

THE APPLICATION OF DISCOUNT MARKETING STRATEGIES TO A PRODUCT THAT CAN INFLUENCE THE PURCHASE DECISIONS OF MUSLIM CONSUMERS

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Abstract

This article examines the application of a discount marketing strategy on a product which can have an influence on Muslim consumers' purchasing decisions. The purpose of this article is to inform the public about the influence of the application of discounts and bonuses for purchasing a product on the purchasing decisions of Islamic consumers and also to understand the concept of discounts in Islamic law and to explain the Islamic law review of the discount system implemented by companies. This is done to attract consumers to be interested in a product being offered because of the discount marketing strategy. The research method used to create this article is the library research method, while the data collection uses literature study by researching and reviewing several journals, books and documents (both printed and non-printed), as well as data sources. and other information deemed relevant. In this article the type of data is obtained indirectly or what is called secondary data type. The way to analyze the data used is to analyze it qualitatively. The results of this research are to discuss the review of Islamic law regarding the discount system where discounts are very attractive in society. According to Islam, discounts are basically permitted if the terms and conditions of the sale and purchase agreement have been fulfilled. This is because the buyer and seller have carried out the sale and purchase willingly and voluntarily, without any coercion from both parties when carrying out the sale and purchase transaction.

Keywords: Discount, consumers, marketing strategies

INTRODUCTION

Islam is a perfect religion, regulating all aspects of life based on the Qur'an and hadith. One of them is buying and selling activities (*muamalah*). Muamalah activities include economic activities, where economics is a branch of science that discusses human activities, both individuals and groups in an effort to meet