthetic perspective but also paying attention to health aspects. This innovation and service development demonstrate the clinic's long-term commitment to providing the best service and maintaining customer loyalty amidst ever-changing market demands. (Trisusanti N, 2024)

Factors That Influence Success of Loyalty Strategy Beauty Clinic Customers which integrated in sharia values

The success of a customer loyalty strategy in a beauty clinic that implements Sharia principles is influenced by various interrelated aspects. Customer loyalty is not formed instantly, but rather the result of a long process involving service quality, customer satisfaction, trust, and the company's ability to adapt to changing business environments. In this context, the factors influencing the success of a loyalty strategy can be classified into two main groups: internal factors and external factors. Both factors contribute to creating a customer experience. positive customers so that push connection term long between customers and companies .

Internal Factors

Internal factors are Aspects that originate within the organization and relate to the company's ability to manage business operations effectively. This factor is the main foundation in shaping customer perceptions of the quality of service provided by the clinic.

One of A key factor is service consistency. Customers tend to have a higher level of trust in clinics that consistently maintain service standards. This consistency encompasses the quality of treatment outcomes, the safety of the products used, the professionalism of the workforce, and the implementation of service ethics in accordance with Sharia principles. When customers experience repeated satisfactory experiences, they will feel more confident in continuing to use the same service in the future.

Furthermore, the quality of interactions between service personnel and customers is also a determining factor in the success of a loyalty strategy. A friendly demeanor, effective communication skills, and staff's willingness to listen to customer needs and concerns can increase customer satisfaction levels. Relationships built through good communication not only create comfort but also strengthen the emotional bond between customers and service providers.

Thus, customers not only gain functional benefits from the service but also feel that their needs are being cared for and appreciated.

The next factor is pricing that balances the quality of service received. In the service industry, customers will evaluate the benefits received versus the costs incurred. Therefore, a competitive pricing strategy without compromising service quality can increase positive customer perceptions of the company. An affordable pricing policy also allows the clinic to reach a wider consumer group . so that enlarge opportunity formation loyalty customer in long-term (Santiya, 2020).

External Factors

Beside internal and environmental factors external also has significant influence to success of loyalty strategy customers . External factors covers various external conditions control companies that can create opportunity and challenge for development business .

Increasing awareness public to importance service appropriate beauty with Islamic values are one of the supporting factors growth clinic Sharia beauty . Needs will services that guarantee privacy , convenience , and compliance to sharia open opportunity for clinic special Woman For interesting specific market segments . Capabilities company in understand need the become important capital in build strong relationship with customer .

The development of digital media also provides great contribution to the success of loyalty strategies . Nowadays , customers No only get information through promotion company , but also through experience other users shared on social media . Testimonials , reviews , and recommendations submitted customer through digital platforms capable increase trust public to something clinic . The phenomenon of electronic word of mouth become means effective promotion Because information conveyed originate from experience real customers and considered more credible compared to advertisement conventional (Trisusanti N., 2024).

Environment social and cultural participate play a role in strengthen position clinic beauty Sharia- based . In a society that upholds tall mark courtesy , privacy , and comfort women , existence clinics that implement draft service special woman tend get more acceptance good . Suitability between services offered with the norms that apply in society can increase trust public at a time strengthen image positive company .

Progress technology information also becomes factor supporters in increase quality connection between companies and customers . Utilization various digital communication platforms allow customer get information in a way fast about services , promotions , schedules consultation , as well as results maintenance . Convenience access information the No only increase efficiency service , but also strengthen involvement customer with company . The relationship that is established in a way intensive through digital media in the end can increase level loyalty customer .

Based on description said , can understood that success of loyalty strategy customers at the clinic Sharia beauty is results from combination between effective internal management and capabilities company in respond change environment external . Condition the in line with Engel's stated view that loyalty customer reflected from commitment consumer For Keep going use something product or service in a way sustainable . Sugiono explained that loyal customers in general marked with trend do purchase repeat , give recommendation to party others , and No easy move to competitors . Meanwhile that , Hasan emphasized that loyalty No only realized through behavior purchase repeat , but also through attitude positive and committed term long to something product or service . Characteristics the can formed if company capable present quality service , effective communication , innovation sustainable services , as well as implementation sharia values in general consistent in every activity his business (Sugiono *et al.* , 2022).

5. Conclusions

Based on results study literature and analysis that have been done , can concluded that integration sharia values in industry beauty , especially in clinics sharia aesthetics , has role strategic in build and maintain loyalty customers . Implementation sharia principles which include use halal and safe products for health term length , avoidance to action conflicting medical with sharia (taghyir khalqillah), and implementation ethics Islamic business through

restrictions interaction gender- based , proven capable increase public trust to services provided .

Trust that is formed the become determinant main in push loyalty customers , which is shown through behavior visit repeat , recommendation to party others , and commitment term long to service clinic . Loyalty This No only influenced by quality service in a way functional , but also by dimension emotional and spiritual attachment attached to conformity service with Islamic values .

In addition , the strategies implemented by the clinic sharia beauty , such as improvement quality service , personal approach to customers , utilization digital technology , effective communication , and innovation service in a way sustainable , participate strengthen connection term long with customers . The success of this strategy is also supported by synergy between internal factors , such as quality source Power humans and consistency services , as well as factor external , such as market needs , support technology and environment conducive social environment .

With Thus , integration sharia values are not only functioning as guidelines ethical , but also as source superiority competitive and capable increase Power competitiveness and sustainability business in industry increasing beauty dynamic .

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