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Notes about the proceedings

Some references, tables, and figures were removed from the proceedings. To get a copy of these details we provided the contact information of authors with each paper. You can contact authors directly to provide you with the complete papers.

Other than the changes above the proceedings have not been edited. They are an indicator of the authors' interests and research skills. As such they can be used as bases for promotion, postgraduate applications, and other relevant uses. Many of the presentations related to these papers will be available on a special channel on YouTube where they can be viewed and downloaded.

Participating Journals in English

Selected articles from the conference will be published in the following journals:

International Journal of Teaching and Case Studies

African Journal of Business and Economic Research

Management Research Review

International Journal of Social Entrepreneurship and Innovation

International Journal of Customer relationship Marketing and Management

Participating Journals in Arabic

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The influence of spiritual marketing to purchase decisions: (A Case Study Healthy Food In the City of Bandung)

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ABSTRACT

Nowadays, more advanced business development results in increasing competition. Every company should develop appropriate strategies to survive and expand its market share. The Company is required to provide something different from its competitors, one of which is to do spiritual marketing. The concept is believed to provide a different "added value", which is expected to influence consumer purchasing decisions.

This study aims to analyze the influence of spiritual marketing, which consists of Spiritual Products, Spiritual Price, Spiritual Place and Spiritual Promotion, grounded sense (instinct), ratio (reason), spirit (conscience), with the following indicators: open, integrity, honesty, responsibility, solidarity, humility, attention to others, creative, honest, and trustworthy, organic food purchase decisions of Nutraceutical brand of Bandung. The method used is survey, while the analysis conducted is descriptive and verification. This study uses primary data and secondary data. Primary data was obtained from 100 respondents conducted in the city of Bandung. Secondary data was collected from relevant journals, books, and other data published.

This study uses a regression analysis, correlation, hypothesis testing with the t-test, and coefficient of determination. The data Processing uses SPSS software program for Windows 13.0. The results illustrate that spiritual marketing that has been done by Nutraceutical has a significant impact on consumer purchasing decisions (82,1%), while the dominant spiritual marketing variables that influence the purchase decision is spiritual place.

Keywords: Spiritual marketing, purchasing decisions.

1. Introduction

Global marketing competition pushes businesses to find out new competitive advantages which are directly related to the needs of consumers (Alireza Miremadi, Samira Iran, Marjan Shadafza, Fereshte Moshiri), such as the desire for a healthy lifestyle, the increasing tendency with rising incomes. The tendency to consider health implications is the fact that appears in the consumer market of prosperous countries. However, with the increasing age of the population, there is a higher awareness of the expenditures for health, especially health care. This can lead to new trends in disease prevention or purchase decision in choosing food which is good and lawful health-oriented.

God commands us to eat kosher food and good / halalan Thoyyiban

As cited from Al Qur'an, Surat Al Maidah: 88, which means:

"And eat of the lawful and good things God has provided for you; and be conscious of God, in whom you are believers".

God commands us to eat foods that are not only halal, but also good (halalan Thoyyiban) so as not to harm our bodies. This command is aligned with the pious to Allah, as well as a command that is very firm and clear. This command is also confirmed in other verses, such as those found in Surat Al-Baqarah: 168, which means: *"O people! Eat of what is lawful and good on earth, and do not follow the footsteps of Satan. He is to you an open enemy"*.

Developing countries such as China, Brazil, including Indonesia also experienced this trend. Another unique thing about developing countries is that health infrastructure in general is still very inadequate, which causes the costs to health become very high; consequently, it increases anxiety in the community. For instance, in China, a very high interest rate is believed to be the impact of widespread anxiety levels of health insurance for old age.

In line with these developments, the impact is also felt on the behavior of consumers who are likely to start looking for the quality of disease prevention is widely through a variety of products and services, both fitness and basic foods labeled with healthy and halal or supplements (Nutraceutical). A significant difference occurs in the upper middle class consumers or prosperous consumers. Hence, the consumer behavior has shifted and it avoids products that are considered unhealthy and unlawful, such as fried in trans-fat, In other words, there is a trend of good and halal products for health, or at least products referred to a healthy lifestyle.

It is considered that such developments may affect the lifestyle of people in general, such as choosing the product according to the needs, desires, tastes, financial and spiritual values that they believe. A thorough study and analysis of consumer behavior in purchasing decisions is crucial, because of a number of factors that affect consumer behavior in purchasing decisions of products and services, including the factors of religion as an element of culture which has a great effect in shaping the society contributing to individuals' various decisions, including the buying decisions (Bassam Hamdar, 2012).

Such understanding is related to the demand that the marketing world needs to demonstrate the value of spiritual values in terms of marketing. They not only market the products with functional benefits or emotional benefit, but also highlight the spiritual benefits. So, the marketing approach should be based on human values. The touch based on spiritual values is believed to bring different results. A company or brand owner does not simply give you satisfaction, or profitability target, but also compassion, and sustainability. Spiritual marketing is the highest level. One does not simply calculate profit or loss as it is not affected by worldly things. Soul is called a push because it contains spiritual values.

Moreover, the globalization in the world economy makes it a requirement for world businesses to be familiar with the Islamic perspective on commerce in order to understand the factors that shape the behavior of Muslim consumers. Businesses that neglect the acquisition and utilization of such knowledge risk alienating a large proportion of their Muslim target market (Saeed et al. 2001). The Islamic religion has a finely tuned set of rules concerning all aspects of life. By recognizing these rules, the knowledgeable firm cannot only serve Islamic Business ideas the spiritual needs of the Muslim community but also capture a truly unique position in the Islamic market place (Sacharow 1995).

Based on the background research that has been described above, the purpose of writing this paper is to find out how much the spiritual influence on purchase decisions and marketing variables is to purchase decisions,

2. Literature review

2.1. Spiritual Marketing

In an increasingly competitive business, modern marketing strategy is felt to be crucial and necessary to be applied vigorously - indeed by the management in order to strengthen the component of competitive advantage (competitive advantage) and differentiating point (point of differentiation) that are difficult to imitate by competitors.

Own marketing world continues to experience extraordinary growth, and spiritual marketing concept is not new, because it was introduced more than 1,400 years ago by the Prophet Muhammad SAW. The new concept of marketing is to give insight into a different way of looking at the meaning of a life. Life is not just act but more than that life is prayer.

The concept of marketing spiritual quotient plays a more important role than intellectual quotient and emotional quotient. Spiritual marketing is always guided by the logic of calculation, able to understand and meet the needs, desires and expectations of others (customers, employees and other clients, and all involved) and of course it is most important to be based on the values of the Godhead (honesty, responsibility, fair, innovative, togetherness). According to Hifni Alifahmi (2006:5), a form of promotion is done through a sincere approach, honesty (in accordance with reality), and not harassing the other party is typical a marketing category of spiritual marketing.

Marketers must be able to package their products by incorporating elements that can optimize the function of all the senses, emotions and affection on each product. Products sold are no longer alone - eye product or service in question, but they include the peace of mind, feelings, and liver. This kind of modern marketing strategy can win the hearts of customers and is known as the spiritual marketing.

According Hifni Alifahmi (2006:2), spiritual marketing is: "Marketing is a sympathetic, touching the conscience, and solid moral message based on the intention of devotion to the divine."

According AM.Hasan Ali, in www.niriah.com/opini/2id804.html (accessed 26 September 2009), spiritual definition of marketing is: "A model of marketing activities based on the spiritual values or Islamic values"

According Swastha Dharmmesta Basu (2006), spiritual marketing is: "... a concept that provides a guarantee for everyone who wants to apply to be successful in the world and the Hereafter."

According Ardianto Nugroho (2009), spiritual marketing is: "This form of marketing that is imbued spiritual values in all processes and transactions until he reached the level when all the major stakeholders in the business of obtaining happiness. For a Muslim, spiritual marketing contains the values of prayer and is believed to get rewarded by Allah. "

Hence, it is understood that the spiritual values that exist in a religion can be used as a guide for his followers to carry out economic activities. Spiritual marketing is the application of IESQ (Intellectual

Emotional Spiritual Quotient) in a balanced way, which is identical to the effective marketing means to the liver, customer-oriented business at all levels of the organization without exception.

In principle, spiritual marketing is part of the marketing ethics which can provide guidance for marketers to execute marketing activities in line with the desired expectations of the company.

2.2. Spiritual Marketing Program

Spiritual marketing is essentially an effort to make employees as the cornerstone of spiritual zeal and commitment in performing her daily duties (Ardhianto, 2009). As it is expressed by (Mark McCormack, 2005), "Open and do spiritual approach to unlock the true marketing potential despite having to face your greatest fear."

1. *Spiritual product*

Products are generally defined as anything that can be offered for sale. They can include the following aspects: product variety, product design, product quality, product characteristics, packaging, brand. While spiritual product is basically a product that has spiritual values in the aspect of feeling (instinct), ratio (reason), and spirit (conscience), an indicator: open, integrity and honesty, responsibility, solidarity, humility, attention to others, creative, honest, and trustworthy. Spiritual product according to Prophet Muhammad, which is always well explained to all buyers of the advantages and disadvantages of the products he sold, (Thorik Gunara and sent Hardiono, 2007; 58).

Prophet Muhammad said: "Two people were buying and selling, each having the right to vote (to continue selling or not) as long as they are not separated. If both are honest and frank in explaining (state the goods sold), then both will be blessed with their purchase but if they lie and conceal blemishes, it's gone thanks to their purchase." (HR. Muslim, of Hakim bin Hizam Ra).

Honesty, once again, plays a leading role in trade Prophet Muhammad. Honesty is the least expensive way though has been very difficult and has become very scarce. By always honest with consumers about the pros and cons or advantages and disadvantages of a product will make consumers believe in us, (Thorik Gunara and Utus Hardiono, 2007; 59).

In spiritual marketing, the soul of a brand rests on the inner voice or conscience (spirit). According to Narayana Murthy, Infosys Technology leader, Spiritual brand is more meaningful to establish themselves with integrity, honesty and decency. So when it is done in accordance with integrated marketing communications, the company is actually going to be of great value to the customer. According to Dyah Hasto Palupi (2007), "a spiritual approach to brand building is believed to not only boost profits, but also to spread the values that ensure brand continuity and shape differentiation that is unparalleled."

2. *Spiritual price,*

Price is generally defined as the amount of money that must be paid by the customer to obtain the product. Price includes the following aspects: price lists, rebates / discounts, discounted rates, payment period. In the spiritual price, not the permissibility of restrictions on commodity prices in the time of the Prophet Muhammad SAW is a reflection of thought that represents the concept of pricing. The price war (price wars) is not allowed because it could backfire for the sellers. Indirectly Prophet Muhammad told us not to compete on price but to compete on things like quality, delivery, value added. Buying and selling, price must match the value of an item. This in turn will benefit the employer because consumer confidence will be achieved by itself. (Thorik Gunara and Utus Hardiono, 2007; 63).

Place or distribution channels, not only emphasizes on the company's location, but also on the issue of determining the location and the company, whether or not the location is easily reached. Company's strategic location is the key to the company's ability to attract customers. Place covers aspects: distribution channels, service coverage, grouping, location, inventory, and transportation. The essence of spiritual place is to avoid the middlemen (intermediaries), any other person who mediates commerce with the intent to benefit from the transaction in a way is not good.

According to Prophet Muhammad, a good transaction is a transaction in which there was no injured party and mutually beneficial. Things to be emphasized by the Prophet Muhammad SAW is that the distribution process must be in accordance with the rules that have been agreed and there is no injured party either from the manufacturer, distributor, dealer, retailer and consumer (Thorik Gunara and Utus Hardiono, 2007; 64).

3. *Spiritual promotion,*

Promotion is defined as a type of communication that gives a convincing explanation of potential consumers on goods and services in order to gain attention and convince prospective customers. In spiritual promotion, Prophet Muhammad emphasized the oath not to do much, because excessive swearing done just to get more sales will not cause the trust of customers. That is, when we get excessive swearing sales above average. But when consumers realize that the oath that we say is just a lie then the consumer will not buy

again from us and would gladly tell anyone not to buy items from us. (Thorik Gunara and Utus Hardiono, 2007; 60).

It can be concluded that the spiritual marketing programs can be implemented optimally if in all daily activities God is placed as the main stakeholder. This is the principal difference between traditional marketing / traditional and spiritual marketing. We put God as the sole proprietor of interest (the ultimate stakeholders). Accountability, responsibility and accountability in Padang are translated into Mahsyar (yaumul reckoning) later, which is the eternal court of the doings of men "included the business". (Hermawan Kartajaya and Muhammad Shakir Sula, 2006; 22)

2.2. Buying Decision

Positioning consumers is increasingly important in relation to the organization. Consumer demand is not limited to unmet needs but also the desired. The increase, in line with the development of information technology that provides consumers easy to know, understands, and has many choices. The consumer has preference for established brands in the choice set. Consumers can also form the intention to buy the most preferred brand. Customer purchase decision varies, depending on the type of purchase decision. Elaborate and expensive purchases may involve more consideration of the buyer.

Purchasing decisions according to Schiffman Kanuk (2007.485) is: "The selection of two or more alternative option purchase decisions, meaning that to make a decision, there should be some alternative options available."

Consumer decision to modify, delay, or avoid a purchase decision is influenced by the risk of a thought. The magnitude of risk varies depending on the amount of money at stake, the large uncertainty in the attributes, and the magnitude of consumer confidence. Consumers develop specific routines to reduce risks. Therefore, marketers must understand the factors that lead the inner feeling of consumer to reduce the risks and provide information. Selection of products includes:

1. cooptation brand
2. Purchase channel selection
3. The timing of purchases
4. Total purchases

The short length of the consumer buying decision depends on the situation faced by the consumer. In fact, purchasing decisions embody the best conclusion the individual consumer to make a purchase.

3. The Research Methodology

Regional study in Bandung, West Java, Indonesia, with a total area of 167.67 km², with a population of 2,877,185 people, Bandung City is the largest metropolitan city in West Java as well as being the provincial capital. It is located 140 km Southeast of Jakarta, and is the third largest city in Indonesia after Jakarta and Surabaya by population.

Nutraceutical is any substance that is a food or part of a food and provides medical or health benefits, including the prevention and treatment of disease. Its products can range from isolated nutrients, dietary supplements and special diets for food designer, herbal products and processed foods such as cereals, soups and beverages that ultimately optimizing health and nutrition.

Based on the data from the Online Halal Directory Halal Indonesia Portal Version 0.1, there are only eight dietary supplement manufacturers who already have a halal certificate.

As the most populous Muslim nation in the world, the assurance of halal products should be readily available in Indonesia. Even the Minister of Agriculture, Anton Apriyantono, on the sidelines of the 2nd Indonesia International Halal Exhibition from July 3 to 6, 2012 stated that Indonesia appropriately becomes the leader, because we are the largest Muslim consumers and the products in Indonesia must be halal.

However, the facts speak otherwise. For example, the data from PERKOSMI (Association of Indonesian Cosmetic Company) total cosmetics and toiletries companies in Indonesia amounted to 744, but according to LPPOM MUI halal certified only 23 companies (3 percent). That is, 97 percent of cosmetic products in the market has no clear halal status.

Data from BPS (2006), a large-scale food industries, medium, small, and as many as 1,209,172 households. However, according to a new MUI LPPOM, 874 businesses are certified halal (0,070 percent).

The research method used in this study is a survey method which is a causal associative (Sugiyono, 2009:11). In the analysis, the study was conducted descriptively and with verification. The sampling technique of probability sampling is done, using simple random sampling food supplements purchase (nutraceutical). The scale used in this study is Ordinal Scale.

The determination of the sample is done by using the following formula:

$$n = \frac{N}{1 + N(e)^2}$$

$$2.877.185 / 1 + (2.877.185)(0,1)^2 = 99,99652450 \sim , n = 100$$

To test the reliability coefficients Alpha Cronbach's is used. Validity testing is conducted by Pearson Product Moment Correlation. In this study, the primary data for the independent variables and the dependent variable of spiritual marketing that purchasing decisions Nutraceutical, and the data processing are obtained from the questionnaire.

The relationship between spiritual marketing that influences purchase decisions as a whole can be described by the model of "Simple Regression" that can be written as follows:

$$Y_i = a + bX_i + e_i$$

Relationships influence the spiritual marketing of components on purchase decision model "Multiple Regression" as follows:

$$Y_i = b_0 + b_1 X_{1i} + b_2 X_{2i} + b_3 X_{3i} + b_4 X_{4i} + u_i$$

To achieve the research objectives, hypotheses to be tested are as follows:

1. Spiritual marketing influence purchasing decisions.
2. Components of spiritual marketing jointly or individually influence purchasing decisions with the amount of different influences.

4. Findings

According to Dr. Elvina Naidoo, M.Sc, community nutritionist at SEAMEO - TROPMED, the University, which was published at www.infomedia.com/intisari/1998, dietary supplement (Supplement Foods) is a food that contains nutrients and non-nutrients, can be in the form of capsule, soft capsule, tablet, powder, or liquid that functions as a complement deficiency of nutrients needed to keep the vitality of the body fit.

Classified as a nutraceutical dietary supplements, some dietary supplements that circulated in Indonesia that have halal certificate and are often bought:

ATM Ester C Plus Bioflavonoid, Ester C 500 Plus Loose, IDS 1115B Flavormate 6798BB2, Engran, Theragran M, Nutrient Super Calcium/ with Metabolic Factors, Chitosan, Cell Rejuvenation, Cordyceps, Zink, Vigor Rousing, Spirulina, Double-Cellulose, Lipid Metabolic Management Tea, CNI Sun Chlorella, CNI Health Pack 3 in 1, Proten rasa Vanilla, Proten rasa Cokelat Supplemen, Renuves Capsules, Muncord, Chitin, Chitosan, Zinc, Grape Extract, Jiang Zhi Tea, Nutrient S Calsium, Shutang S Calsium, Calsium Powder, Spirulina Powder, Spirulina Kapsul Merek Spirulina Indospina, Spirulina Kapsul Merek Spirulina Wi.

The study findings suggest that spiritual influence on purchase decisions and marketing spiritual marketing variables most influential on purchase decisions nutraceutical dominant is as follows:

(a) Regression Equations Spiritual marketing (X) on purchase decision (Y)

$$Y = 1.922.886 + 0,80269 X \quad r^2 = 0,820703$$

The analysis that has been conducted has proven that there is indeed a strong influence among spiritual marketing variables with the variable purchase decision.

Thus, the hypothesis that spiritual influence marketing parameters X, Y purchase decisions, the fact that B = 0.8 is acceptable with 99% confidence level and risk level of standard error 1%.

The coefficient of determination, R², of 0.820703 means that 82.1% of the variation in rise and fall of the purchase decision variables can be affected by changes in the variables spiritual marketing, the rest of which 17.9% is the influence of other variables beyond purchasing decisions.

The degree of influence and the influence of the amount described by the parameter, b, which equaled 0.80269. This figure implies that with increasing spiritual marketing 1% can be expected to affect the purchase decision increases by 8%. The average effect of various other factors that influence purchase decisions beyond the spiritual marketing amounted to 1.92.

(b) Spiritual Marketing of regression equation (Y) on purchase decisions (X)

With Marketing spiritual regreeion (X1) in the purchase decision (Yi), resulting regression equation, $Y = -27.454.935 + 19,67780 X$ $r^2 = 0,99799$

Effect of Changes in marketing spiritual Total Against Increase / Decrease in purchase decisions

Empirically with the effects of a change of 1% in total spiritual marketing is expected to increase by 19.7% purchase decision. The assumption that the magnitude of the parameters spiritual influence marketing, X, on purchase decision, Y, which is the B = 19 is acceptable with 99% confidence level and the risk of error of 1%.

The total value of the purchase decision variant of 99.8% can be explained by the variable marketing spiritual, and only 0.2% was influenced by other factors. The figure above illustrates the enormity of the spiritual role of marketing in influencing purchasing decisions nutraceutical. This is in line with that proposed by M. Fernando and B. Jackson Faculty of Commerce-University of Wologong, New Zealand (2006) Spirituality can be identified and defined independently of any religious context. Researchers say in

any business-based spirituality is related to decision-making. That is, the higher spiritual values is done, the higher the activity of consumer purchasing decisions. (Farooq Haq, 2005). Spiritual Marketing, has become the most important issue in the areas of social life, health, and industry who have received the spiritual development.

© **Regression equations purchasing decisions (Y) to the spiritual marketing components of (X1, X2, X3, and X4):**

$$Y = -2.567.555 + 5.39544X_1 - 4.63369X_2 + 1.95741X_3 + 9.97856X_4; \quad R^2 = 0.99526$$

(1) Effects of Changes in Components of spiritual marketing Toward Total Increase / Decrease in the purchase decision.

(2) These components of spiritual marketing comprise the spiritual product, spiritual price, spiritual promotion and spiritual place, very significant influence purchasing decisions of nutraceutical. R² value of 0.99526 indicates that 99.5% of the variation in the rise and fall of purchase decisions can be explained by variables spiritual marketing above, only 0.5% which can be explained by other factors.

Individual testing, also showed that there were significant effects of spiritual marketing variables independently of the degree of influence the purchase decision and with different magnitudes. Direction of the relationship and the magnitude of each effect can be explained as follows:

- Effect of spiritual product nutraceutical on purchase decision is positive amounted to 5.39544, which means the addition of 1% in the spiritual innovative product was followed by an increase in the purchase decision as the assumed 5.4% when other variables are constant; product when applied correctly and the production process better. There are also methods that can be used so that the production process is right and good, according to the Qur'an, as directed in the QS. Al-An'am: 143, which means, "Let it be to me (based on knowledge) if ye are truthful." This verse teaches us to convince ourselves that one's goodness must be based on science, data, and facts. Thus, in explaining the benefits of the product, it appears that the role of data and facts is essential. Often the data and the fact are far more influential than the explanation.

The food is halal and well being to human flesh and blood would make us obedient to God. For human consumption that can deliver the pious must meet three requirements: (1) The material is lawful, (b) processing of the net (thaharah), and (3) Presentation of the Islamic.

The product that a company sells must be entirely halal. This means that all inputs, processes and outputs must be Shariah-compliant, i.e., the product and all that has been involved in its creation, delivery, and consumption must be environmentally friendly and totally harmless, as Islam clearly prohibits causing harm to anything that God created (all-embracing harmony in the universe). An un-Halal or Haram product will be very difficult to sell to the Muslim consumer because the Muslim consumer's behavior is mostly dictated by the common understanding of what is permissible and what is prohibited under the Shariah law. Being Shariah-compliant is the quickest way to promote the company and its products (Baker ahmad alserhan,2011).

- Effect of spiritual price nutraceutical on purchase decisions has a negative correlation of - 4.63369. When other variables being equal, the figure above implies that with increasing spiritual rise in price by 1% would result in a reduction in the purchase decision as much as 4.6%. And conversely, if the price can be saved by 1%, the purchasing decision up to 4.6%.

Price of products is the amount of money that would normally be paid by the consumer and for a product. Product prices are also related to the demands of consumers in the real value of the product concerned, so the price is worth it according to consumer perceptions (price worth) (Mudie, 1997). This indicates that consumers tend to choose nutraceutical that impose lower prices. Setting a high price on the product is accompanied by a free gift is a method that is not very effective in luring consumers to buy. It is much better to offer the product at a cheaper price but without free gift.

In general, Islamic leaders argued that a fair price is the price paid for the same object at a given time and a given place. Furthermore, Islamic leaders call a fair price as the price equivalent.

In discussing the issue of price, Ibn Taymiyyah often touches on two kinds of terms, namely: compensation equivalent ('iwad al-miśl) and the price equal to (al-Saman miśl). "Compensation will equal measured and assessed by the things that are equal and that is the essence of justice." Wherever, he distinguishes between two kinds of prices: Price is either unjust and illegal or fair and well liked. He considers it equal to the fair price.

The effect of spiritual promotion accretion despite positive but relatively small influences the purchasing decisions of nutraceutical. With the addition of 1% for this variable, the increase of purchasing decisions gained is just 1.9%, assuming other variables are unchanged; Promotion is a tool used to communicate with the target market to influence attitudes and behavior. Promotion plays an important role for marketers; without communication, consumers and the public will not know the existence of nutraceutical product market; in addition, promotions can influence consumers to buy. Several factors leading to consumer appeal for purchasing nutraceutical is discount.

Promoting policies must be true, based on the desire for others to get the good and happiness as wanted by way of explaining defective merchandise he knew and that was not visible to the buyer. The Word of God in the Qur'an Surah Al-Ahzab verse 70:

"O you who believe! Be conscious of God, and speak in a straightforward manner".

- Spiritual Place has a positive influence at 9,97856. This figure shows that the addition of 1% spiritual Place can be followed by an increase of 10% of purchase decisions by assuming that the other variables are constant. This fact indicates that spiritual place plays a strategic role in the purchasing decision of nutraceutical.

Within the Islamic ethical framework, the main aim of distribution channels should be to create value and uplift the standard of living by providing ethically satisfactory services (Abul Hassan and Abdul Latiff, 2008, pp. 34-35).

In general, the spiritual component of Place lies in the ease of getting the product to the consumer, ease of access and security, comfort, and confidence in the after-sales service. Location is influencing the consumer desire to come and shop. That is, consumers tend to choose where to buy nutraceutical within easy reach, or close to home or the office.

The research findings indicate that the dominant variable marketing spiritual influence purchasing decisions is Spiritual place, general Islamic moral driven-based mechanisms in the maintenance of social justice in the field of economics, as a basis for decision making in the areas of distribution, Prophet Muhammad SAW has taught that the basics of value distribution is true with honesty and diligence.

As for the foundations in terms of distribution in Islam are as follows:

- Tawheed, it is confirmed in the word of Allah Surah Al-Zumar verse 38, The highest and most important concept in Islam is the Tawhid or Oneness (Alhabshi, 1987; Haneef,1997). This is the most important concept that a Muslim must know in order to live and survive in this world and the hereafter. Rice (2001), cited in Arham (2010) stated that the concept of Tawhid is the most crucial ingredient in commerce. Furthermore, according to Abusulayman (1998), the concept of Tawhid is both vertical and horizontal.

- Fair, the Word of God in Sura al-Muthaffifin verses 1-3.
- Honesty in the transaction, the Word of God in Sura al-Ahzab verse 70 and 71.

Current issues in the world of marketing lead to changes in short-time market share to long-time mind share and heart share a permanent establish lifetime, while the revival and recognition approach Spiritual Quotient (SQ) in the business is increasingly being used in career development and entrepreneurship. Both current topics became more interesting when the idea arose to combine the process of establishing lifetime SQ heart share to win the competition to win the hearts of consumers, and this new approach is often referred to as Spiritual Marketing.

At the level of SQ, marketing has to be addressed as a "whisper of conscience" and "vocation" ("calling"). With SQ, will not be marketing gimmick activities to pursue unilateral advantage blindly. With the SQ allows different parties to be able to grow and utilize the culprit expediency.

In the spiritual marketing concepts gained in conducting a marketing, both goods and services are not value free. As a vicegerent on earth, humans are also required to safeguard the welfare of society in general, by trading using a lawful and blessed by Allah Subhanahu wa ta'ala ..

Associated with conventional marketing mix, then the application of the spiritual marketing will refer to the basic concepts of rule of jurisprudence, namely: Al-ashlu fil-muamalah illa al-ibahah ayyadulla dalilun 'ala tahrimiha, which means, "Basically all forms of muamalah be done unless there is proof that the haram" (Prophet Muhammad SAW).

The Qur'an also regulates the activities of life or muamalah. Also ethical trading, sales or marketing. One of the verses of the Qur'an were guided as ethical marketing is QS. Al-Baqarah, verses 1-2 Al-Baqarah means: ***" This is the Book in which there is no doubt, a guide for the righteous"***. This verse is very relevant to be used as a guide in managing spiritual marketing.

5. Summary and Conclusion

Actually, spiritual marketing can be carried out optimally if in all our daily activities we put God as the main stakeholder. This is a fundamental difference between traditional marketing and marketing spiritual. We put God as the sole proprietor of interest (the ultimate stakeholders). Accountability, responsibility and accountability in Padang are translated into Mahsyar (yaumul reckoning) later, which is the eternal court against the actions of humans (including businesses), either expressed or implied. Allah says:

“Does man think that he will be left without purpose?”

The findings of the research:

1. The analysis has shown that there is a strong influence between spiritual variables and the variable marketing of nutraceutical purchase decision.
2. The Variable marketing of the dominant spiritual influence on the purchase decision is Nutraceutical Spiritual place. This fact indicates that spiritual place plays a strategic role in the purchasing decision. Spiritual Dimensions of place reflect the location measured by the distance willing to be taken by the consumers. This indicates that the location starts with choosing a community; thus, the decision will depend on the potential for economic growth and stability, competition, political climate, and so on.

Parking, location of entry and exit, easy to reach, ease of access, safety and security of the location is a variable that can contribute to the selection of the location in the understanding of the characteristics of the target segment of nutraceutical.

Further studies can be done by examining more deeply and more broadly into marketing management based on spiritual in Islam to get a spiritual concept of complex and comprehensive marketing management, which is expected to be applied to enrich the spiritual marketing management.