

Islamic Entrepreneurial Marketing Orientation Among Islamic University Students

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Abstract

Indonesia plans to be the number one global halal hub that need support of massive Islamic entrepreneurial marketing capabilities. This study aims to assess Islamic entrepreneurial marketing orientation among university students. The sample used was students of the Faculty of Economics and Islamic Business UIN Prof. K.H. Saifuddin Zuhri Purwokerto who had participated in a business internship program (PMBM). Data were collected using questionnaire instruments and analyzed using Confirmatory Factor Analysis technique. The results revealed that Islamic entrepreneurial marketing orientation proved to be a multidimensional construct consisting of factors such as: Activeness, Opportunity orientation, Risk orientation, Innovation orientation, Customer orientation, Value orientation, Committed and Shari'ah conformance. The results showed that the dimensions of Islamic entrepreneurial marketing orientation of respondents were generally quite good. This can be seen from the percentages that are above the 70% criterion). As for the dimensions that are still low are proactiveness (64%) and risk orientation (59%). This study provides novelty by finding that the implementation of sharia conformance is proven to be important in building Islamic entrepreneurial marketing orientation among Islamic students in Islamic university. However, other factors need to be emphasized more in the development of the programme since the results show that other factors are stronger in forming the students orientation in Islamic entrepreneurial marketing. Future research can be conducted by developing similar research on Islamic students in other region and in privat university.

Keywords: *Islamic entrepreneurial marketing; Business internship programme; sharia conformance orientation; College students*

A. Introduction

Entrepreneurship is often associated with small businesses or start-ups, which are characterized by uncertainty. According to experts, the marketing approach considered more appropriate for small businesses or start-ups is entrepreneurial marketing. Entrepreneurial marketing considers and adapts to the characteristics of entrepreneurship. This is different from the traditional marketing model that has been commonly applied to large and established companies. In fact, the entrepreneurial marketing approach is now beginning to be adopted in established companies as well, given the current economic situation characterized by uncertainty, which is considered the new normality or "new normal".

Phillip Kotler (2016) explained that in a business environment that has been greatly transformed by technological developments, especially in the area of information and communication, a new wave of marketing concepts is needed where companies must dare to embrace new things. Traditional marketing or better known as legacy marketing has increasingly lost its fangs in the face of a changing economic and marketing landscape, especially changes that lead to horizontalization, inclusiveness, and social.

The concept of entrepreneurial marketing is considered to be more relevant as a marketing approach in a situation of increasingly uncertain changes in the business environment. Various studies show that the application of entrepreneurial marketing approach can promote various positive things in small businesses and start-ups. This approach has been proven to promote small business progress through various indicators such as sales performance, market performance, customer success and entrepreneurial standard of living, innovation performance and competitive advantage. However, there are not many studies that examine entrepreneurial marketing from an Islamic perspective.

Muslim students as learners as well as entrepreneurial actors need to have an Islamic entrepreneurial marketing orientation. This study aims to empirically assess Islamic entrepreneurial marketing orientation among Muslim student entrepreneurs. There has been little research on entrepreneurial marketing orientation among students. There is also no empirical study that examines entrepreneurial marketing from an Islamic perspective.

The Faculty of Economics and Islamic Business (FEBI) UIN Prof. K.H. Saifuddin Zuhri Purwokerto has been promoting entrepreneurship among students through the Student Business Program. This program guides students in practicing business by establishing and managing group businesses. Its main objective is to prepare and produce Muslim entrepreneurs (muslimpreneurs) who can manage businesses well, including marketing. This study can evaluate the effectiveness of the PMBM program in building the entrepreneurial capacity of FEBI UIN Prof. K.H. Saifuddin Zuhri Purwokerto students, particularly in the marketing aspects of Islamic entrepreneurship.

The theoretical and empirical literature has extensively studied the concept of entrepreneurial marketing and is still relevant today. Yadav and Bansal (2020) suggested in their study that the study of entrepreneurial marketing should also be developed in developing countries. However, existing studies still focus on MSME (micro small and medium) actors (Becherer et al., 2012; Jones et al., 2013; Abdullah et al., 2015; Kowalik et al., 2022; Sun & Lee, 2022; Alqahtani et al., 2022; Deku et al., 2023; Iqbal et al., 2023; Zahara et al., 2023) (Sari et al., 2023). No study has been found from an Islamic perspective.

Indonesia is now striving to make this country the global halal hub to be the number one in the Global Islamic Economy Indicator. To realize it requires the support of massive Islamic entrepreneurial marketing capabilities. These efforts are not only directed at existing businesses, but also through student development programs. The development of this capability needs to be supported by many theoretical and applied studies.

To develop Islamic entrepreneurial marketing behavior, it is necessary to create and empirically test the Islamic Entrepreneurial Marketing model. This model is an entrepreneurial marketing approach derived from Islamic values and principles. So far, studies on this topic are very limited. This study will developed a model for Islamic entrepreneurial marketing of students participating in PMBM Student Business Program FEBI UIN Prof. K.H. Saifuddin Zuhri Purwokerto? And asses the level of implementation of Islamic entrepreneurship marketing attitudes and behaviors among students participating in the program.

B. Literature Review

Entrepreneurial Marketing

Marketing activities characterized by entrepreneurship evolved into a marketing concept known as entrepreneurial marketing. Entrepreneurial marketing concept is focused on innovations and the development of ideas in line with an intuitive understanding of market needs (Stokes, 2000). It is a proactive attitude in identifying and exploiting various opportunities to attract and retain profitable customers through various innovative approaches to manage risk, optimize resources and create value (Morris et al., 2002). Hills and Hultman (2011) describe it as the spirit, orientation, and

process of pursuing opportunities and creating and developing businesses that create value through customer relationships. Entrepreneurial marketing authors have taken on various perspectives when they define the EM concept, but several aspects are often mentioned: entrepreneurial opportunity, resource leverage, innovativeness, and value creation. It seems that most researchers agree these are the necessary elements of Entrepreneurial marketing (Yu & Zhou, 2023).

Entrepreneurial marketing is influential for enterprises to endure competitive, customer inspiration, relevant, satisfaction and loyalty in the market environment (Alareeni et al., 2022). Entrepreneurial marketing impacts outcome variables, particularly value creation (Becherer et al., 2012). EM effect positively and significantly on entrepreneur innovative performance and capability (Hendijani Fard & Seyyed Amiri, 2018; Buccieri et al., 2023; Sari et al., 2023) which resulted on the performance of MSMEs (profitability, productivity. Along with differentiation strategy, its drive superior international performance in turbulent markets (Buccieri et al., 2023). The robust impact of entrepreneurial marketing in turbulent environment is also revealed by Hilal & Tantawy (2022) in banking industry and in young firms and those in B2B markets (Alqahtani et al., 2022).

Entrepreneurial marketing is also impact on technological capability of entrepreneur. Based on effectuation theory, Sun & Lee (2022) found that proactive market orientation and subsequent exploratory market behavior enhance technological capability, and proactive market orientation is stimulated by relational satisfaction and perceived technological turbulence. Entrepreneurial marketing have positive and significant effects on digital marketing capabilities and on marketing performance (Zahara et al., 2023).

Many EM models have been developed by researchers with multiple dimensions. Jones and Rowley (2011) proposed an SME Entrepreneurial Marketing Orientation (EMO) model that incorporates the concepts of entrepreneurial orientation (EO), market orientation (MO), customer orientation (CO), and innovation orientation (IO), as shown in Figure 1. This model has also been adopted and developed by Gyanwali and Bunchapattanasakda (2019) and Yu and Zhou (2023).

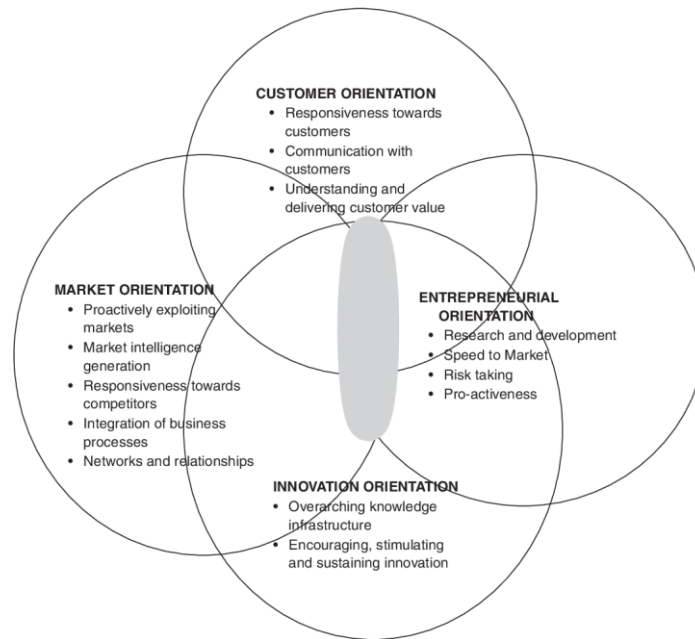


Figure 1. Jones & Rowley Model of Entrepreneurial Marketing

Chaston (2016) modelled the entrepreneurial marketing that consists of 8 dimensions that are Proactive innovation, Opportunity driven, Innovation focus, Willingness to change, Resource leveraging, Risk management, Customer intensity, and Value driven. With many EM models, Ambang tried to integrate some of the previous models (Nwankwo & Kanyangale, 2023) which had four orientations (entrepreneurial, market, market driving and intra-team), which encapsulated nine dimensions (innovativeness, proactiveness, calculated risk-taking, resource leveraging, customer intensity, value creation, market sensing, alliance formation and teamwork).

Entrepreneurial Marketing from an Islamic Perspective

For a Muslim entrepreneur, business activities including marketing cannot be separated from the practice of Islamic values and principles in it. Therefore, Muslim entrepreneurs need to have and develop entrepreneurial marketing in accordance with Islamic values and principles. So far, there is not much literature that discusses entrepreneurial marketing from an Islamic perspective. The current concept of entrepreneurial marketing is a concept derived from the practice of conventional business functions. Therefore, Islamic perspectives need to be included in the development of marketing concepts, especially for Muslim entrepreneurs.

The concept of Entrepreneurial marketing is very different from Western and other religions. It is distinguished by the fact that the foundation of the conduct and

management of a business is subject to the belief in the oneness of Allah and Muhammad (pbuh) as the Messenger. This belief implies that the Islamic way of doing business must therefore be free from all sinful, unethical and immoral intentions and actions. Such business conduct is inseparable from the guidance of the Islamic worldview to always maintain a balance between the material and spiritual goals of Muslims. This means that while recognizing that personal and reasonable goals are legitimate, seeking Allah's blessings in the hereafter is essential. This belief applies to all business activities, including marketing. In marketing activities, Islamic marketing should consider social responsibility and environmental consequences (Ilter, 2016).

The concept of Islamic entrepreneurial marketing can be understood as an integration of the concepts of Islamic marketing and innovativeness. Innovation is often inherent in small businesses. They are being more innovative than the larger ones since their nimble structure and agility to react when it comes to implementing new ideas. The combination of the both concepts results in Islamic Marketing Innovativeness which is defined as part of the organizational culture created to develop the company's ability to adopt new ideas, methods and technologies; promote change, creativity and novelty in the development of new products, processes, services, promotions, skills, knowledge and business strategies based on maximizing customer value according to Islamic ethical principles that benefit all stakeholders involved in the transaction process that has a positive impact on the material and spiritual well-being material and spiritual well-being of this world and the hereafter (Hendar & Wuryanti, 2020). Oukil (2013) summarizes some of the positive aspects of Islamic entrepreneurship (shown in Table 1). The dimensions include physical and spiritual ones that characterize marketing activities of Islamic-oriented businessman.

From the work of Oukil (2013) and Hendar & Wuryanti (2020), it can be synthesized that Islamic entrepreneurial marketing is "the wisdom of satisfying customer needs through halal and good products and services offered in an ethical manner to achieve materially and spiritually balanced prosperity both in this world and the hereafter".

Table 1. Physical and Spiritual Dimensions of Islamic Oriented Businessman

	Physical dimensions	Spiritual dimensions
Principle	Efficiency	Worshipping Allah
Ethics source	Pemenuhan kewajiban	Submission to Allah
Value	Serving the customer/client	Caring for others
Reward expectation	Profit, personal satisfaction	Blessings of Allah
Goals	Economic improvement, fair distribution	Social contribution (sadaqa)
Structure	Business organization/commercial	Nonprofit organization
Scope	All the clien/organization	All the creatures and humanity
Financial source	Saving, personal investment, halal revenue	Revenue from effort Donation and riba free loan

Characteristics of Entrepreneurial Marketing and Islamic Entrepreneurial Marketing

Based on several expert model (Jones and Rowley, Chaston, Nwankwo & Kanyangale, 2023) it can be summarized that the characteristics of entrepreneurial marketing in general are: 1) growth oriented 2) opportunity oriented 3) innovation oriented 4) customer oriented 5) informal analysis and market intelligence. The Islamic dimension in entrepreneurial marketing can be added or adopted based on the concept of Islamic marketing mix which include religious or spiritual aspects along with material ones (Maripatul Uula & Maziyyah, 2022).

Islamic entrepreneurial marketing orientation can be synthesized from different theoretical dimensions of Islamic entrepreneurial marketing from different authors to be derived into independent variables as confirmatory factors. The dimensions include: Proactive attitude, Opportunity focus, Risk focus, Innovation focus, Customer focus, Value creation focus, Commitment and Shariah conformance. Based on the various dimensions of Islamic entrepreneurship marketing mentioned above, independent variables will be tested through research, for a total of 52. The model is shown in figure 2.

Proactive attitude in marketing describes the marketing actions through which entrepreneurs redefine external conditions to reduce uncertainty, dependence, and weakness. Opportunity-Focused focus on opportunities is an attitude that always strives to recognize and actively pursue every valuable opportunity in marketing activities. In small businesses, the introduction and search for business opportunities are closely

related to the individual perceptions of entrepreneurs, who see problems as potential. Risk orientation focus is the ability of entrepreneurs take into account actions to mitigate the risks that arise as a consequence of marketing their business. Innovation-Oriented marketing is marketing that is devoted to ideas that lead to acquiring new markets, products, or processes in creative, flexible, and innovative ways as a way out of its limitations in resources that cannot meet industry standards.

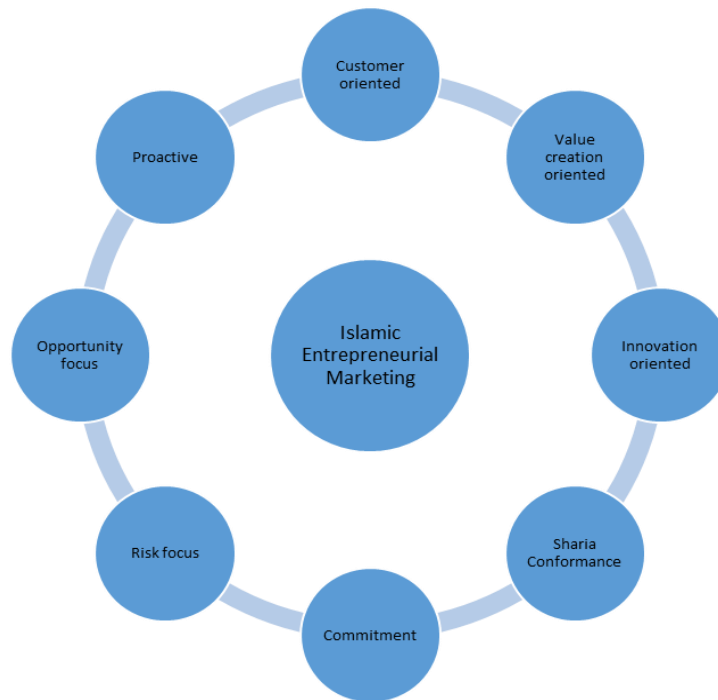


Figure 2. Research Model on Islamic Entrepreneurial Marketing

Customer-Oriented describes an approach to consumers that puts them at the heart of successful marketing activities by creating, building, and maintaining the best relationships with customers. Value creation is any attempt to create a positive advantage between the value that customers enjoy from owning and using a product and the cost of owning that product. Commitment is to hold strong the principle of guarantee in business dealings through trusted marketing activities. In Islamic marketing, commitment is shown through an Islamic marketing mix that includes clarity of product objectives and information, honest communication and fulfillment of product promises, and ethical behavior from marketers. And Conformity describes the compliance of entrepreneurs in carrying out the processes of creating and distributing products and services that follow Islamic marketing guidelines.

C. Research Methods

This research uses a quantitative approach, which is characterized as: a) clarity of purpose, subject, and source of data that has been mature and detailed from the beginning; b) the ability to use samples; c) the clarity of the research design; and d) analysis being carried out after all the data is collected (Arikunto, 2006). The variables in this study have an equivalent position as independent variables, and will be tested for interdependence with each other to determine whether they are the factors forming the construct namely Islamic Entrepreneurship Marketing. To confirm the level of Islamic marketing Orientation, this study uses dimensions that have been put forward in the theoretical foundation.

The population in this study is all students participated in Student Business Internship Program (PMBM) held by FEBI UIN Profesor Kiai Haji Saifuddin Zuhri Purwokerto who still active or graduated. This study used the accidental random sampling technique. The data were collected using a closed questionnaire instrument with a continuous rating scale ranging from 1 to 10, where 1 indicates 'strongly disagree' and 10 indicates 'strongly agree'. Using continuous rating scales can improve the reliability of data collection instruments. (Chyung et al., 2018). To ensure that the questionnaire is valid the instrument are tested using a correlation technique known as the product-moment correlation test, and Cronbach's alpha for Reliability test (Sugiyono, 2021) with the help Microsoft Excel software and Statistical Product and Service Solution (SPSS).

Data analysis in this study used two types of techniques: descriptive analysis and confirmatory factor analysis. Confirmatory factor analysis, abbreviated CFA, is a multivariate analysis technique to build a confirmatory descriptive model that aims to describe a state, concept, or factor, but a priori, the indicators used have been determined based on a strong theoretical footing. CFA can be developed for the analysis of more than one factor or latent variable at once, both for factors to be treated as independent latent variables and as dependent latent variables (Ferdinand, 2014). This study used AMOS software to help the process.

D. Result and Discussion

1. Characteristics of Respondents

There are 976 students and ex student of FEBI UIN Prof. K.H. Saifuddin Zuhri who have participated in PMBM Programme until June 2023. The number is spread across different courses and classes. The questionnaire in this study was distributed online, and 153 respondents were found to complete the online questionnaire, or a total of 15.6%. Based on the guidelines for determining the number of research samples from Arikunto (2006), this percentage is quite good or feasible. Arikunto explained that for a large study population (more than 100 people), samples of 10-15% or 20-25% can be used depending on time, cost, and energy considerations.

Judging by marital status, most respondents (85.7%) of students participating in PMBM are married. Currently, on average, there are those who have graduated from college or are in the final semesters of college, so the estimated age is 20-25 years. Parents of students participating in PMBM are known to be the most self-employed (30%), laborers (21%), and farmers (19%). Most of the students participating in PMBM come from simple family backgrounds. This can be seen from the combined income level of parents (father and mother), which is 63.5% below Rp. 2,500,000 per month.

The types of businesses run by students participating in PMBM seem quite diverse. The most popular types of businesses are in the culinary field of food and beverages (42.9%) and the fashion sector (clothes, cosmetics, and accessories). The monthly turnover of the business carried out by PMBM students seems to be low. Most (79.4%) respondents answered that their monthly turnover was below Rp. 500,000. Through interviews with several students, it is known that this condition is possible because, in running their business, they are still part-time and lectures are still the main activity when participating in PMBM activities. In other words, their time is not fully used for doing business.

When asked "whether the business carried out while participating in the PMBM business program is still being carried out at this time" (when filling out the questionnaire), most (58.7%) respondents answered no. Only 34.9% of student respondents are still continuing their business. There are also those who run businesses based on orders. The reasons that make students stop their business activities are quite

diverse, where the main reasons are busy studying and focusing on compiling a thesis, difficulties in raw materials, equipment, and marketing, lack of capital, difficulty to painstakingly run, not interested in the products sold (forced), other jobs, little profit, unable to manage business and personal finances, seeing small business opportunities, and other business interests.

2. Validity and Reliability Test

To test the validity of a research instrument, it is seen at the calculated r value in Pearson correlation. If the calculated r value is greater than the table r , then the instrument is declared valid. Table 2 show that all indicators are valid except for X1-7 and X5-8 that must be excluded.

Table 2. Result of Validity test

Indicators	R table	R test	Conclusion
X1.1	0,349	0,553	Valid
X1.2	0,349	0,501	Valid
X1.3	0,349	0,621	Valid
X1.4	0,349	0,540	Valid
X1.5	0,349	0,722	Valid
X1.6	0,349	0,527	Valid
X1.7	0,349	0,088	Not valid
X2.1	0,349	0,783	Valid
X2.2	0,349	0,677	Valid
X2.3	0,349	0,794	Valid
X2.4	0,349	0,736	Valid
X2.5	0,349	0,583	Valid
X3.1	0,349	0,438	Valid
X3.2	0,349	0,702	Valid
X3.3	0,349	0,649	Valid
X3.4	0,349	0,466	Valid
X3.5	0,349	0,433	Valid
X3.6	0,349	0,727	Valid
X4.1	0,349	0,701	Valid
X4.2	0,349	0,790	Valid
X4.3	0,349	0,653	Valid
X4.4	0,349	0,786	Valid
X4.5	0,349	0,673	Valid
X5.1	0,349	0,740	Valid
X5.2	0,349	0,775	Valid
X5.3	0,349	0,724	Valid
X5.4	0,349	0,853	Valid
X5.5	0,349	0,710	Valid
X5.6	0,349	0,828	Valid
X5.7	0,349	0,627	Valid

Indicators	R table	R test	Conclusion
X5.8	0,349	0,293	tidak valid
X5.9	0,349	0,690	Valid
X6.1	0,349	0,609	Valid
X6.2	0,349	0,814	Valid
X6.3	0,349	0,527	Valid
X6.4	0,349	0,839	Valid
X6.5	0,349	0,701	Valid
X6.6	0,349	0,703	Valid
X6.7	0,349	0,820	Valid
X7.1	0,349	0,780	Valid
X7.2	0,349	0,750	Valid
X7.3	0,349	0,770	Valid
X7.4	0,349	0,622	Valid
X7.5	0,349	0,751	Valid
X7.6	0,349	0,701	Valid
X8.1	0,349	0,631	Valid
X8.2	0,349	0,833	Valid
X8.3	0,349	0,725	Valid
X8.4	0,349	0,595	Valid
X8.5	0,349	0,680	Valid
X8.6	0,349	0,825	Valid
X8.7	0,349	0,750	Valid

A reliability test using Cronbach's alpha value will determine if the value is greater than 0.60, and then the instrument is declared reliable. The result is shown in table 3.

Table 3. Reliability Test

Variable	Croanbach's Alpha	Conclusion
X1	0,596	Not reliable
X2	0,764	Reliable
X3	0,563	Not reliable
X4	0,770	Reliable
X5	0,836	Reliable
X6	0,844	Reliable
X7	0,821	Reliable
X8	0,827	Reliable

The results of the reliability test of the questionnaire instrument show that there are still unreliable variables, namely variable X1 (proactivity) and variable X3 (risk orientation). Given that in measuring the orientation of Islamic Entrepreneurial Marketing, the two variables are important and are the integrity of dimensions built based on theory, modification efforts were made to make the questionnaire instrument measuring the two variables reliable. The trick is to drop indicators whose Croanbach's

alpha value is below 0.600. The indicator omitted in this case is the 7th indicator of the variable X1 and the 5th indicator of the variable X3.

3. Islamic Entrepreneurial Marketing of Students Participating in PMBM Programme

Related information about the Islamic entrepreneurial marketing among respondents can be known through the output of descriptive statistical analysis of each dimension, factor, or latent variable studied, which amounts to 8, namely: proactivity, focus on opportunities, risk orientation, innovation orientation, customer orientation, orientation to value creation, commitment, and compliance with sharia.

Respondents perceive themselves highest in the aspect of customer orientation at 35.05, followed by sharia conformity from businesses with an average value of 30.08 and value creation orientation with an average of 28.41. When viewed from the percentage of the mean value to the theoretical maximum value (obtained by multiplying the highest possible answer weight, which is 5, by the number of indicators of each variable tested in this study), it is known that the dimensions of Islamic entrepreneurship marketing in students participating in PMBM are generally quite good. This can be seen from the percentage above the 70% criterion. The dimensions that are still low are proactivity (64%) and risk orientation (59%).

4. Confirmatory Factor Analysis (Second order)

CFA second-order analysis was used to validate the scale of the dependent latent variable, Islamic Entrepreneurial Marketing, which became the main study in this study. The second-order analysis of CFA for the dependent latent variable, Islamic Entrepreneurial Marketing, consists of 8 indicators (the dependent latent variable). By modifying the level two confirmatory factor model, the output of the modified model is obtained as shown in figure 3. The modified result has a positive DF-free degree of 11, meaning that the model is over-identified.

Therefore, the model can be further analyzed from the goodness-of-fit side. Based on the modified output, it appears that the goodness of fit parameters are almost entirely met (AGFI values are close to the criteria), so the confirmatory factor model for the Islamic Entrepreneurial Marketing variable is quite good as shown in table 4.

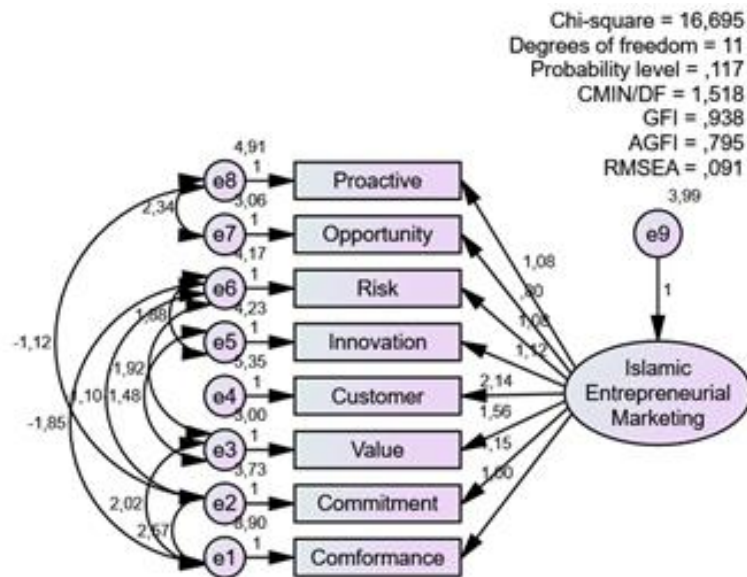


Figure 3. Results of the Second-Order Model Modification of Islamic Entrepreneurial Marketing Factors

Table 4. Goodness of Fit test

Goodness of Fit	Model Result	Criteria	Conclusion
Chi-square	16,695	Small value	Model accepted
P-value	0,117	$P > 0,05$	Model accepted
GFI	0,938	$\geq 0,90$	Model accepted
AGFI	0,798	$\geq 0,90$	Model fairly accepted
RMSEA	0,091	$\leq 0,08$	Model accepted

Furthermore, the resulting loading factor test was carried out, namely by looking at the estimated regression weight value of each indicator in the AMOS program output table. The loading factor is said to be significant if the value of p is < 0.05 . The significance and estimation of CFA parameters of the dependent latent variables of Islamic entrepreneurial marketing are listed on table 5.

Table 5. Parameter Estimation Second-Order CFA

		Islamic_Entrepreneurial_Marketing	Estimate	p	Conclusion
Conformace	<---	Islamic_Entrepreneurial_Marketing	1,000		Significant
Commitment	<---	Islamic_Entrepreneurial_Marketing	1,148	***	Significant
Value	<---	Islamic_Entrepreneurial_Marketing	1,564	***	Significant
Customer	<---	Islamic_Entrepreneurial_Marketing	2,136	***	Significant
Innovation	<---	Islamic_Entrepreneurial_Marketing	1,123	***	Significant
Risk	<---	Islamic_Entrepreneurial_Marketing	1,081	***	Significant
Opportunity	<---	Islamic_Entrepreneurial_Marketing	,795	***	Significant
Proactive	<---	Islamic_Entrepreneurial_Marketing	1,078	***	Significant

Islamic Entrepreneurial Marketing as a construct is proven to meet the minimum construct reliability requirements, which have a loading factor value of ≥ 0.6 . The value of this loading factor can be seen in the processed output of the AMOS program in the Standardized Regression Weights summarized in the table 6.

Table 6. Factor loading

			Factor loading
Conformance	<---	Islamic_Entrepreneurial_Marketing	0,557
Commitment	<---	Islamic_Entrepreneurial_Marketing	0,765
Value	<---	Islamic_Entrepreneurial_Marketing	0,875
Customer	<---	Islamic_Entrepreneurial_Marketing	0,879
Innovation	<---	Islamic_Entrepreneurial_Marketing	0,737
Risk	<---	Islamic_Entrepreneurial_Marketing	0,727
Opportunity	<---	Islamic_Entrepreneurial_Marketing	0,673
Proactive	<---	Islamic_Entrepreneurial_Marketing	0,697

Based on statistical results, the loading factor value shows the order of the largest to smallest influence in forming Islamic entrepreneurial marketing orientation of students in FEBI UIN Prof. K.H. Saifuddin Zuhri Purwokerto : (1) Customer orientation; (2) Value creation orientation; (3) Commitment; (4) Innovation oriented; (5) Risk focus; (6) Proactive; (7) Opportunity oriented; and (8) Shariah conformance. Shariah conformance is the smallest value. This means that even the shariah conformance is needed, the development of students orientation on Islamic entrepreneurial marketing is necessary to emphasize the non spiritual aspects. Since considering that the spiritual aspect has been inherent in the daily lives of Islamic campus students and alumni who are actually familiar with the teachings and practice of Islam.

E. Conclusion

Research shows Islamic entrepreneurial marketing orientation, or Islamic entrepreneurial marketing, among students through studies on students participating in the PMBM business internship program held by FEBI UIN Prof. K.H. Saifuddin Zuhri Purwokerto is proven to be a multidimensional construct of factors or dimensions that form it, including: proactivity, focus on opportunities, risk orientation, innovation orientation, customer orientation, value orientation, commitment, and sharia-compliant business. The results of this study are consistent with findings from previous studies.

The results showed that the dimensions of Islamic entrepreneurial marketing orientation in students participating in PMBM were generally quite good. This can be seen from the percentage above the 70% criterion. The dimensions that are still low are proactivity (64%) and risk orientation (59%).

This study provides novelty by finding that the implementation of sharia-compliant business has proven to be important in building an Islamic entrepreneurial marketing orientation among Islamic students on Islamic campuses. But the development of students orientation on Islamic entrepreneurial marketing is necessary to emphasize also in the non spiritual aspects. Further research can be done by developing similar research on Islamic students on public campuses with better economic conditions.

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