

# MODELING ISLAMIC MARKETING RESEARCH USING VOSVIEWER APPLICATION: A BIBLIOMETRIC ANALYSIS

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## ABSTRACT

This study aims to carry out a bibliometric analysis on Islamic marketing using the VOSviewer program. This study uses a quantitative descriptive method. The data used in this study are search results based on the keyword "Islamic Marketing" sourced from Google Scholar using publish or perish software. From the search results, we found 1000 articles published in the 2018-2022 range. The results show that research on Islamic marketing increased in 2019 and 2020 but decreased significantly in 2022. In conclusion, this study is needed to demonstrate the significance of undertaking bibliometric analysis, particularly in the area of Islamic marketing. It is expected that this study will serve as a model for future research in terms of conducting and identifying research topics, particularly in the field of Islamic marketing.

**Keywords:** Islamic marketing; bibliometric; analysis; VOSviewer; modeling

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## INTRODUCTION

The development of the Islamic economy is experiencing euphoria in developing and developed countries. Where one of the impacts of the development of the Islamic economy is the emergence of Islamic marketing. Islamic Marketing is a discipline that is devoted to its use

in the business world, where this science directs the process of creating, offering, and changing the value from the initiator to its stakeholders. It is a process adapted to the contract and the provisions of muamalah in Islam (Jacoby, 1978). The concept of sharia marketing itself is not much different from the general marketing concept. The concept of marketing in general is a

science and art that leads to creating, delivering, and communicating value to consumers and maintaining relationships with stakeholders. In contrast, sharia marketing teaches marketers to be honest with consumers or others (Hoyer et al., 2012). Implementing this discipline aims to provide all conveniences to consumers by maximizing quality, which is expected to optimize satisfaction (Tabrani et al., 2018).

Mirza has researched Islamic marketing, which discusses customer trust and commitment. In this study, Mirza said that trust had a significant relationship with customer commitment and intimacy but did not find a meaningful relationship with customer loyalty (Raza et al., 2018). Syed Ali Raza in a study that discussed the use of mobile banking in Islamic banks, said that all variables except social influences had a significant positive effect on actual use intentions (Nomran et al., 2018). In his research, Naji Mansour said that the performance of Islamic banks can be influenced by the characteristics of the supervisory board. Elseidi et al., also predicting the intention of Muslim consumers to buy food products labeled halal, Reham revealed that for consumers with high and low Islamic religiosity, subjective norms are the most influential determinant of their intention to buy food products labeled halal (Elseidi et al., 2018).

Based on the research that has been done previously, it can be seen that research related to Islamic marketing is important to do, especially by using Bibliometrics. Therefore, this study aims to conduct bibliometric analysis research in the field of Islamic marketing by integrating mapping using VOSviewer software. Because this analysis is important to determine the quantity and newness of the data. This research is expected to be a resource for academics in conducting and deciding research subjects, especially those related to Islamic marketing

## LITERATURE REVIEW

Islamic marketing raises some interesting debates, if summarized there are four statements related to Islamic marketing. The first statement is that Islamic marketing refers to the sale of halal products (Warlina et al., 2022). Then the second statement is that Islamic marketing refers to the sale of products that can serve as a tool for Islamic actions (Luckyardi et al., 2022). In the third statement, marketing

refers to the inclusion of Islamic content into products or services (Santy et al., 2021). The last statement is about marketing Islam which relates to product packaging that contains an Islamic texture or the inclusion of an Islamic name on a product or service (Rizaldi et al., 2021).

The first statement can be seen through the issue of halal certification. This gives consumers confidence in cleanliness, quality, and safety, and, most importantly, adherence to Islamic law for individual Muslims (Rohmawati et al., 2021). The second form can be observed through the increasing emergence of tools that can assist users in performing Islamic practices. Along with the rapid development of the information and communication technology industry, digital equipment such as prayer beads, mobile prayer mats, prayer table clocks, digital Qurans, digital Qibla finders, iPhone Quran and Quran pen readers have come out on the market (Rusdana et al., 2022). The third form shows that marketers place Islamic content on existing products. For example, the Quran software is downloaded along with a recitation guide and translation to a mobile phone (Afifah et al., 2022). The fourth form is the various efforts made by marketers to highlight the Islamic side of certain products or services (Alfandy et al., 2022).

If we relate these four definitions to conventional marketing definitions, it is difficult to find a contradiction between Islamic and traditional definitions of marketing. The only difference is the form of the product or service that requires halal assurance according to Islamic law (Syehabuddin et al., 2022).

The main purpose of VOSviewer is to analyze bibliometric networks (Suryadjaja et al., 2020). This program is used to create a map of publications, authors, or journals based on citations or to create keyword maps based on the same timeframe (Harapan et al., 2021). However, the use of VOSviewer is not limited to bibliometric networks only. VOSviewer can also be used to create maps based on any network. In the VOSviewer view, the main window consists of four panels: The main panel containing the currently active map is displayed (Handayani et al., 2021). In VOSviewer, zoom and scroll functionality can be used to select an area from the currently active map (Murugesu et al., 2021). Next, there is an information panel that displays

information from the now-displayed map. Then there is the Overview panel, which indicates an overview of the active map. The rectangular frame in the overview panel helps show the currently active map area displayed in the main panel (Jadhav et al., 2021). The last panel is the Actions panel, where this panel can be used to perform all kinds of actions, such as: creating a new map, opening or saving an existing map, making screenshots, finding items, building or modifying maps, and changing settings (Lilis et al., 2022).

Bibliometrics includes managing document properties or processes related to documents (Ely, 2022). Bibliometric skills in conducting analysis include word frequency analysis (Purwaningwulan et al., 2022), citation analysis (Fauzan, 2021), joint word analysis (Hermawan, 2021), and simple document countings, such as several publications by author, research group, or country. (Devi et al., 2021). However, in practice, bibliometrics is generally applied to science-related documents and thus overlaps with scientometrics, the field of science measurement (Suryo, 2022; Michael et al., 2018; Iranmanesh et al., 2019). Even though recognized bibliometric approaches have been used for at least a century, the establishment of bibliometrics as a scientific topic was precipitated (in the 1960s) by the development of the Institute for Scientific Information (ISI) Science Citation Index (SCI) by Eugene Garfield (Husaeni et al., 2022), as a logical continuation of his push to support the search for scientific literature. SCI was created as a reference database created by the authors, for previous articles, in their articles published in top scientific journals, initially focused on general science and genetics. The idea's core concept, which remains highly important today, is that when scientist read an article, they will benefit from knowing which paper cites it, as they may be discussing a similar topic and possibly updating or correcting the original article. The significance of SCI is also compatible with Bradford's scattering rule. (Hashim et al., 2014; Siyayooshi et al., 2018; Fauzi et al., 2018; Vanany et al., 2018): even though a scientist can keep up with research in their field by reading everything that is relevant. Journals when they appear, a small number of relevant articles will be spread across other journals. Therefore citation searches protect scholars from missing related articles in non-core journals.

Bibliometrics has developed and experienced innovative changes in reaction to web and online-related advancements. The main citation-based influence measurements remain, but several supplementary methodologies now supplement them. Furthermore, there is now sufficient theory, and case studies to work with that experienced bibliometrics may be pretty assured of identifying an appropriate approach to build indicators from citations for any common activity, as well as how to assess the results. There has been an ongoing debate over the legitimacy of using citations to assess impact, which is consistent with the development of citation motivation theory, which has lately been widely studied (Wilson et al., 2012). Aside from basic citation analysis techniques, the availability of significant new sources of scientific communication information, such as patents, web pages, and data on digital library use, is the most significant shift in bibliometrics (Abbas et al., 2019). The broader field of scientometrics is concerned with more than simply academic publications; it also utilizes other data, such as funding, as well as qualitative indicators, such as peer review ratings (Hassan et al., 2008; Ashraf, 2019; Jaiyeoba et al., 2018; Wu et al., 2019). To create metrics for new tasks and apply bibliometrics to various challenges, notably descriptive relational situations. This is to increase the quality of outcomes by carefully improving measures and data, developing measures for novel tasks, and applying bibliometrics to a broader range of problems, particularly in descriptive relational situations (Mamun et al., 2021; Zulfakar et al., 2018; Suhartanto et al., 2019; Nurhayati et al., 2019).

## METHODOLOGY

This study uses international publication data from the publish or perish application from the Google Scholar database. Data collection through publications in this area is carried out with the keywords Islamic marketing in article titles and abstracts. The period used is 2018 - 2022 as many as 1000 published articles were collected from the search results. Incoming data include publication date, year of publication, number of citations, number of article authors, research subjects, citations, and the name of each article's author. Microsoft Excel was used to examine the collected data.

Meanwhile, the VOSviewer program was used

to study the development trend of Islamic marketing magazines. VOSviewer employs the VOS mapping approach to generate the map (Eck et al., 2007; Isa et al., 2018; Battour et al., 2018; Khan et al., 2019), where VOS stands for visualization of similarity. VOSviewer can show network maps created using precise mapping methods. VOS aims to organize objects in low dimensions so that the distance between two items properly represents uniformity or relatedness. VOS needs input similarity  $S_{ij}$  for each pair of items  $i$  and  $j$ . ( $S_{ij} > 0$ ). VOS interprets the  $S_{ij}$  equation as a ratio scale measurement. The  $S_{ij}$  equation is usually calculated using the powers of association defined in Equation 1 (Wendel et al., 2004; Garg et al., 2018; Bogan et al., 2018).

## RESULTS AND DISCUSSION

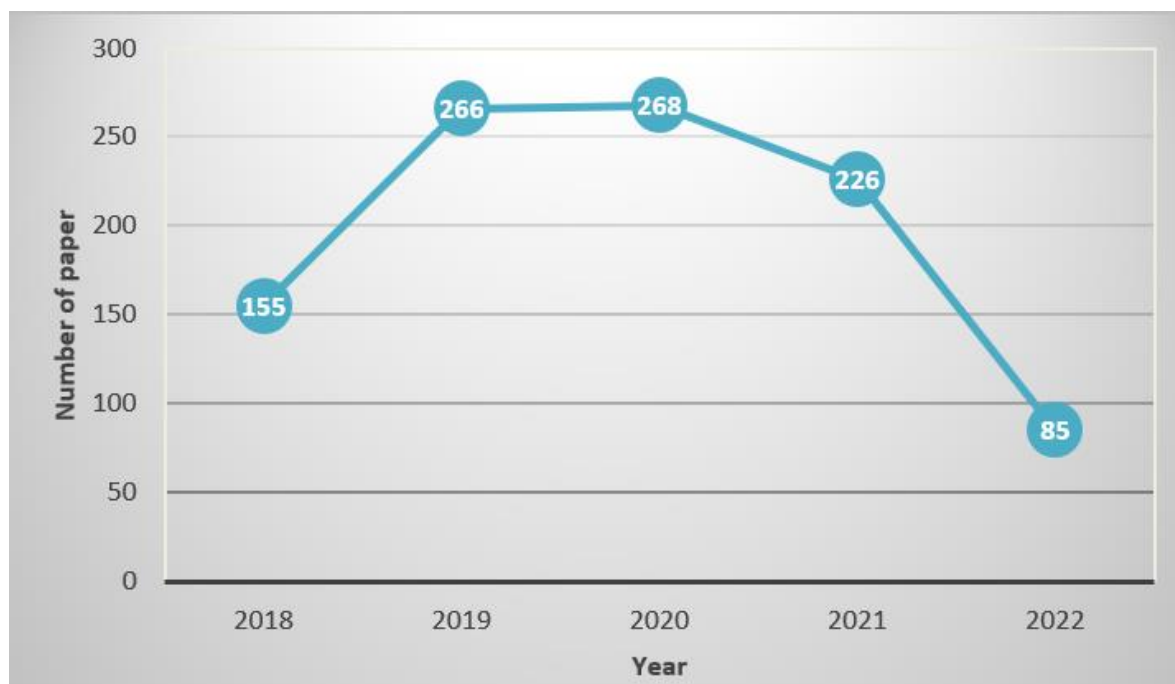
### Research developments in the field of Islamic Marketing research

The development of research on consumer behavior over the last 5 years, namely from 2018-2022 that has been published on Google Scholar has a publication index of 100 articles. The number of each publication in the order from

2018 to 2022 is 155, 266, 248, 226, and 85 articles. Table 1 also shows that the most researched and published articles on Islamic marketing were in 2020, with a total of 268 articles, and the least research occurred in 2022, which was 85 articles. The average publication for the last five years is 200. The development of research on consumer behavior is shown more clearly in Figure 1.

**Table 1:** Development of Islamic Marketing research

Year	Number of Publication Per Year
2018	155
2019	266
2020	268
2021	226
2022	85
Total	1000
Average	200



**Figure 1:** Levels of development of research on Islamic Marketing

In 2018 research related to Islamic marketing amounted to 155, then increased in 2019 to 266

and in 2020 to 268. Research pertaining to Islamic marketing, according to 2021, will be 226

and continue to decline until 2022, which is only 85. Overall, it can be concluded that it can be seen that since 2018 research has continued to increase and only decreased in 2021 and 2022. Based on this data, we have filtered the 20 articles that have the most citations (See Table 2).

**Table 2: Article Data in the Field of Islamic Marketing**

No	Authors	Title	Year	Cites	Refs
1	Mirza et al.	Trust, commitment, customer intimacy and customer loyalty in Islamic banking relationships	2018	63	(Mirza et al., 2018)
2	Syed et al.	Acceptance of mobile banking in Islamic banks: evidence from modified UTAUT model	2019	50	(Syed et al., 2019)
3	Naji et al.	Shari'ah supervisory board characteristics effects on Islamic banks' performance	2018	44	(Naji et al., 2018)
4	Reham	Determinants of halal purchasing intentions: evidences from UK	2018	43	(Reham et al., 2018)
5	Prerna et al.	Purchase intention of "Halal" brands in India: the mediating effect of attitude	2018	42	(Prerna et al., 2018)
6	Erhan et al.	Halal tourism: conceptual and practical challenges	2019	37	(Erhan et al., 2019)
7	Salmi et al.	Muslim tourist perceived value: a study on Malaysia Halal tourism	2018	34	(Salmi et al., 2018)
8	Mohamed et al.	The perception of non-Muslim tourists towards halal tourism	2018	34	(Mohamed et al., 2018)
9	Shahbaz et al.	Prioritising the risks in Halal food supply chain: an MCDM approach	2019	31	(Shahbaz et al., 2019)
10	Mohd et al.	Institutional forces on Australian halal meat supply chain (AHMSC) operations	2018	27	(Mohd et al., 2018)
11	Dwi et al.	Loyalty towards Islamic banking: service quality, emotional or religious driven?	2019	27	(Dwi et al., 2019)
12	Tatiek et al.	Personal intrinsic religiosity and product knowledge on halal product purchase intention	2019	26	(Tatiek et al., 2019)
13	Mohammad et al.	Islamic marketing and consumer behavior toward halal food purchase in Bangladesh	2019	25	(Mohamamd et al., 2019)
14	Haruna et al.	Are Malaysian Islamic banks' corporate social responsibilities effective? A stakeholders' view	2018	23	(Haruna et al., 2018)
15	Hung et al.	What drives experiential loyalty towards the banks? The case of Islamic banks in Indonesia	2018	23	(Hung et al., 2018)
16	Malihe et al.	Effect of Islamic values on green purchasing behavior	2019	23	(Malihe et al., 2019)
17	Abu et al.	Measuring the effects of service quality by using CARTER model towards customer satisfaction, trust	2019	23	(Abu et al., 2019)

Table 2: Continued

No	Authors	Title	Year	Cites	Refs
		and loyalty in Indonesian Islamic banking			
18	Iwann et al.	Application of multi-based quality function deployment (QFD) model to improve halal meat industry	2019	22	(Iwann et al., 2019)
19	Noela et al.	Australia's cognitive, affective and conative destination image: an Emirati tourist perspective	2018	22	(Noela et al., 2018)
20	Mohammad et al.	Muslims' willingness to pay for certified halal food: an extension of the theory of planned behaviour	2019	21	(Mohammad et al., 2019)

### Visualization of Islamic Marketing topic area using VOSviewer

Based on the analysis results using VOSviewer, we obtained a total of 263 items related to Islamic marketing. These items are divided into 4 clusters:

(i) Cluster 1 has 87 items, the 87 items are academic, acceptance, adoption, amos, antecedent, attitude, behavioral control, behavioral intention, behavioral control, behavioral intention, brand image, conceptual framework, construct, consumer behavior, consumption, current study, descriptive statistics, determinant, empirical research, first attempt, food industry, future researcher, halal food, halal food product, help, independent variable, India, indirect effect, intention, Islamic banking product, Islamic branding, measurement, mediating effect, mediating role, mediator, moderating effect, moderating role, moderator, mouth, Muslim consumer, Muslim customer, Muslim population, nation, non-Muslim Muslim, online survey, outcome, planned behavior, planned behavior, pls sem, positive effect, potential customer, present study, purchase, purchase intention, purposive sampling, purposive sampling, purposive sampling method, purposive sampling technique, quantitative method, religiosity, religious belief, reputation, restaurant, risk, scale, self, sem, significant effect, significant, influence, significant positive effect, significant relationship, smartpls, social influence, spss, square, structural equation, structural equation modeling, structural model, subjective norm, survey

method, survey questionnaire, total, tqb, turn, usefulness, and user (See Figure 2).

(ii) Cluster 2 has 72 items, and the 72 items are by activity, advertising, assessment, availability, campaign, case study, challenge, community, competition, competitor, condition, content analysis, cost, covid, dept interview, destination, economy, education, Egypt, evaluation, face, family, form, friend, future, halal certification, halal tourism, health, implementation, informant, interview, Islamic perspective, line, location, marketing, marketing mix, marketing strategy, mean, medium, Muslim tourist, observation, Oman, pandemic, period, person, phenomenon, price, problem, process, promotion, public, qualitative approach, qualitative method, qualitative research, reference, research method, school, secondary data, semi, social media marketing, social medium, source, stage, student, theme, tourism, tourist, turkey, united arab emirate, website, and woman (See Figure 3).

(iii) Cluster 3 has 69 items, and the 69 items are better understanding brand awareness, cause, change, chapter, comparison, concept, confirmatory factor analysis, consideration, contrast, corporate social responsibility, degree, domain, element, emergence, existence, expert, exploratory factor analysis, field, good, halal industry, halal market, income, investor, Islam, an Islamic country, Islamic finance, Islamic financial institution, Islamic law, Islamic market, Islamic marketing, Islamic state, Islamic value, life, literature review, marketing

communication, methodology, middle east, money, Nigeria, opinion, order, possibility, potential, practice, question, regard, relevance, requirement, respect, review, sale, Saudia Arabia, scholar, search, sharia, society, state, structure, subject, suggestion, sunnah, system, theoretical framework, tradition, validity, variety, willingness, and the world (See Figure 4).

(iv) Cluster 4 has 35 items, 35 items are Bangladesh, bank banking, central java, client, competitive advantage, compliance,

convenience, conventional bank, customer loyalty, customer satisfaction, employee, financial performance, improvement, innovation, Islamic bank, Islamic bank manager, Islamic banking, Islamic principle, Jordan, loyalty, market share, principle, province, regulator, reliability, satisfaction, service quality, shariah, significant, factor, significant impact, sms, structured questionnaire, sustainability, and transaction ( See Figure 5).

Cluster 1 is shown in red, Cluster 2 in green, Cluster 3 in dark blue, and Cluster 4 in yellow.

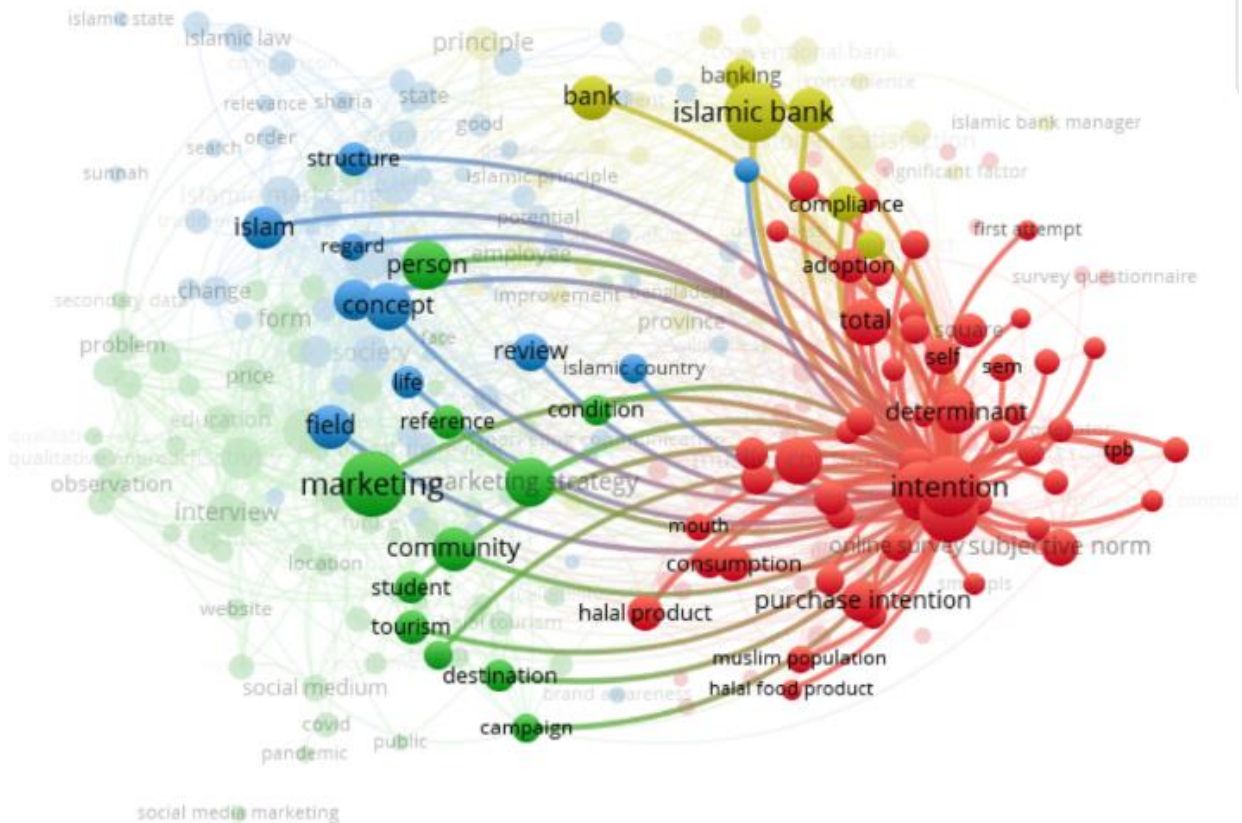


Figure 2: Cluster 1 Network Visualization of Islamic Marketing

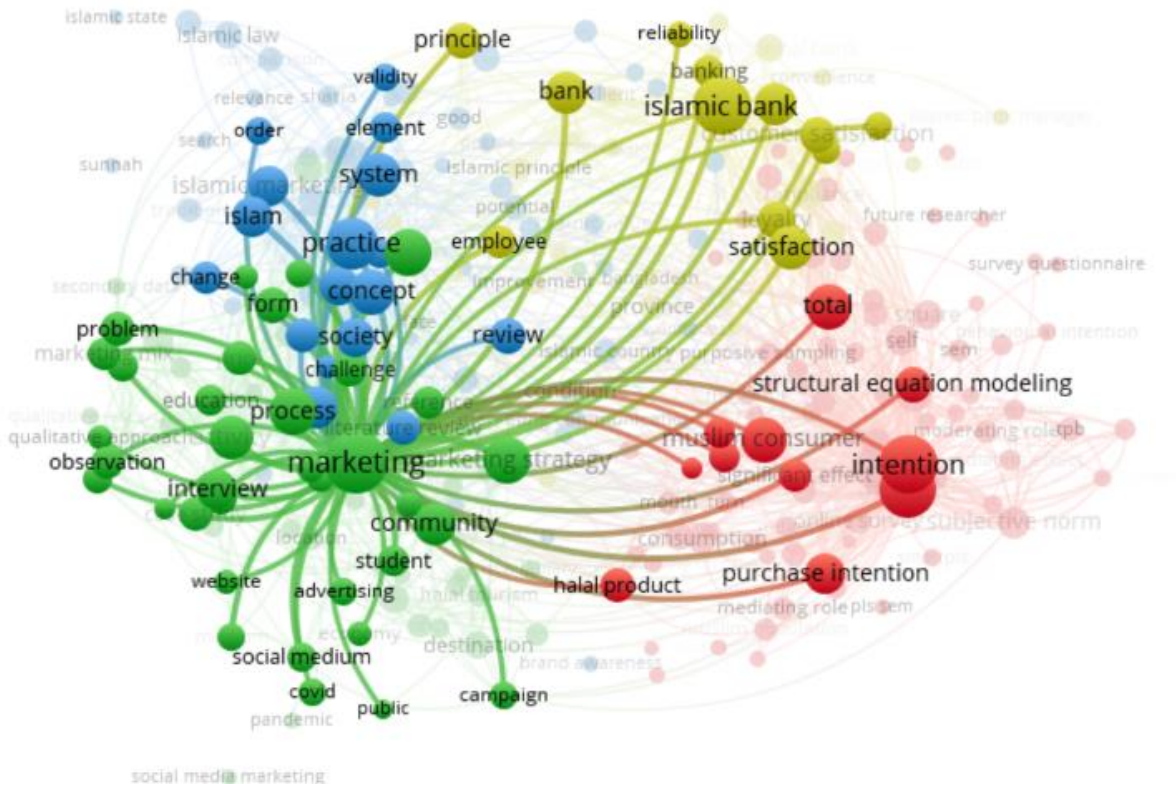


Figure 3: Cluster 2 Network Visualization of Islamic Marketing

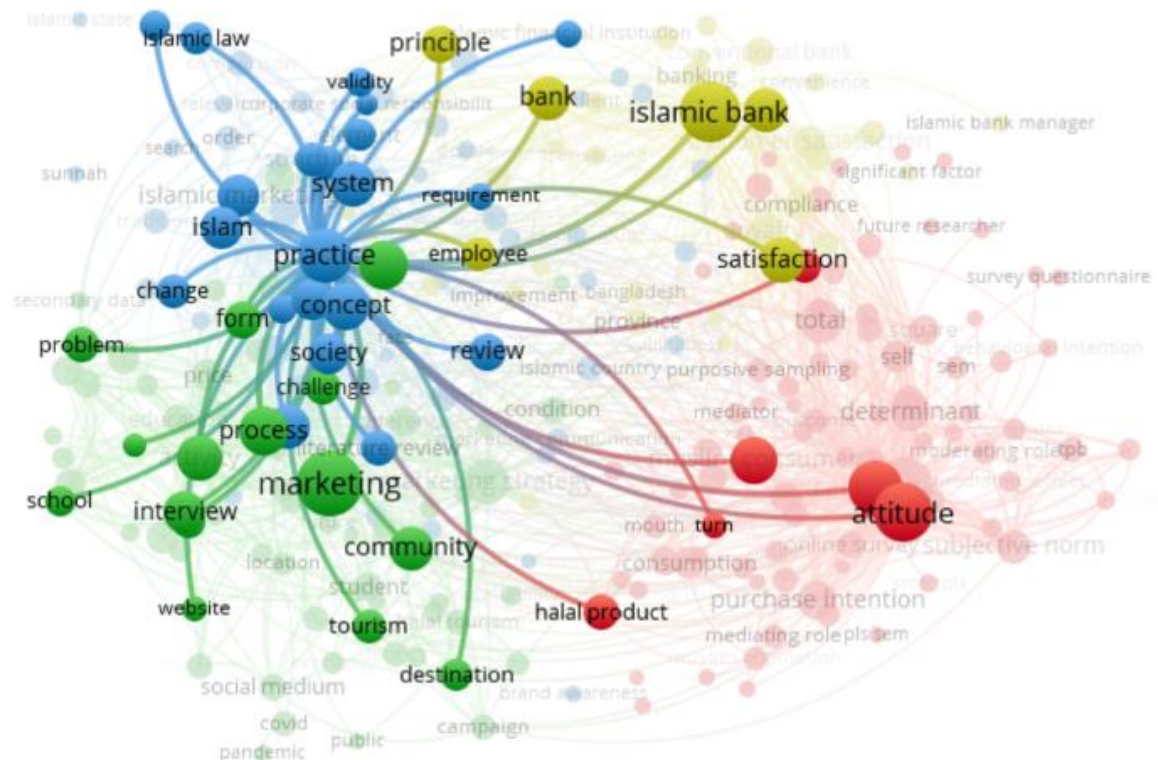


Figure 4: Cluster 3 Network Visualization of Islamic Marketing



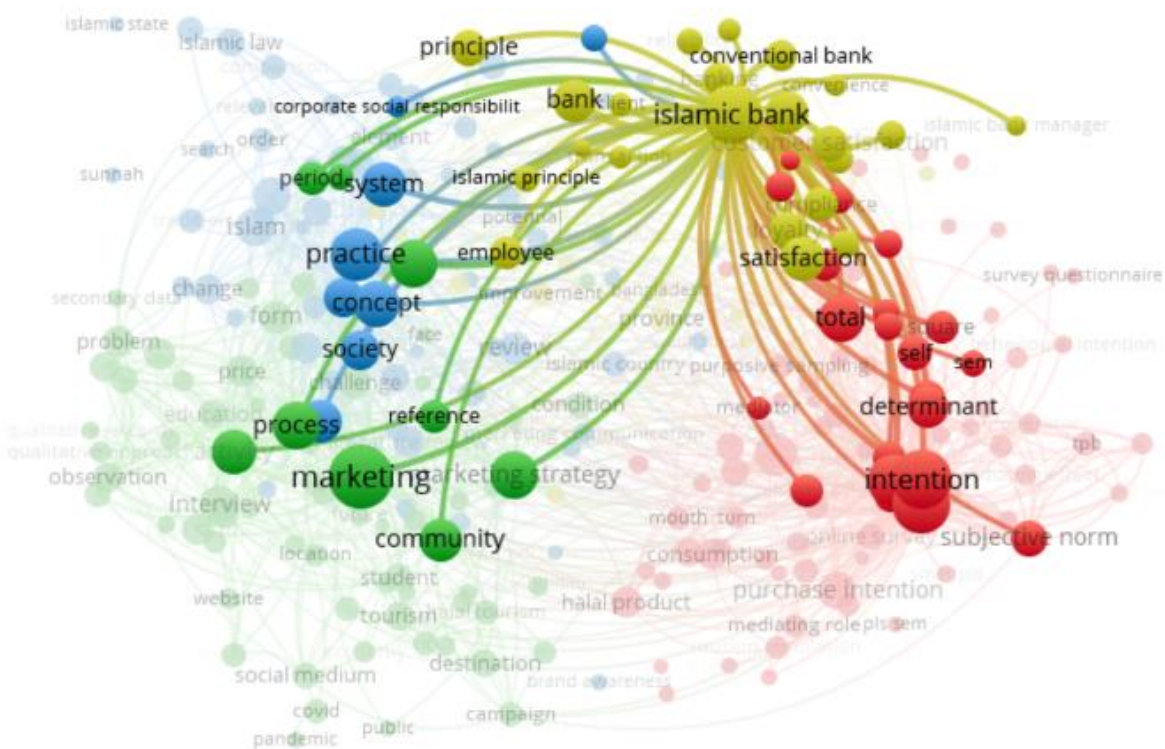


Figure 5: Cluster 4 Network Visualization of Islamic Marketing

#### Network visualization Islamic Marketing topic area using VOSviewer

The network visualization mapping depicts a network visualization of the keyword 'Islamic Marketing' from the VOSviewer program. Figure 6 illustrates a representation of each cluster within each of the investigated subject groups. As seen in Figure 6, Islamic marketing

is included in Cluster 3 with a total strength of 421 and 58 occurrences. Islamic Marketing is connected to cluster 1, namely, the terms Muslim consumer and attitude, then connected to cluster 2, namely the terms marketing and community, in cluster 4, namely principles.

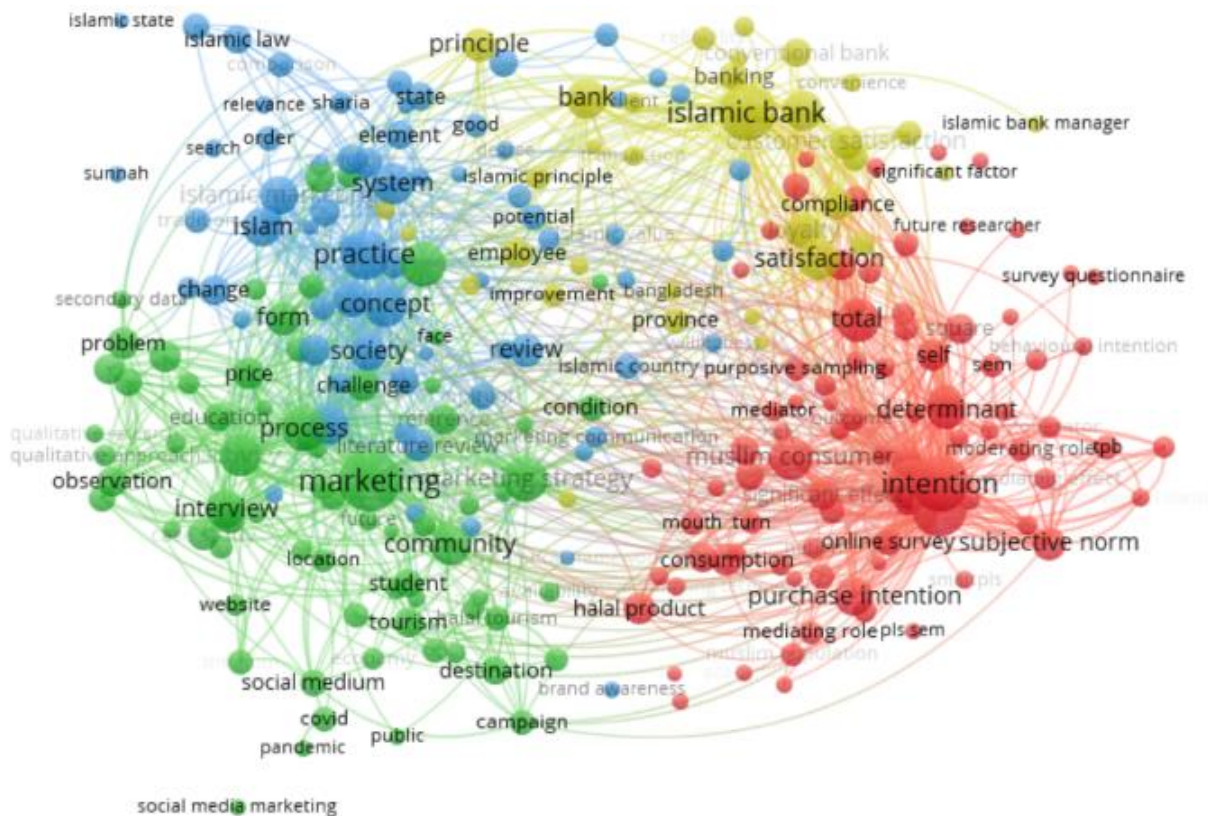


Figure 6: Network visualization of Islamic Marketing research

#### Overlay visualization of Islamic Marketing topic area using VOSviewer

Overlay mapping shows how popular a phrase has changed throughout the years. The color difference in Overlay Visualization denotes the renewal of a word within a specified time frame. We utilized the period from 2018 through 2022 in our investigation (last 5 years). A deeper tint

near purple indicates that the study has been ongoing for a long time or is approaching 2018. At the same time, a lighter hue closer to yellow has emerged in recent studies or is nearing 2022 (figure 7).

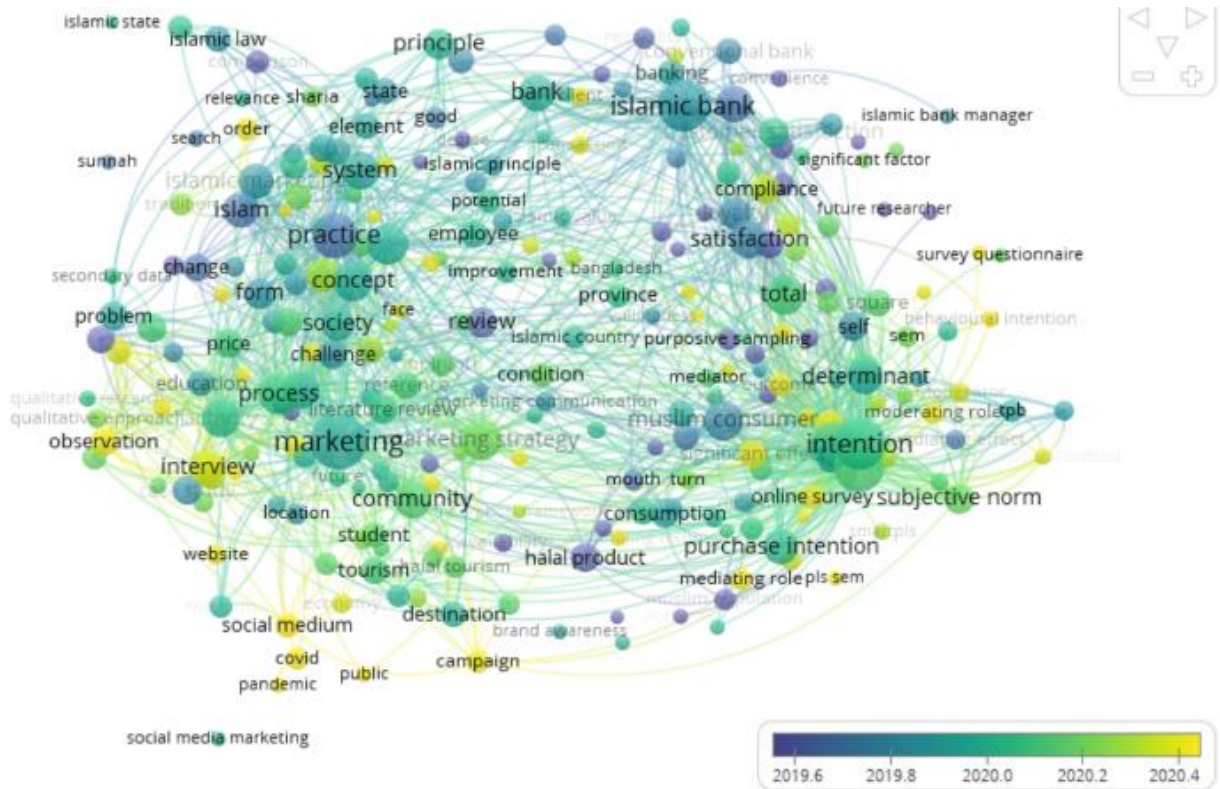


Figure 7: Overlay visualization of Islamic Marketing research

The image above shows an overlay visualization where Islamic Marketing is a research keyword that is quite often searched for. According to Figure 7, Islamic Marketing is associated with 14 other terms. Terms related to the word Islamic Marketing include principle, good, potential, review, marketing, community, Muslim consumer, attitude, field, society, concept, practice, structure, and change.

colors appear lighter, it means that research on the term is getting more popular or more. On the other hand, if the color is getting darker or faded, this means that research on the term is getting less and less (Husaeni et al., 2022). Figure 8 shows several yellow patterns with a pretty wide diameter. These are the words "marketing," "practice, Islamic bank," and "intention." This signifies that these are phrases that are often used in current research.

**Density visualization of Islamic Marketing**

Density visualization in Islamic Marketing is shown in Figure 8. This type of mapping can be seen from the color that appears in a term. If the



Figure 8: Density visualization of Islamic Marketing research

## CONCLUSION AND RECOMMENDATION

This study aims to examine the bibliometric literature on Islamic Marketing. The keyword "Islamic Marketing" was used to obtain data based on a research area containing keywords, abstract, and title. After we filtered the data, we got 1000 relevant articles. We used VOSviewer software to generate mapping data. The mapping data is generated into network visualizations, overlays, and densities. Based on the findings of mapping and analysis using VOSviewer, it was discovered that the majority of Islamic Marketing research was conducted between 2019 and 2021. In this work, we use bibliometrics to identify the main themes in each previous study that are useful for assessing novelty in future research.

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