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How Branding and Islamic Business Ethics Shape Customer Loyalty in Online Marketplaces?

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Abstract

The rapid development of digital technology has intensified competition among online marketplace platforms, making customer loyalty a crucial factor for business sustainability. In this context, branding strategies and the implementation of Islamic business ethics have become important approaches in building customer trust and maintaining long-term relationships. This study aims to analyze the influence of branding and Islamic business ethics on customer loyalty in online marketplace platforms. The research employed a quantitative approach using a survey method by distributing questionnaires to 100 respondents

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who had previously shopped through marketplaces such as Shopee, Tokopedia, Lazada, and TikTok Shop. Data were analyzed using validity and reliability tests, classical assumption tests, multiple linear regression analysis, as well as t-tests and f-tests. The findings indicate that both branding and Islamic business ethics have a positive and significant effect on customer loyalty. Among the two variables, branding emerged as the most dominant factor influencing customer loyalty. These findings imply that online marketplace businesses need to strengthen their branding strategies while consistently implementing Islamic business ethics principles to enhance customer trust, satisfaction, and long-term loyalty in the increasingly competitive digital marketplace ecosystem.

Keywords: *Branding, Customer Loyalty, Islamic Business Ethics, Online Marketplace.*

INTRODUCTION

The rapid development of digital technology has driven a major transformation in the world of commerce, especially with the emergence of online marketplace platforms which have now become one of the main media in buying and selling activities (Satria, Ahmad, and Gunawan 2023). Increasingly fierce competition on digital platforms requires businesses to implement effective marketing strategies to maintain and increase customer loyalty. One frequently used approach is branding, a promotional technique that utilizes emotional, logical, moral, or spiritual appeals to influence consumer behavior (Handayani, Ratnasari, and Haryoso 2025), through the exploration of well-designed and implemented marketing communication strategies, and how these strategies impact sales, to attract consumer attention and build loyalty.

The online marketplace platform provides easy access for consumers to purchase various products ranging from daily necessities to electronic goods, with price comparison and review features that help make purchasing decisions through electronic media (Saputri, Berliana, and Nasrida 2023). This type of marketplace reflects social interaction, market economic principles, and the use of digital technology, which provides opportunities for business actors to conduct business activities online through internet-based platforms (Wardani and Ridlwan 2022). For businesses, particularly MSMEs and independent sellers, the existence of marketplaces opens up broader opportunities to reach consumers without the operational costs associated with brick-and-mortar stores. Furthermore, online marketplaces offer various marketing support features, such as promotions, free shipping, and cashback, to build trust within the marketplace (Sholikhah and Hadita 2023). Utilizing data and digital technology also allows companies to adjust promotional and advertising strategies to be more relevant to the needs and preferences of potential customers (Afriani et al. 2025). However, behind these conveniences and opportunities, a major challenge arises: how to retain loyal customers amidst increasingly fierce and dynamic competition (Prabowo and Gusti 2024).

In an effort to maintain customer loyalty in the marketplace, various factors influence consumers' decisions to make repeat purchases and continue using a platform. Consumer loyalty is influenced by three key elements: price, product quality, and service. Service quality, including reliability and responsiveness, leads to positive experiences and increased satisfaction. Meanwhile, good product quality plays a significant role in maintaining customer loyalty (Handayani, Ratnasari, and Haryoso 2025). Superior product quality plays a crucial role in maintaining existing customer loyalty. Furthermore, a balance between price, product quality, and service is a key element in enhancing a business's competitiveness (Satria, Ahmad, and Gunawan 2023). Proper pricing can increase the likelihood of repeat purchases. Conversely, dissatisfaction with a product or service can lead consumers to switch to another brand. Furthermore, selecting a distribution channel is a crucial strategic decision for company management. The distribution channel chosen will significantly impact various other marketing decisions (S. M. Sinaga and Rochdianingrum 2024). If an error occurs in selecting a distribution channel, it can result in suboptimal service and fulfillment of customer needs and ultimately disrupt the business model implemented by the company because the product value is not delivered (Isnaini 2022). Therefore, every business industry, whether manufacturing or services, must be able to determine the appropriate distribution channel. This is especially true in industrial sectors that must move quickly to meet customer demand due to the high rate of consumption of products and services (Marpaung et al. 2022).

The importance of integrating Islamic business ethics into marketing practices so that they are not only profit-oriented, but also reflect moral principles such as honesty, fairness, transparency and responsibility (Arifin 2021). These values play an important role in building consumer trust, which can ultimately increase their loyalty to a brand or seller (Dewi et al. 2025). The integration of appeal strategies and Islamic ethical principles has become highly relevant in today's digital age. Consumers now tend to prefer sellers who not only offer quality products at competitive prices but also demonstrate a commitment to ethical values in their transactions (Indriyani and Ardiansah 2022). Thus, studying the synergy between attractive promotional strategies and the application of Islamic ethics is a strategic step for business actors in strengthening their position in the online market, especially in the growing Muslim consumer segment (Aziza et al. 2025).

The increase in the world's Muslim population has led to an increase in the needs of Muslims. This is a good opportunity for companies to produce products that are in accordance with Islamic principles. Therefore, there are many businesses that use the word Islam (Arifin 2021). Ethics in business is the fruit of faith, Islam and piety which is based on belief in the truth of Allah SWT. Therefore, the implementation of Islamic business ethics in the digital economy is important to ensure that the growth of MSMEs is not only profit-oriented, but also pays attention to the moral, fair, and sustainable aspects of business (Rivai and Fadli 2022). However, in the context of the digital economy, MSMEs still face a number of challenges, such as low levels of digital literacy, lack of transparency in business, and limited access to sharia-based financing (Luthfy and Mukhlas 2024).

Although various studies have separately addressed the importance of branding and Islamic business ethics in building customer loyalty, there is still limited literature examining the integration of these two variables together in a single, comprehensive research model, particularly in the online marketplace realm in Indonesia. First, research by Imron & Masykuroh (2023) One study focused solely on the application of Islamic business ethics in Shopee's marketing activities, without simultaneously including the role of branding in influencing customer loyalty. Meanwhile, another study only examined transactions on the Facebook-based marketplace, without expanding to other major platforms like Tokopedia, TikTok Shop, or Laada, which are now more influential among consumers (Permata, Albab, and Mawardi 2024). In addition, the approach used by most previous research tends to be qualitative or in the form of literature reviews, such as in studies Sa'diyah et al. (2025), without providing empirical evidence based on quantitative data regarding the relationship model of the variables studied. On the other hand, studies related to Islamic branding tend to be conducted in the physical retail or conventional service sectors, rather than in platform-based digital ecosystems. Meanwhile, studies on Muslim consumer behavior in the digital era, such as those conducted by Aisyah (2023), show that marketplace customer loyalty can be driven not only by religious aspects but also by perceptions of brand trust and value. Furthermore, although Islamic branding has been proven effective in increasing customer loyalty in physical retail, as in a study by Fajar Surya Ari Anggara & Alamsyah (2021) at Ismart Retail Ponorogo, the model has not been tested in online marketplaces, so the relationship between digital Islamic branding and marketplace customer loyalty is still empirically empty (Fajar Surya Ari Anggara and Alamsyah 2021). Thus, there is a significant research gap: the lack of quantitative research that simultaneously examines the influence of branding and Islamic business ethics on customer loyalty in online marketplaces, particularly in the context of the growing Muslim consumer base in Indonesia.

Based on this gap, this study offers a novel contribution in the form of developing an integrative model that simultaneously combines branding and Islamic business ethics variables in influencing customer loyalty. This study applies a quantitative method using multiple linear regression analysis, thus providing stronger empirical evidence than the currently dominant descriptive or narrative approaches. Furthermore, this study examines customer loyalty not only in one particular marketplace, but across platforms (Shopee, Tokopedia, Lazada, TikTok Shop), thus providing broader coverage and implications. The focus on the Muslim consumer segment, particularly among young marketplace users, also makes this study relevant to the dynamics of the development of Islamic e-commerce in Indonesia. By integrating two strategic approaches (branding and Islamic values), the results of this study are expected to contribute practical and theoretical benefits in formulating ethical and sustainability-oriented marketing strategies in the current digital era.

LITERATURE REVIEW

Intensity of Competition in Online Marketplaces

In the modern digital era, technological advancements have created a highly competitive online marketplace ecosystem. Platforms like Shopee, Tokopedia, Bukalapak, and others continue to innovate to win over consumers. However, similarities in product offerings, prices, and services have made consumers increasingly selective in choosing where to shop. They tend to easily switch to other platforms that offer greater value or a better shopping experience. In this environment, marketplaces that lack a competitive advantage will quickly lose customers. Therefore, the main challenge for online businesses today is how to build value that can create emotional attachment and trust with customers, beyond simply offering low prices or promotions (Ramadhani, Fauziah, and Pratiwi 2024).

The Importance of Customer Loyalty in Digital Business

Customer loyalty is an invaluable asset in the business world, especially in the fast-paced and dynamic online sector. Loyal customers not only buy repeatedly, but also become volunteer promotional agents through recommendations to their family, friends, or social networks. Maintaining relationships with loyal customers is more cost-efficient than constantly trying to attract new customers. Achieving loyalty requires more than just a satisfying transaction. A consistent shopping experience, open communication, reliable service, and values that are in line with customer principles and trust are required. Providing customer satisfaction and providing quality and satisfactory services in order to create trust in the marketplace that is created. Marketplaces that are able to build emotional and spiritual relationships with their customers will have an advantage in creating long-term loyalty (Purba et al. 2022).

Branding as a Key Differentiator and Positive Image

Branding is a strategic process aimed at shaping the identity and perception of a product or service. In the context of online marketplaces, branding is becoming increasingly important because competition is no longer just about the product, but also about how a platform is perceived. Branding encompasses logos, names, colors, and even the values espoused. Marketplaces with strong branding are easily recognized, build trust, and create deeper emotional connections with customers. More than just a visual image, effective branding reflects values, personality, and consistency in service. This step can strengthen customer trust and comfort in using the platform repeatedly (Latif and Bayudhirgantara 2025).

Islamic Business Ethics as an Added Value and Moral Foundation

In Muslim societies, ethical aspects of business play a crucial role. Islamic business ethics prioritize values such as honesty (ṣidq), justice ('adālah), trustworthiness (amanah), and transparency in transactions. These principles serve as the moral foundation that distinguishes Islamic businesses from practices solely focused on profit. Online marketplaces that consistently implement Islamic business ethics will earn the trust of Muslim customers because they feel respected and treated fairly. Furthermore, avoiding prohibited practices such as fraud (gharar), usury (riba), and gambling (maisir) demonstrates a commitment to Islamic values in everyday business practices. Thus, Islamic business ethics not only creates a healthy business climate but also serves as a spiritual and emotional strategy for fostering relationships with customers (Arifin 2021).

Integrating Islamic Branding to Build Trust

Combining branding strategies with Islamic business ethics provides a distinct advantage for online marketplaces. Ethical branding based on Islamic values not only builds a positive image but also strengthens customer trust across the board. Marketplaces that demonstrate a commitment to honesty, fairness, and blessings in every aspect of their business will be seen as trustworthy partners. Customers view the brand not only as a shopping platform but also as part of their life values. Consistent Islamic branding in appearance, service, and business principles fosters loyalty that encompasses logic, emotion, and faith (Isnaini 2022).

Trust as the Beginning of Satisfaction and Loyalty

Customer trust is the main foundation in building satisfaction and loyalty. When customers trust that the marketplace treats them fairly, honestly, and professionally, they will feel satisfied with the shopping experience. Repeated satisfaction will strengthen emotional bonds and create strong loyalty. This loyalty is not only evident from the frequency of purchases, but also from the reluctance of customers to move to other platforms. The higher the level of customer trust in a marketplace, the more likely it is that customers will continue to use the platform in the long term (Oetama 2022). In addition, marketplaces that are able to maintain customer loyalty through Islamic branding and ethical business practices will have a more stable and strong position in a highly competitive digital ecosystem (Satria, Ahmad, and Gunawan 2023).

H1. The Role of Branding in Customer Loyalty in Online Marketplaces

Branding plays a crucial role in fostering customer loyalty on e-commerce platforms. By having a strong brand identity, platforms like Tokopedia, Shopee, and Bukalapak have successfully instilled trust in consumers, created uniqueness, and increased satisfaction during the shopping process. Consistency in branding also motivates customers to make repeat purchases and recommend the service to others. Brand image has a positive and significant impact on customer loyalty among Shopee app users in Bogor, where improved brand image is followed by increased customer loyalty (Harahap, Samsuri, and Andari 2024). Other research shows that brand image has a significant influence on Tokopedia user loyalty (Samlan, Hakim, and Tibrani 2025). Research by Lie & Nawawi (2023) shows that brand image and brand trust have a positive and significant influence on brand loyalty in PT Shopee International Indonesia users, so that the stronger the image and trust in the brand, the higher the customer loyalty. Therefore, the right branding approach is very important to build long-term relationships with customers in the digital era (Dimas Sekala 2024).

H2. The Role of Islamic Business Ethics on Customer Loyalty in Online Marketplaces

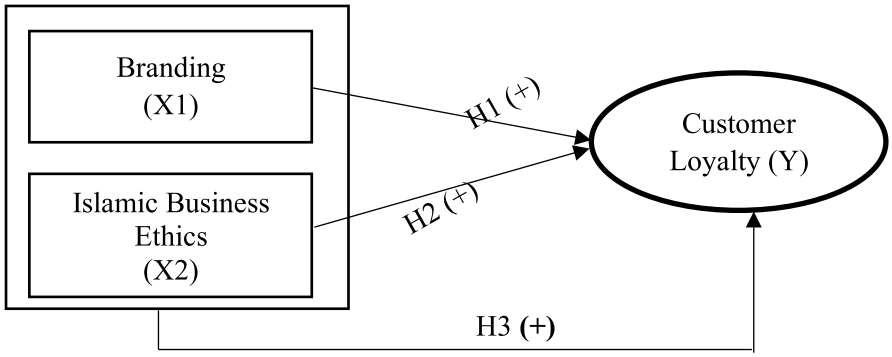
In the world of digital marketplaces, business ethics in Islam which include the concepts of tauhid (unity), fairness, freedom of choice, responsibility, and truth play a significant role in creating customer loyalty (Wardani and Ridlwan 2022). The implementation of these principles results in consumer satisfaction through fair practices such as clear scales, fair pricing, and product transparency; responsible service such as effective complaint handling; and providing freedom in transactions and product selection with easy methods with the COD concept and fast delivery (Permata, Albab, and Mawardi 2024). As a result, customers feel trust, make repeat purchases, recommend products to others, and remain loyal despite competitors. This finding aligns with the statement that Islamic marketing ethics in online e-commerce marketplaces increase loyalty by generating customer satisfaction (Wardani and Ridlwan 2022).

H3. The Role of Branding and Islamic Business Ethics on Customer Loyalty in Online Marketplaces

In the context of online marketplaces, the application of Islamic business ethics encompasses values such as honesty, fairness, trustworthiness, and responsibility, which have been proven to strengthen customer trust and loyalty, as buyers feel valued and treated fairly. Research examining the implementation of Islamic business ethics in e-commerce shows that transactions that comply with Sharia principles can increase consumer trust in digital platforms (Sriani, Hasanah, and Mustofa 2022). Meanwhile, Islamic branding that emphasizes Islamic values such as clear halal certification, sustainability, and religious storytelling has proven successful in building loyalty. Previous research has shown that a strong brand image and the implementation of sharia principles, such as a clear halal identity, can increase consumer trust and satisfaction, ultimately encouraging repeat purchases and strengthening customer loyalty (Oktaviana et al. 2025). The concept of Islamic branding in a study also supports this, with Islamic brands presenting a positive image, quality halal products, fair prices, and ethical promotions to build loyalty (Isnaini 2022).

In view Ustiawaty (2022), a framework of thought is a theoretical model that deals with various elements that have been identified as important problems. However Adolph (2020) states that a frame of mind is a tool that researchers use to direct their research (Adolph 2020). It is a set of ideas used for research structures, such as maps, which can include methods, data analysis, literature reviews, and research questions. In order for this research to be more directed in accordance with the formulation of the problem and the research objectives to be achieved, this research framework explains the logical picture and pattern of the research framework (Sahir 2021).

Figure 1
Framework of Thought



Source: Processed Data (2025)

METHODS

This study uses a quantitative approach to analyze the influence of independent variables, namely branding and Islamic business ethics, on the dependent variable, namely customer loyalty. Primary data collection was conducted directly through questionnaires distributed to respondents. The population in this study includes all consumers who have made transactions on online marketplaces, such as Shopee, Lazada, TikTok Shop, Tokopedia, and other marketplace platforms. This population is categorized as an open-ended population because the exact number of online marketplace users who have made transactions is not specifically known (Muslikhun and Sutopo 2024). Therefore, the determination of the number of samples was carried out using the Lemeshow formula, with a confidence level of 95% ($Z = 1.96$), a population proportion of 0.5, and a margin of error of 10%, resulting in a minimum sample size of 96.04 respondents. To facilitate the research process and increase data representativeness, the number was rounded to 100 respondents with the condition of being at least 17 years old, because at that age individuals are considered to be able to make purchasing decisions independently. The sampling technique used was purposive sampling, which is included in the non-probability sampling category, namely a technique of selecting samples intentionally based on certain criteria relevant to the research objectives, so that the selected respondents are considered to have the appropriate information and characteristics to answer all research questions. The research instrument used was a closed questionnaire, where respondents were asked to choose one answer that best suited the conditions experienced. The questionnaire was used as a primary data collection tool in the form of written questions to obtain information about customer loyalty in the online marketplace. This study uses a Likert scale with a score range of 1 to 5, namely Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5), to measure the level of respondent agreement with each statement. In addition to primary data, this study also uses secondary data obtained from various sources, such as journals, books, and scientific publications. In this study, data analysis uses inferential statistics with the main method of multiple linear regression analysis, which aims to determine the magnitude of the influence of branding variables (X_1) dan and Islamic business ethics (X_2) on customer loyalty (Y), both partially and simultaneously. The regression model used is formulated in the equation ($Y = a + b_1X_1 + b_2X_2 + e$), where Y is customer loyalty, a is a constant, b_1 and b_2 are regression coefficients, and e is error. Multiple linear regression analysis was conducted through a t-test to determine the effect of each independent variable on the dependent variable, an F-test to determine the effect of both independent variables together on the dependent variable, and a coefficient of determination (R^2) to measure the extent to which branding and Islamic business ethics variables explain variations in customer loyalty. Before conducting the regression analysis, the data were first tested for validity through validity and reliability tests, and tested using classical assumptions including normality, multicollinearity, autocorrelation, and heteroscedasticity tests, so that the regression model used met the requirements for hypothesis testing.

RESULTS AND DISCUSSION

RESULTS

Based on the results of the questionnaire, the following data was obtained:

Table 1

Respondent Demographics

Remarks	Frequency	Percentage
Women	65	65%
Men	35	35%

Source: Processed Data (2025)

Based on the result in table 1, the majority of respondents were 65% female respondents. This can indicate that women are more actively involved in online shopping, which is in line with previous studies that women are more responsive to promotions and tend to be loyal to marketplaces that provide convenience and trust. Therefore, gender segmentation is very important to consider in digital marketing strategies.

Table 2

Respondent Age

Remarks	Frequency	Percentage
17-20	50	50%
21-30	40	40%
<30	10	10%

Source: Processed Data (2025)

Based on data in terms of age in the table 2, 90% of respondents are of productive age between 17-30 years. The original digital generation is people in this age who are very familiar with online technology and platforms. The 17-20 year age group, also known as students and college students, is the most numerous and shows great interest in online shopping. Only 10% of people over the age of 30 show a different interest or preference in shopping (perhaps in a traditional store or offline).

Table 3

Use of Online Marketplace Platforms

Remarks	Frequency	Percentage
Shopee	92	92%
Tiktok Shop	66	66%
Lazada	28	28%
Tokopedia	28	28%
Bukalapak	8	8%

Source: Processed Data (2025)

Table 3 summarizes respondents' use of online marketplace platforms. Because respondents were allowed to select multiple platforms, the cumulative frequency exceeded the total sample size (222 responses from 100 respondents). Shopee emerged as the dominant platform, used by **92%** of respondents, followed by **TikTok Shop (66%)**. This finding indicates that respondents primarily rely on platforms offering integrated shopping experiences, while the high adoption of TikTok Shop also reflects the growing influence of social commerce in shaping online purchasing behavior. In contrast, Lazada and Tokopedia each accounted for **28%** of users, whereas Bukalapak showed the lowest adoption rate (**8%**), suggesting a comparatively smaller market presence among the surveyed consumers.

Based on the total responses of respondents to the 15 statements in the questionnaire (with a total of 100 respondents), the mean of all responses was 4.299. After rounding it up to 4, this shows that the majority of respondents chose the answer "Agree". Then because the amount of data collected is 1500 (even numbers), the median value is determined from two data in the middle, namely the 750th and 751st data after being sorted. If both values are 4, then the median value of the respondent's answer is 4. This means that most respondents gave a "Agree" response to the statements contained in the questionnaire.

Table 4

Validity Test

Variabel	Calculated r-value	Remarks
X1.1	0,826	VALID
X1.2	0,792	VALID
X1.3	0,772	VALID
X1.4	0,852	VALID
X1.5	0,809	VALID
X2.1	0,846	VALID
X2.2	0,867	VALID
X2.3	0,878	VALID
X2.4	0,889	VALID
X2.5	0,747	VALID
Y1	0,814	VALID
Y2	0,748	VALID
Y3	0,796	VALID
Y4	0,836	VALID
Y5	0,810	VALID

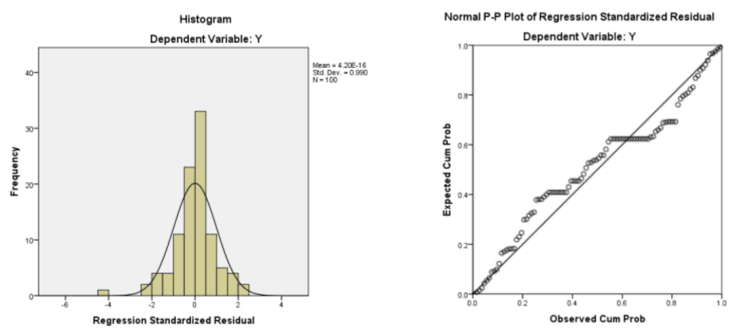
Source: Processed Data (2025)

Based on the validity test that has been carried out, it was found that all questionnaire items have a value of r calculated > r table (0.195), which means that all research instruments are declared valid. Furthermore, Table 4 demonstrates that the questionnaire achieved a Cronbach's Alpha value of 0.946, which is substantially higher than the recommended minimum threshold of 0.70. This result indicates excellent internal consistency, confirming that the measurement instrument is highly reliable and appropriate for subsequent statistical analyses.

After confirming the adequacy of the measurement instrument, the next step was to evaluate the classical regression assumptions. One of the key assumptions is the normality of the residuals, which was assessed using graphical methods generated by SPSS. There are 2 images that can be used to determine the normality test tested with the SPSS program

Figure 2 and 3

Normality Test Curve



Source: Processed Data (2025)

Figure 2 can be seen as a dependent curve and RRS in the form of a picture like a bell image and has a balance, so it can be concluded that the research data has been distributed normally. Then the Figure 3 shows that the dots from the scattered data show a pattern surrounding the line, which indicates that the data has been spread normally.

Table 5
Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error				Tolerance	VIF
	(Constant)	3.905	1.213		3.218	.002		
1	X1	.519	.083	.529	6.224	.000	.427	2.339
	X2	.304	.071	.363	4.272	.000	.427	2.339

a. Dependent Variable: Y

Source: Processed Data (2025)

As presented in Table 5, the multicollinearity test results indicate that the VIF values for both the branding (X1) and Islamic business ethics (X2) variables are 2.339. Since all VIF values are below the threshold of 10, the regression model is free from multicollinearity. Furthermore, as shown in Table 5, the Durbin–Watson value of 2.138 falls within the acceptable range, indicating that the regression model is free from autocorrelation. These results confirm that the regression model satisfies the classical assumption requirements and is appropriate for subsequent hypothesis testing.

Table 6
Autocorrelation Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.858[a]	.736	.730	2.16247	.736	135.278	2	97	.000	1.998

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Y
Source: Processed Data (2025)

For the test of autocorrelation assumptions in table 6 , the Durbin-Watson (DW) statistics were used. The regression result, the DW value obtained was 2.138. Referring to the Durbin-Watson critical value table for the number of observations (n = 100) and two independent variables (k = 2) at a significance level of 5%, the lower limit (dl) is 1.620 and the upper limit (du) is 1.720. Since the value of DW (2.138) is greater than du (1.720) and close to the number 2, it can be concluded that this regression model does not contain autocorrelations, either positive or negative. Thus, the assumption that the residuals in classical linear regression are independent have been fulfilled. This strengthens the validity of the model and shows that the estimation of regression parameters is carried out efficiently, and that the results of significance tests (t-test and F-test) can be validly interpreted.

Table 7
Heteroscedasticity Test
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	2.027	3.037		.667	.509
	X1	-.160	.194	-.160	-.826	.414
	X2	.147	.135	.211	1.089	.283

a. Dependent Variable: ABSResid
Source: Processed Data (2025)

As presented in Table 7, the heteroscedasticity test results show that the significance values for branding (X1) and Islamic business ethics (X2) are 0.414 and 0.283, respectively. Since both values exceed the significance threshold of 0.05, the regression model does not exhibit heteroscedasticity. These findings indicate that the assumption of homoscedasticity has been satisfied, confirming the suitability of the model for further regression analysis. As presented in Table 8, the multiple linear regression analysis produced the following regression equation:

$$Y = 3.905 + 0.519X_1 + 0.304X_2 + e$$

The regression coefficients indicate that both branding (X_1) and Islamic business ethics (X_2) positively influence customer loyalty. A one-unit increase in branding is associated with a 0.519-unit increase in customer loyalty, while a one-unit increase in Islamic business ethics is associated with a 0.304-unit increase, holding the other variable constant. Furthermore, the larger coefficient of branding suggests that it exerts a stronger influence on customer loyalty than Islamic business ethics.

Table 8
Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error				Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	3.905	1.213		3.218	.002					
	X1	.519	.083	.529	6.224	.000	.803	.534	.346	.427	2.339
	X2	.304	.071	.363	4.272	.000	.763	.398	.237	.427	2.339

a.Dependent Variable: Y
Source: Processed Data (2025)

Table 9
Partial Significance Test (T-Test)
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error				Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	3.905	1.213		3.218	.002					
	X1	.519	.083	.529	6.224	.000	.803	.534	.346	.427	2.339
	X2	.304	.071	.363	4.272	.000	.763	.398	.237	.427	2.339

a. Dependent Variable: Y
Source: Processed Data (2025)

As presented in Tables 9 and 10, the hypothesis testing results demonstrate that branding and Islamic business ethics have positive and statistically significant effects on customer loyalty. The partial significance (t-test) confirms that each independent variable individually influences customer loyalty, while the simultaneous significance (F-test) indicates that both variables collectively explain variations in customer loyalty. These findings support all proposed hypotheses

(H1, H2, and H3), confirming that branding and Islamic business ethics are significant determinants of customer loyalty in online marketplace platforms.

Table 10
Simultaneous Test (F Test)
ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	594.324	2	297.162	113.736	.000[b]
1	Residual	253.436	97	2.612		
	Total	847.760	99			

a. Dependent Variable: Y
b. Predictors: (Constant), X2, X1
Source: Processed Data (2025)

DISCUSSION

The Role of Branding on Customer Loyalty on Online Marketplaces

The findings demonstrate that branding is a significant determinant of customer loyalty in online marketplace platforms. A strong brand enhances customer confidence, strengthens emotional attachment, and differentiates a marketplace from its competitors, thereby encouraging repeat purchases and long-term loyalty. In highly competitive digital markets, consumers tend to prefer platforms with a well-established reputation because a strong brand reduces perceived risk and increases confidence in transaction security, service quality, and overall shopping experience.

In the context of online marketplaces, branding functions not only as a brand identity, but also as a representation of service quality, transaction security, and customer experience while using the platform. This condition can occur because customers tend to choose marketplaces that are reputable, easy to recognize, and able to provide a satisfying shopping experience. The results of this study are in line with the research conducted by Rokhilawati, Wahyudi and Hadiyati (2025) which states that branding strategies have a positive and significant influence on customer loyalty on digital platforms. In addition, it strengthens the research of Sanjaya et al. (2025) which shows that brand awareness and brand image are able to increase customer loyalty in the marketplace. However, the results of this study are different from the research conducted by I. W. Sinaga and Robi'ah (2024) which found that brand image does not have a direct effect on customer loyalty. These differences in results suggest that customer loyalty is not always shaped by branding strength, but can also be influenced by other factors, such as customer satisfaction. Thus, the results of this study confirm that branding has an important role in increasing customer loyalty on the online marketplace through the formation of positive perceptions and a good customer experience.

The Role of Islamic Business Ethics on Customer Loyalty on Online Marketplaces

The findings indicate that Islamic business ethics have a positive and statistically significant influence on customer loyalty in online marketplace platforms. The implementation of ethical principles, such as honesty (*ṣidq*), trustworthiness (*amanah*), justice (*ʿadālah*), and transparency, fosters consumer trust and encourages long-term relationships between customers and online marketplaces. In the context of digital commerce, where transactions are conducted without direct interaction, ethical business practices play a crucial role in reducing perceived risk and strengthening customers' confidence in the platform.

In an online marketplace environment that has a high level of transaction risk, such as product non-conformity, non-transparent information, and potential fraud, the application of Islamic business ethics can provide a sense of security and comfort for customers. This result is in accordance with research by Apriliani and Safar (2024) which shows that the better the application of Islamic business ethics principles, such as honesty, trust, fairness, transparency, and responsibility, the higher the customer loyalty to the marketplace. In addition, research by Pradikto and Mun'yah Zahiroh (2025) also shows that the application of Islamic business ethics is able to increase consumer loyalty through the creation of a sense of security, trust, and satisfaction in transactions. Then, research by Zafira and Anwar (2024) shows that the application of Islamic business ethics has a positive influence on customer loyalty through increased consumer trust and satisfaction. However, the results of this study are different from the findings of Faizah and Aisyah (2023) which show that sharia compliance does not have a significant effect on consumer purchase decisions in e-commerce. The difference in the results of the study is suspected to be due to differences in the characteristics of the respondents, the variables used, and the context of the research, where this research emphasizes more on the application of Islamic business ethics values in building customer loyalty. Thus, the results of this study show that the application of Islamic business ethics has an important role in increasing customer loyalty on the online marketplace.

The Role of Branding and Islamic Business Ethics on Customer Loyalty in Online Marketplaces

The findings demonstrate that branding and Islamic business ethics jointly have a positive and statistically significant influence on customer loyalty in online marketplace platforms. These findings suggest that customer loyalty is influenced by a combination of emotional, functional, and moral factors. Strong branding is able to create customer appeal, positive image, and emotional attachment, while Islamic business ethics build trust through the application of the principles of honesty, fairness, and transparency. In the increasingly fierce marketplace competition, customers not only consider the aspects of price and service quality, but also pay attention to the reputation and integrity of the platform used. The results of the study show that branding is the most dominant variable in influencing customer loyalty, which is shown by a beta coefficient value of 0.529, while Islamic business ethics has a role as a supporting factor that strengthens customer trust and comfort. These findings are in line with research by Ramadhani, Fauziah, and Pratiwi (2024) that the application of Islamic business ethics and strong branding has been proven to increase customer loyalty in online marketplaces. Then it also strengthens the research of Sa'adah and Setiawan (2025) that brand strategies that combine religious values and modern aesthetics have a significant impact on building loyalty. Thus, this study makes an academic contribution by showing that the integration between modern branding and the application of Islamic business ethics can be an effective strategy in building customer loyalty in the online marketplace.

CONCLUSION

This study confirms that branding and Islamic business ethics are significant determinants of customer loyalty in online marketplace platforms. The findings reveal that both variables exert positive and statistically significant effects on customer loyalty, with branding emerging as the more dominant predictor. These results indicate that customer loyalty in the digital marketplace is influenced not only by a strong brand identity but also by the consistent implementation of Islamic business ethics, including honesty, fairness, transparency, and accountability in business practices.

Theoretically, this study contributes to the growing body of literature on Islamic marketing and digital business by providing empirical evidence that integrates branding and Islamic business ethics within a single analytical framework. Unlike previous studies that primarily examined these variables independently or within a single marketplace platform, this research demonstrates that their combined implementation provides a more comprehensive explanation of customer loyalty across multiple online marketplace platforms in Indonesia. Practically, the findings suggest that marketplace providers should not rely solely on branding strategies to strengthen customer loyalty. Instead, branding initiatives should be complemented by the consistent application of Islamic business ethics to enhance consumer trust, improve customer satisfaction, and foster long-term customer relationships, thereby supporting sustainable business performance in the increasingly competitive digital marketplace.

Despite these contributions, this study has several limitations. The sample was limited to 100 respondents and focused exclusively on Indonesian online marketplace users, which may restrict the generalizability of the findings. Furthermore, the study examined only branding and Islamic business ethics as determinants of customer loyalty. Future research is encouraged to involve larger and more diverse samples, extend the investigation to different cultural or geographical contexts, and incorporate additional variables, such as customer satisfaction, trust, electronic service quality, or perceived value. The application of more advanced analytical techniques, such as Structural Equation Modeling (SEM), is also recommended to provide a more comprehensive understanding of customer loyalty in digital marketplace environments.

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