

The Influence of Marketing Strategies and Digital Services of Sharia Business Ethics on The Income of Gen-Z Photography Services From A Sharia Economic Perspective (Case Study of Photo Studio in Bengkalis Regency)

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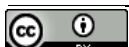
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ABSTRACT

This study is a correlational study with a population of 35 respondents. Data were collected through questionnaires and analyzed using product moment correlation techniques. The results showed that Marketing Strategy (X1) had a positive and significant effect on Gen-Z Photography Service Revenue (Y), indicated by the calculated t value $> t$ table ($0.730 > 1.689$) and a significance value of $0.000 < 0.05$. The Digital Service variable (X2) also had a significant positive effect, with the calculated t value $> t$ table ($8.972 > 1.689$) and a significance value of $0.000 < 0.05$. Furthermore, Sharia Business Ethics (X3) is proven to have a significant positive effect on income, as indicated by the calculated t value $> t$ table ($17.730 > 1.689$) and a significance value of $0.000 < 0.05$. Simultaneously, the three variables – Marketing Strategy, Digital Services, and Sharia Business Ethics – have a significant influence on the Income of Gen-Z Photography Services. This is evidenced by the calculated F value $> F$ table ($184.253 > 4.121$) and a significance value of $0.000 < 0.05$. This finding confirms that improving the quality of marketing strategies, digital services, and the implementation of Sharia business ethics can jointly increase the income of Generation Z photography service providers.

ABSTRAK

Penelitian ini merupakan penelitian korelasional dengan populasi berjumlah 35 responden. Data dikumpulkan melalui angket dan dianalisis menggunakan teknik korelasi product moment. Hasil penelitian menunjukkan bahwa Strategi Pemasaran (X1) berpengaruh positif dan signifikan terhadap Pendapatan Jasa Fotografi Gen-Z (Y), ditunjukkan oleh nilai t hitung $> t$ tabel ($0.730 > 1.689$) dan nilai signifikansi $0.000 < 0.05$. Variabel Pelayanan Digital (X2) juga berpengaruh positif signifikan, dengan nilai t hitung $> t$ tabel ($8.972 > 1.689$) dan signifikansi $0.000 < 0.05$. Selanjutnya, Etika Bisnis Syariah (X3) terbukti berpengaruh positif signifikan terhadap pendapatan, ditunjukkan dengan nilai t hitung $> t$ tabel ($17.730 > 1.689$) dan nilai signifikansi $0.000 < 0.05$. Secara simultan, ketiga variabel –Strategi Pemasaran, Pelayanan Digital, dan Etika Bisnis Syariah –memberikan pengaruh signifikan terhadap Pendapatan Jasa Fotografi Gen-Z. Hal ini dibuktikan melalui nilai F hitung $> F$ tabel ($184.253 > 4.121$) serta nilai signifikansi $0.000 < 0.05$. Temuan ini menegaskan bahwa peningkatan kualitas strategi pemasaran, layanan digital, dan penerapan etika bisnis syariah dapat secara bersama-sama meningkatkan pendapatan pelaku jasa fotografi generasi Z.



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INTRODUCTION

Entering the era of the Industrial Revolution 5.0, technological developments are increasingly influencing people's activities, including digital lifestyles and consumption patterns. These changes have also had a significant impact on the business sector in Indonesia, where consumers are becoming more critical in choosing services that meet their needs (Galuh, 2024). Digital transformation is encouraging businesses to adapt to new strategies to remain relevant amidst increasingly fierce competition across various sectors of the modern economy (Oktavia, 2022). One characteristic of the digital economy is the use of the internet as a primary

medium for business activities (Isma, 2025). Digital platforms now serve as a communication bridge between companies and consumers, enabling fast and efficient transactions. The fintech, e-commerce, and on-demand services sectors are key drivers of the development of Indonesia's digital economy (Novitasari, 2021). The rapid growth of services like Gojek is clear evidence of changing consumer behavior, which is increasingly relying on technology (Triwibowo, 2023).

The concept of Sharia business ethics is even adopted by non-Muslim business actors because it is considered more stable and humane. These principles prohibit cheating, deception, and practices that harm others (Rais, 2023). Previous research shows that the implementation of Sharia ethics still presents challenges, particularly in adapting to modern business management (Ismatul, 2022). A proper understanding of these ethics is crucial for business operations to be ethical and sustainable. Generation Z, born between 1997 and 2012, is highly familiar with digital technology and adapts quickly to change (Maharani, 2020). They grew up in the internet era and have become an influential consumer group. Gen Z often uses social media as a primary source of information, including when selecting Sharia-compliant products or services. Their consumption behavior is influenced by rapidly evolving digital trends and recommendations from their environment (Wahyuni, 2024).

With a relatively strong religious understanding, Gen Z tends to choose halal and ethical products. Ease of digital access allows them to verify product information before purchasing. Social media plays a significant role in this process, providing reviews, recommendations, and viral content that influence consumption decisions (Luthfi, 2024). Gen Z has become a savvy consumer, considering values and ethics in every transaction. Digitalization offers significant opportunities for businesses to expand their market reach (Maulida, 2024). Various online platforms help improve operational efficiency and build brand image. However, this development also poses ethical challenges, particularly in the context of Islamic economics (Riki, 2024). Visual manipulation, misleading marketing, and price opacity are issues that must be addressed when running a digital business correctly and in accordance with Sharia (Agnes, 2025).

Clavia Studio Photo is an example of a Gen-Z photography business that has utilized digitalization in its marketing (Nailul, 2024). The studio actively uses social media to reach consumers and provides online ordering services (Resti, 2021). Clavia's success has attracted further study, particularly regarding the application of Islamic business ethics and the impact of digitalization on business revenue (Rahmawati, 2024).

Research on Clavia Studio Photo has practical relevance in providing guidance for other digital photography businesses (Rahman, 2020). By implementing Sharia principles, business owners can ensure that their income is not only high but also blessed. Ethical principles such as honesty, trustworthiness, and transparency are essential foundations for building a sustainable business (Annisa, 2025).

This research not only examines revenue quantitatively but also assesses whether it aligns with Islamic values. An Islamic economic perspective views blessings and justice as equally important as material gain. Thus, the quality of halal and ethical income becomes the main focus in seeing the success of a sharia-based digital photography business.

RESEARCH METHOD

This research is quantitative, employing a descriptive and explanatory approach, aiming to systematically explain the relationships between variables. Quantitative research aims to uncover the meaning behind data obtained through measurable instruments, ensuring a clear

design from the outset, from sample selection and instrument development to data analysis. This research draws on Uma Sekaran's design and Arikunto's perspective, emphasizing the importance of a well-planned research structure. Overall, the research aims to describe and explain the position of the variables studied through numerical data collection and analysis (Ratu, 2022). This research was conducted as a case study at Studio Foto Bengkalis, with the research period running from June to August 2025. The research location was chosen because it was relevant to the study's focus on Gen-Z behavior and responses in using photography services. The sufficiently long research period ensured optimal data collection, enabling researchers to obtain valid and representative data. Clearly defining the research location and timeframe supported the achievement of the research objectives and strengthened the accuracy of the analysis conducted in subsequent stages.

The population of this study was all 35 Gen-Z customers or members of the Bengkalis Photo Studio Case Study. Due to the relatively small population, the researcher used a purposive sampling technique, where the entire population was sampled. This is in accordance with Roscoe's recommendation that a sample size between 35 and 100 is appropriate for quantitative social research. Selecting the overall sample provides a more comprehensive picture and allows the data obtained to accurately reflect the population's condition. Data collection was carried out using a Google Form-based questionnaire for more practicality and ease of access for respondents. The data analysis technique in this study used a quantitative approach with the help of the SPSS program version 26. The questionnaire data were analyzed through a descriptive stage to summarize core information. Then, they were tested for validity and reliability, as well as for classical assumptions, including normality, multicollinearity, and heteroscedasticity (Riduwan, 2024). Linear regression analysis was then performed to examine the relationships between variables, as well as t-tests and F-tests to determine partial and simultaneous effects. A Likert scale was used to measure respondents' level of agreement with each statement. This entire series of analyses aims to ensure that the research results are accurate, reliable, and able to objectively explain the relationships between the research variables.

RESULTS AND DISCUSSION

Results

Variable Description

Table 1. Descriptive Statistics

N	Valid	Statistics			
		TEBS	TPJF	TSP	TPD
	Missing	35	35	35	35
		0	0	0	0
Mean		42,0000	21,0857	38,6571	42,7143
Std. Error of Mean		,80857	,49599	1,15369	,73401
Median		42,0000	21,0000	39,0000	44,0000
Mode		42,00	19,00	25,00 ^a	44,00
Std. Deviation		4,78355	2,93429	6,82531	4,34248
Std. Error of Skewness		,398	,398	,398	,398
Kurtosis		1,377	,834	-,308	,762
Std. Error of Kurtosis		,778	,778	,778	,778
Range		21,00	11,00	25,00	18,00
Minimum		29,00	14,00	25,00	32,00
Maximum		50,00	25,00	50,00	50,00
Sum		1470,00	738,00	1353,00	1495,00

a. Multiple modes exist. The smallest value is shown

Source: SPSS 26.0 Management Results

From table 1, it can be seen that the Marketing Strategy variable (X1) has a minimum value of 25, a maximum value of 50, an average value of 38.65 and a standard deviation value of 6.82. The Digital Service variable (X2) has a minimum value of 32, a maximum value of 50, an average value of 42.71, and a standard deviation value of 4.342. The Sharia Business Ethics variable (X3) has a minimum value of 29, a maximum value of 50, an average value of 42.00, and a standard deviation value of 4.967. The Photography Service Income variable (Y) has a minimum value of 29, a maximum value of 50, an average value of 21.08, and a standard deviation value of 4.78.

Table 2: Respondents' Responses to Marketing Strategy Variable (X1)

Num.	Marketing Strategy Indicator Statement	Answer					Quantity
		PLOT	R	C	T	ST	
1	Suitability of the promotion to the client's needs.	0 0%	2 5.7%	6 17.1%	18 51.4%	9 25.7%	35 100%
2	Active social media utilization	0 0%	1 2.9%	7 20.0%	16 45.7%	11 31.4%	35 100%
3	The Consistency of Branding	1 2.9%	2 5.7%	8 22.9%	15 42.9%	9 25.7%	35 100%
4	Content marketing creativity	0 0%	2 5.7%	5 14.3%	17 48.6%	11 31.4%	35 100%
5	Pricing strategy effectiveness	1 2.9%	2 5.7%	6 17.1%	18 51.4%	8 22.9%	35 100%
6	Quality of information in promotions	0 0%	2 5.7%	7 20.0%	16 45.7%	10 28.6%	35 100%
7	Frequency of uploads on digital platforms	1 2.9%	3 8.6%	9 25.7%	14 40.0%	8 22.9%	35 100%
8	Interaction with customers online	0 0%	1 2.9%	6 17.1%	17 48.6%	11 31.4%	35 100%
9	Varied service package offerings	0 0%	2 5.7%	7 20.0%	16 45.7%	10 28.6%	35 100%
10	Ability to attract new customers.	0 0%	1 2.9%	5 14.3%	18 51.4%	11 31.4%	35 100%
Total/Average		3	18	66	165	98	350
Percentage		0.86%	5.14%	18.86%	47.14%	28.00%	100%

Source: Processed Data 2025

Based on table 2, it is clearly seen that the respondents' responses to the Marketing Strategy variable (X1) with an average of 3 respondents' answers saying no (TA) or 0.86%, an average of 18 respondents' answers saying low (R) or 5.14%, an average of 66 respondents' answers saying sufficient (C) or 18.86%, an average of 165 respondents' answers saying high or 47.14%, and an average of 98 respondents' answers saying very high or 28.00%.

Table 3: Respondents' Responses to the Digital Service Variable (X2)

Num.	Digital Service Statement	Answer					Quantity
		PLOT	R	C	T	ST	
1	Ease of access to services	0 0%	2 5.7%	6 17.1%	18 51.4%	9 25.7%	35 100%
2	Digital response speed	1 2.9%	3 8.6%	7 20.0%	16 45.7%	8 22.9%	35 100%
3	Clarity of service information	0 0%	2 5.7%	8 22.9%	16 45.7%	9 25.7%	35 100%
4	Convenience of using digital features	1 2.9%	3 8.6%	9 25.7%	15 42.9%	7 20.0%	35 100%
5	Security of digital transactions	1 2.9%	4 11.4%	8 22.9%	14 40.0%	8 22.9%	35 100%
6	Consistency of digital services	0 0%	3 8.6%	10 28.6%	15 42.9%	7 20.0%	35 100%
7	Quality of digital communication	0 0%	3 8.6%	9 25.7%	16 45.7%	7 20.0%	35 100%
8	24/7 service availability	1 2.9%	4 11.4%	9 25.7%	15 42.9%	6 17.1%	35 100%

9	Ease of navigation of the application/website	0	5	7	16	7	35
		0%	14.3%	20.0%	45.7%	20.0%	100%
10	Satisfaction with digital services	0	2	7	17	9	35
		0%	5.7%	20.0%	48.6%	25.7%	100%
Quantity		4	31	80	158	77	350
Percentage		1.71%	8.86%	22.86%	45.14%	22.00%	100%

Source: Processed Data 2025

Based on table 3, it is clearly seen that the respondents' responses to the Digital Services variable (X2) with an average of 4 respondents' answers saying no (TA) or 1.71%, an average of 31 respondents' answers saying low (R) or 8.86%, an average of 80 respondents' answers saying sufficient (C) or 22%, an average of 158 respondents' answers saying high or 45.14%, and an average of 77 respondents' answers saying very high or 22.00%.

Table 4: Respondents' Responses to the Sharia Business Ethics Variable (X3)

Num.	Statement of Sharia Business Ethics Indicators	Answer					Quantity
		PLOT	R	C	T	ST	
1	Honesty in transactions	0	2	5	18	10	35
		0%	5.71%	14.29%	51.43%	28.57%	100%
2	Justice in service	1	2	6	17	9	35
		2.86%	5.71%	17.14%	48.57%	25.71%	100%
3	Information transparency	0	3	7	16	9	35
		0%	8.57%	20.00%	45.71%	25.71%	100%
4	Trust in customers	1	2	6	17	9	35
		2.86%	5.71%	17.14%	48.57%	25.71%	100%
5	Not doing gharar (ambiguity)	0	2	7	18	8	35
		0%	5.71%	20.00%	51.43%	22.86%	100%
6	Not doing tadlis (fraud)	0	3	6	17	9	35
		0%	8.57%	17.14%	48.57%	25.71%	100%
7	Maintain service quality	1	2	5	18	9	35
		2.86%	5.71%	14.29%	51.43%	25.71%	100%
8	Moral responsibility in service	0	1	7	19	8	35
		0%	2.86%	20.00%	54.29%	22.86%	100%
9	Commitment to sharia principles	1	1	6	18	9	35
		2.86%	2.86%	17.14%	51.43%	25.71%	100%
10	Care and professionalism	0	1	6	17	11	35
		0%	2.86%	17.14%	48.57%	31.43%	100%
Quantity		4	19	61	170	96	350
Percentage		1.14%	5.43%	17.43%	48.57%	27.43%	100%

Source: Processed Data 2025

Based on table 4, it is clearly seen that the respondents' responses to the Sharia Business Ethics variable (X3) were n with an average of 4 respondents' answers saying none (TA) or 1.14%, an average of 19 respondents' answers saying low (R) or 5.43%, an average of 61 respondents' answers saying sufficient (C) or 17.43%, an average of 170 respondents' answers saying high or 48.57%, and an average of 96 respondents' answers saying very high or 27.43%.

Table 5: Respondents' Responses to Photography Service Income Variable (Y)

Num.	Statement of Sharia Business Ethics Indicators	Answer					Quantity
		PLOT	R	C	T	ST	
1	Increased number of clients	1	0	1	1	0	35
		2.9%	8.6%	22.9%	42.9%	22.9%	100%
2	Frequency of service orders	3	4	2	3	5	35
		0%	11.4%	28.6%	37.1%	22.9%	100%
3	Increase in monthly turnover	8	10	7	9	8	35
		2.9%	5.7%	20.0%	42.9%	28.6%	100%
4	Number of digital transactions	15	13	15	14	14	35
		2.9%	8.6%	25.7%	40.0%	22.9%	100%
5	Income stability	8	8	10	8	8	35
		0%	14.3%	22.9%	40.0%	22.9%	100%

Total/Average	3	17	42	71	42	175
Percentage	1.71%	9.71%	24.00%	40.57%	24.00%	100%

Source: Processed Data 2025

Based on table 5, it is clearly seen that the respondents' responses to the Photography Service Income variable (Y) with an average of 3 respondents' answers of no (TA) or 1.71%, an average of 17 respondents' answers of low (R) or 9.71%, an average of 42 respondents' answers of sufficient (C) or 17.43%, an average of 71 respondents' answers of high or 40.57%, and an average of 42 respondents' answers of very high or 24.00%.

Validity Test

To determine the influence of marketing strategies and digital services based on Sharia business ethics on Gen-Z photography service revenue from a Sharia economic perspective, validity and reliability tests were conducted (Shinta, 2022). The validity test was used to assess whether the questionnaire items for each research variable accurately measured the intended constructs. The research instrument consisted of four variables, namely marketing strategy (X1) with 10 items, digital services (X2) with 10 items, Sharia business ethics (X3) with 10 items, and revenue performance (Y) with 5 items.

The validity test results showed that all questionnaire items for variables X1, X2, X3, and Y had calculated correlation coefficients (r count) greater than the r table value of 0.334, indicating that all items were valid and suitable for further analysis. Reliability testing using Cronbach's Alpha demonstrated that all variables had Alpha values greater than 0.6, confirming that the research instrument was reliable and consistent. Based on these results, all questionnaire items were deemed appropriate for use in subsequent statistical analyses (Siti, 2021). Therefore, the table r value is 0.334. To determine whether the statement items are valid or not, see the following table:

Table 6. Marketing Strategy Validity Test (Variable X1)

Variable	Item	r Table	r count	Remarks
Marketing Strategy (Variable X1)	X1.1	0,334	,869**	Valid
	X1.2	0,334	,856**	Valid
	X1.3	0,334	,790**	Valid
	X1.4	0,334	,857**	Valid
	X1.5	0,334	,811**	Valid
	X1.6	0,334	,857**	Valid
	X1.7	0,334	,790**	Valid
	X1.8	0,334	,790**	Valid
	X1.9	0,334	,857**	Valid
	X1.10	0,334	,790**	Valid
Digital Services (Variable X2)	X2.1	0,334	,559**	Valid
	X2.2	0,334	,814**	Valid
	X2.3	0,334	,777**	Valid
	X2.4	0,334	,388*	Valid
	X2.5	0,334	,452**	Valid
	X2.6	0,334	,746**	Valid
	X2.7	0,334	,814**	Valid
	X2.8	0,334	,777**	Valid
	X2.9	0,334	,526**	Valid
	X2.10	0,334	,602**	Valid
Sharia Business Ethics (Variable X3)	X3.1	0,334	,828**	Valid
	X3.2	0,334	,621**	Valid
	X3.3	0,334	,864**	Valid
	X3.4	0,334	,828**	Valid
	X3.5	0,334	,571**	Valid
	X3.6	0,334	,401*	Valid
	X3.7	0,334	,864**	Valid
	X3.8	0,334	,828**	Valid

	X3.9	0,334	,380*	Valid
	X3.10	0,334	,421*	Valid
Gen-Z Photography Services Revenue (Variable Y)	Y.1	0,334	,850**	Valid
	Y.2	0,334	,615**	Valid
	Y.3	0,334	,846**	Valid
	Y.4	0,334	,850**	Valid
	Y.5	0,334	,686**	Valid

Source: Processed Data 2025

Based on table 6, it is clearly seen that the results of the validity test of the Marketing Strategy variable instrument that has been tested on 35 Gen-Z Photography Services who use the service, that of the 10 statement items submitted to the respondents, the validity test was declared valid because the calculated r value of all variables was greater than the r table value. After conducting a validity search for the instrument using SPSS, it was found that all the instruments were declared valid, and it can be concluded that the correlation coefficient value of all items of the Y variable instrument was greater than the r table, namely 0.334. Thus, all statement items about the Marketing Strategy variable were declared valid and can be used as data collection tools in this study.

Results of the validity test of the Digital Services variable instrument that has been tested on 35 Gen-Z Photography Services who use the service, that of the 10 statement items submitted to respondents, the validity test is declared valid all because the calculated r value of all variables is greater than the r table value. After conducting a search for the validity of the instrument using SPSS, it is known that all the instruments are declared valid, and it can be concluded that the correlation coefficient value of all items of the Y variable instrument is greater than the r table, namely 0.334. Thus, all statement items about the Digital Services variable are declared valid and can be used as data collection tools in this study.

Results of the validity test of the Sharia Business Ethics variable instrument that has been tested on 35 Gen-Z Photography Services who use the service, that of the 10 statement items submitted to the respondents, the validity test was declared valid because the calculated r value of all variables was greater than the r table value. After conducting a validity search for the instrument using SPSS, it was found that all the instruments were declared valid, and it can be concluded that the correlation coefficient value of all items of the Y variable instrument was greater than the r table, namely 0.334. Thus, all statement items regarding the Sharia Business Ethics variable were declared valid and can be used as data collection tools in this study.

Results of the validity test of the Gen-Z Photography Services Income variable instrument that has been tested on 35 Gen-Z Photography Services who use the service, that of the 10 statement items submitted to the respondents, the validity test was declared valid because the calculated r value of all variables was greater than the r table value. After conducting a validity search for the instrument using SPSS, it was found that all the instruments were declared valid, and it can be concluded that the correlation coefficient value of all the Y variable instrument items was greater than the r table, namely 0.334. Thus, all statement items regarding the Gen-Z Photography Services Income variable were declared valid and can be used as data collection tools in this study.

Reliability Test

Reliability testing in this study was conducted to ensure the consistency and accuracy of the research instrument in reflecting the actual conditions under investigation (Soegoto, 2022). The reliability test employed Cronbach's Alpha method, where an instrument is considered

reliable if the alpha value exceeds 0.60. Values below 0.60 indicate low reliability, values around 0.70 are considered acceptable, and values above 0.80 indicate good reliability.

The research instrument consisted of four variables: X1, X2, and X3, each measured using 10 items, and the dependent variable Y measured using 5 items. Validity testing showed that all items across variables X1, X2, X3, and Y had correlation coefficients (r count) greater than the r table value of 0.334, indicating that all items were valid and suitable for further analysis. Reliability testing results also demonstrated that all variables achieved Cronbach's Alpha values greater than 0.60, confirming that the instruments used were reliable and internally consistent. Therefore, all items for each variable met the required validity and reliability criteria and could be used confidently in subsequent data analysis.

Table 7: Reliability Test Results

Variables	Cronbach's Alpha	Information
X1	0,970	Reliable
X2	0,841	Reliable
X3	0,840	Reliable
Y	0,793	Reliable

Source: Processed Data 2025

The Marketing Strategy variable (Variable X1) has a Cronbach's Alpha coefficient of 0.970. Based on the results above, the Cronbach's Alpha item is also above 0.600 and has strong reliability, so it can be said that the measuring instrument for the Marketing Strategy variable (Variable X1) is reliable or can be relied upon so that further analysis can be carried out. The Cronbach's Alpha value is 0.970, which indicates that all 35 statements have high reliability.

The Digital Service Variable (Variable X2) has a Cronbach's Alpha coefficient of 0.841. Based on the results above, the Cronbach's Alpha item is also above 0.600 and has strong reliability, so it can be said that the measuring instrument for the Digital Service variable (Variable X2) is reliable or can be relied upon so that further analysis can be carried out. The Cronbach's Alpha value is 0.841, which indicates that all 35 statements have high reliability.

The Sharia Business Ethics variable (Variable X3) has a Cronbach's Alpha coefficient of 0.840. Based on the results above, the Cronbach's Alpha item is also above 0.600 and has strong reliability, so it can be said that the measuring instrument for the Sharia Business Ethics variable (Variable X3) is reliable or can be relied upon so that further analysis can be carried out. The Cronbach's Alpha value is 0.840, which indicates that all 35 statements have high reliability.

The Gen-Z Photography Services Income variable (Y Variable) has a Cronbach's Alpha coefficient of 0.793. Based on the results above, the Cronbach's Alpha item is also above 0.600 and has strong reliability, so it can be said that the measuring instrument for the Gen-Z Photography Services Income variable (Y Variable) is reliable or can be relied upon so that further analysis can be carried out. The Cronbach's Alpha value is 0.793, which indicates that all 35 statements have high reliability.

Multiple Linear Regression Test

Table 8: Multiple Linear Regression Test

Models	Unstandardized Coefficients		Coefficient		t	Sig.
	B	Std. Error	Standardized Coefficients	Beta		

1	(Constant)	-,518	1,414		-,367	,716
	TSP	,000	,026	-,001	-,016	,987
	TPD	-,449	,092	-,665	-,4,882	,000
	TEBS	,972	,083	1,584	11,720	,000

a. Dependent Variable: TPJF

Source: Processed Data 2025

Based on the multiple linear regression results in the table above, the following regression equation is obtained:

$$Y = -,518 + -,000 X1 + -,449 X2 + ,972 X3$$

To determine the partial effect of the variables Marketing Strategy (X1), Digital Services (X2), and Sharia Business Ethics (X3) on Photography Service Revenue (Y), the researcher used a t-test. The results of the t-test are as follows:

Correlation Coefficient Test

The correlation coefficient test is used to measure the strength of the relationship between the variables Marketing Strategy (X1), Digital Services (X2), and Sharia Business Ethics (X3) and Photography Service Revenue (Y). The following are the results of the correlation coefficient test.

Table 9: Results of the Correlation Coefficient Test

		Correlations			
		TSP	TPD	TEBS	TPJF
TSP	Pearson Correlation	1	,206	,167	,126
	Sig. (2-tailed)		,235	,339	,470
	N	35	35	35	35
TPD	Pearson Correlation	,206	1	,951**	,842**
	Sig. (2-tailed)	,235		,000	,000
	N	35	35	35	35
TEBS	Pearson Correlation	,167	,951**	1	,951**
	Sig. (2-tailed)	,339	,000		,000
	N	35	35	35	35
TPJF	Pearson Correlation	,126	,842**	,951**	1
	Sig. (2-tailed)	,470	,000	,000	
	N	35	35	35	35

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Processed Data 2025

Coefficient of Determination

The coefficient of determination (R^2) test aims to determine whether there is a perfect relationship or not, which will indicate whether changes in the independent variable will be followed by changes in the dependent variable in the same proportion (Widodo, 2024). The coefficient of determination shows the extent to which the independent variables in the regression model are able to explain the variation of the dependent variable. The coefficient of determination value is between 0 and 1. A small R^2 value means the ability of the independent variables to explain the variation of the dependent variable is very limited. Meanwhile, a value close to 1 means that the independent variables provide almost all the information needed to predict the variation of the dependent variable. The results of the coefficient of determination test can be seen in the following table:

Table 10: Results of the Determination Coefficient

Model Summary					
Models	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	,973a	,947	,942	,70815	

a. Predictors: (Constant), TEBS, TSP, TPD

Source: Processed Data 2025

Based on the table above, the R value of 0.973 indicates a very strong correlation between Marketing Strategy, Digital Services, and Sharia Business Ethics and Photography Service Revenue. Meanwhile, the coefficient of determination (R^2) is 0.947, which means that approximately 94.7% of the variation in photography service revenue can be explained by the combined influence of the three independent variables, namely Marketing Strategy, Digital Services, and Sharia Business Ethics. The remaining 5.3% of the variation in revenue is explained by other factors not included in this research model.

Multiple Linear Regression Coefficient Test

The multiple linear regression coefficient test is conducted to determine whether or not there is an influence between the independent variable and the dependent variable.

The T-test is conducted to determine the significant influence of the independent variables individually on the dependent variable. The decision-making criteria in this test are: if the calculated t value $> t$ table, then H_0 is rejected. Meanwhile, H_a is accepted, meaning that there is a partial significant influence between the independent variables on the dependent variable. Then, if the calculated t value $< t$ table, then H_0 is accepted, H_a is rejected, meaning that there is no partial significant influence between the independent variables and the dependent variable. The results of the T-test for hypothesis 1 can be seen in the following table.

Hypothesis 1: "The Influence of Marketing Strategy on Gen-Z Photography Service Revenue from a Sharia Perspective"

The results of the T test on hypothesis 1 can be seen in the following table.

Table 11: Results of T-Test Hypothesis 1

Models	Coefficient				
	Unstandardized Coefficients		Standardized Coefficients		Sig.
Models	B	Std. Error	Beta	t	
	1 (Constant)	18,158	4,040	4,495	,000
	TSP	,078	,106	,730	,470

a. Dependent Variable: TPJF

Source: Processed Data 2025

Hypothesis 2: The Influence of Digital Services on Gen-Z Photography Service Income from a Sharia Perspective".

The results of the T test on hypothesis 2 can be seen in the table below.

Table 12: Results of T-Test for Hypothesis 2

Models	Coefficient				
	Unstandardized Coefficients		Standardized Coefficients		Sig.
Models	B	Std. Error	Beta	t	
	1 (Constant)	-3,222	2,723	-1,183	,245
	TPD	,569	,063	,8,972	,000

a. Dependent Variable: TPJF

Source: Processed Data 2025

Hypothesis 3: "The Simultaneous Influence of Sharia Business Ethics on Gen-Z Photography Service Income from a Sharia Perspective"

The results of the T-test for Hypothesis 3 can be seen in the table below.

Table 13: T-Test Results for Hypothesis 3

Models	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	-3,423	1,391		-2,461	,019
TEBS	,584	,033	,951	17,730	,000

a. Dependent Variable: TPJF

Source: Processed Data 2025

It can be concluded that the calculated t value $>$ t table ($17.730 > 1.689$), so H_0 is rejected. Meanwhile, in the significant column, the significance value of the calculated t $<$ alpha set at 0.05, namely $0.000 < 0.05$. So it can be concluded that H_0 is rejected and H_a is significantly accepted, meaning that Digital Services can have a positive effect on Gen-Z Photography Services Income.

F Test

The F test is conducted to determine the effect of all independent variables collectively on the dependent variable (Zuhrinal, 2025). The effect will be visible if the calculated F value is greater than the F table value at a 5% error level or with an alpha of 0.05. This indicates that the independent variables collectively have a positive effect on the dependent variable. The following are the results of the F test.

Table 14: F Test Results

Models	Sum of Squares	df	ANOVA ^a		
			Mean Square	F	Sig.
1 Regression	277,197	3	92,399	184,253	,000b
Residual	15,546	31	,501		
Total	292,743	34			

a. Dependent Variable: TPJF

b. Predictors: (Constant), TEBS, TSP, TPD

Source: Processed Data 2025

Hypothesis 4: "The Simultaneous Effect of Marketing Strategy, Digital Services, and Sharia Business Ethics on Gen-Z Photography Service Revenue from a Sharia Perspective"

It can be concluded that the calculated F value $>$ F table ($184.253 > 4.121$), thus H_0 is rejected. Meanwhile, in the significance column, the calculated F value $<$ the alpha set at 0.05, i.e., $0.000 < 0.05$. Therefore, it can be concluded that H_0 is rejected and H_a is significantly accepted. This means that Marketing Strategy, Digital Services, and Sharia Business Ethics can collectively have a positive effect on Gen-Z Photography Service Revenue from a Sharia Perspective.

DISCUSSION

The Influence of Marketing Strategy on Gen-Z Photography Service Revenue from a Sharia Perspective

Based on the results of the multiple regression t-test, Marketing Strategy (X1) has a statistically significant effect on Gen-Z photography service revenue. This is indicated by a significance value of $0.000 < 0.05$. Although the reported t-value must be interpreted carefully, the significance level confirms that marketing strategy contributes meaningfully to revenue changes when analyzed together with digital services and Sharia business ethics. This finding supports the argument that effective digital-oriented marketing – particularly through social media and visual promotion – plays an important role in increasing demand and transaction conversion in photography services (Apriyanto, 2020).

The Impact of Digital Services on Gen-Z Photography Service Revenue from a Sharia Perspective

Similarly, Sharia Business Ethics (X3) have a significant partial effect on photography service revenue. This is evidenced by a calculated t-value of $17.730 > t\text{-table } 1.689$ with a significance level of $0.000 < 0.05$. The application of Islamic ethical principles – such as honesty, trustworthiness, fairness, and transparency – strengthens customer trust and fosters long-term relationships. In the photography service industry, which relies heavily on personal interaction and credibility, ethical consistency becomes a key driver of sustainable revenue growth (Chairunisa, 2024).

The Influence of Sharia Business Ethics on Gen-Z Photography Service Income

Statistical tests show that sharia business ethics significantly influence Gen-Z photography service revenue, as evidenced by a calculated t-value of $17.730 > t\text{-table } 1.689$ and a significance level of $0.000 < 0.05$. This means that the application of Islamic moral principles – such as trustworthiness, honesty, fairness, and transparency – strengthens customer trust and creates stable business relationships. In the personal service photography industry, trust is the primary capital influencing customer decisions. When sharia ethics are consistently applied, reputation improves, consumer loyalty increases, and revenue increases sustainably (Citra, 2024).

The Simultaneous Influence of Marketing Strategy, Digital Services, and Sharia Business Ethics on Gen-Z Photography Income

The F-test results confirm that Marketing Strategy (X1), Digital Services (X2), and Sharia Business Ethics (X3) simultaneously have a significant effect on Gen-Z photography service revenue. This is demonstrated by a calculated F value of $184.253 > F\text{ table } 4.121$ with a significance value of $0.000 < 0.05$. These findings indicate that the three variables function as an integrated system rather than independent drivers.

Marketing strategy plays a role in attracting customer attention, digital services facilitate efficient and transparent transactions, and Sharia business ethics sustain trust and loyalty. When analyzed together within a single multiple regression model, these variables jointly explain revenue changes more effectively than if they were examined in isolation. Therefore, all discussions and conclusions in this study consistently rely on the multiple regression results as the main analytical foundation (Farid, 2023).

CONCLUSIONS

Based on research on the influence of marketing strategies, digital services, and sharia business ethics on Gen-Z photography service revenue from a sharia perspective, it was found that all three variables have a significant influence individually. Marketing strategies are proven

to have a positive influence on revenue, indicated by a calculated t-value that exceeds the t-table and a significance level below 0.05, so the null hypothesis is rejected and this variable is proven to support increased revenue. Digital services also make a significant contribution to Gen-Z photography service revenue. The calculated t-value shows a strong and significant influence, indicating that the quality of digital services such as ease of transactions, fast response, and the use of online platforms can increase consumer trust and interest. This emphasizes that the ability to adapt to digital technology is an important factor in increasing the income of photography business actors in the modern era.

Sharia business ethics also have a positive and significant impact on revenue, indicating that honesty, trustworthiness, and professionalism are important values for business sustainability. Simultaneously, marketing strategy, digital services, and Sharia business ethics have been shown to have a strong influence on Gen-Z photography service revenue, as evidenced by the calculated F-value being much greater than the F-table and having very low significance. Thus, these three variables complement each other and are important factors in increasing revenue from Sharia-based photography businesses.

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