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Antecedent and Consequences of the Spiritual Market Planning and Marketing Performance in the Fashion Industry of Indonesia

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Abstract:
This research was done in the form of a focused investigation on the relationship between external market knowledge, customer service capability, and marketing performance in fashion companies in Indonesia. This examination was planned to inspect the relationship between external market information and knowledge and customer service capability with the spiritual market planning and marketing performance of small fashion by implementing Smart PLS-SEM software. The research sample is 350 small fashion businesses in Indonesia. The Spiritual Market Planning mediated the connection between advertising capacities and marketing performance. This research offers a unique analysis of external market knowledge, customer service capability, spiritual market planning, and its impact on marketing performance in fashion SMEs. Small fashion companies could achieve strong marketing performance by developing their marketing capabilities and implementing spiritual market planning. This study proposes a comprehensive and efficient model for showcasing execution enhancement through otherworldly market arranging. Muslim Fashion SMEs can apply spiritual market planning as an effort to improve marketing performance. This is the first paper that has analyzed marketing capabilities and spiritual market planning in specific spiritual-based small businesses.

Keywords: marketing capability, spiritual market planning, marketing performance.

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印尼时装业精神市场策划与营销表现的前因后果

摘要:
本研究以对印度尼西亚时装公司的外部市场知识、客户服务能力和营销绩效之间的关系进行重点调查的形式进行。本次考试旨在通过
实施智能扫描电镜软件，考察外部市场信息和知识、客户服务能力与小时尚精神市场规划和营销绩效之间的关系。研究样本是印度尼西亚的 350
家小型时尚企业。精神市场规划中介了广告能力和营销绩效之间的联系。本研究对外部市场知识、客户服务能力、精神市场规划及其对时尚中小企业营销绩效的影响进行了独特的分析。小型时装公司可以通过发展营销能力和实施精神市场规划来获得强大的营销业绩。本研究提出了一个全面有效的模型，用于通过超凡脱俗的市场安排展示执行力的增强。穆斯林时尚中小企业可以应用精神市场规划来提高营销绩效。这是第一篇分析特定灵性小企业的营销能力和灵性市场规划的论文。

关键词：营销能力、精神市场策划、营销业绩。

1. Introduction

In the globalization era, the position of Small and Medium Enterprises is quite important in supporting the national economy. Although Small and Medium Enterprises face numerous problems, distinct SMEs can contribute to increasing Product Domestic Brutto. Small and Medium Enterprises that engage in the Fashion sector in Indonesia also face a relatively similar problem. Therefore, conducting a study of marketing capabilities about marketing performance in spiritual-based Fashion SMEs is very interesting.

In studying marketing capabilities related to advertising execution in the profound design industry, Islam style in Indonesia has received genuine consideration from scholars and experts. The Indonesian design world has mirrored the lifestyle of modem society. Indonesia's patterns and design styles reflect that the country has the biggest Islam populace (around 12.7 percent from absolute Islam on the planet) and the most elevated Gross Domestic Product among Islam countries. Indonesia has the opportunity of promoting execution in the significant business plan industry. For instance, the Muslim style in Indonesia has received approval from scholars and specialists.

Currently, Muslim small fashion business in Indonesia faces extraordinary changes within a dynamic business climate brimming with vulnerability. Such condition has made it challenging to implement the predetermined planning. Pressures from the rapidly developing innovation, information, culture, way of life, rivalry among competitive items, and substitution, the speed of innovation have caused each organization's value-added products and administrations to disintegrate rapidly. These pressing factors for change require progressing essential changes in the organization's inward climate, including reconfiguring their assets, advanced development, and fortifying the showcasing capacities to improve business execution (McGrath, 2013).

The fashion industry that provides a picture of an item or does marketing with components of style sparks within a relatively short term (Christopher et al., 2004). Consumers in the fashion industry have a relatively keen sense for fashion that changes fast and is difficult to predict. Hence, business rivalry in this industry has moved on from the competition on price and quality to the competition focusing on the time element. In the fashion market, it is easy to copy a design, making production to last for only specific items (Barnes et al., 2006; Barnes & Lea-Greenwood, 2006). Popular culture has a big influence on fashion trends. Therefore, companies can be successful if they have the ability to respond to rapid changes in fashion trends and realize them into products to be sold in stores in the briefest time conceivable. The speed at which fashion trends changes as well as shopper expectations unmistakably affect the purchasing cycle of fashion products (Barnes & Lea-Greenwood 2006, 2010).

A few examinations have shown that organizations that can provide services and apply broad market knowledge can improve marketing performance (Li & Tamer Cavusgil, 1999). The external market knowledge approach and the customer service capability approach are two kinds of approaches that can be utilized to foresee the promotion of execution. Several researchers have shown that companies with external market knowledge can improve both market performance and financial performance (Gold et al., 2001; Hou & Chien, 2010). Other studies have also proven that service capabilities have an affect on marketing performance (Zao et al., 2001; Lai, 2004). On the other hand, a few examinations have found evidence that market knowledge and the ability to provide services do not significantly impact marketing performance.

The aforementioned explanation essentially shows that although, theoretically, external market knowledge

and customer service capability are strategic factors in improving marketing performance, practically, these two factors do not generally bring about a better execution of advertising execution. Companies with the external market knowledge and good customer service capability do not guarantee improving marketing performance. Several studies have suggested that to produce better marketing performance, external market knowledge and customer service capability should have the option to produce competitive excellence (Carbonell & Rodriguez, 2006).

The difference in the research results is an interesting issue that encourages researchers to propose a new concept, namely spiritual market planning. Spiritual market planning is planning a place for the exchange of spiritually based values. By including spiritual market planning as a mediating variable, it is hoped that it will resolve the gap between external market knowledge and service capabilities on marketing performance.

1.1. Research Questions

1. Is there any significant effect of knowledge of the external market for spiritual market planning?
2. Is there any significant effect of customer service capability for spiritual market planning?
3. Is there any significant effect of the external knowledge market for marketing performance?
4. Is there any significant effect of customer service capability on marketing performance?
5. Is there any significant effect of spiritual market planning for marketing performance?

2. Literature Review

2.1. Spiritual Market Planning (SMP)

Spirituality is now an important area in sociological and business research (Cochrane, 2009; Delbecq, 2000; Konz & Ryan, 1999). A few examinations have discovered that otherworldliness as a solution to individual and social weakness was brought about by designs in materialistic ways of life (Blomfield, 2009; Kraft, 2007; Kale, 2004; Mitroff, 2003). Some analysts likewise contend that otherworldliness and its relationship have a solid impact among Muslim people throughout the world (Francesconi, 2009). Spirituality has also been seen to influence different organizations and markets throughout the world (Heintzman, 2003; Mitroff & Denton, 1999). In the Islamic perspective, there are four qualities of marketing: spiritualistic, ethical, realistic, and humanistic (Arham, 2017). These four characteristics are interconnected in operating an Islamic-based business. Spiritualistic means all activities related to the marketing of Islam are dependent on the Qur'an and Sunnah. Besides, Islamic marketers must fully believe that Islamic law is the highest law and must be used as a guide and a source of goodness.

Planning is a process that can help the development of market-oriented behavior. Promoting large business arranging can be considered an innovation. This consists of procedures and exercises that assist associations in arriving at the correct arrangement of the outer climate and inside capacity in order to achieve an ideal outcome. All showcasing methods and exercises are, for the most part, recognized and introduced reliably throughout the district (Cravens, 2000; Jain, 2000; McDonald, 1999). Advertising arranging is an innovation that requires a change in conduct in order to be favorably received. Showcasing-arranging advocates contend that the selection of advertising-arranging innovation provides more extensive, reasonable target dynamics, along with prompting more proper asset designation and improved authoritative execution.

2.2. External Market Knowledge and Spiritual Market Planning

Market knowledge in a broader sense is an understanding of the marketing environment of a company, which includes both micro and macro environments. An understanding of external market knowledge can be defined as the extent to which a company is able to understand potential customers, competitors, and industry trends (Moore & Fairhurst, 2003). Market knowledge is a valuable asset in an organization. External market knowledge has three measurements: learning about customers, learning about competitors, and developing face-to-face marketing (Li & Tamer Cavusgil, 1999). The process of learning about customers has an arrangement of conduct exercises that produces knowledge relating to various customer needs.

In this process there are three aspects: customer information acquisition, interpretation, and integrity as proposed by the organizational learning theory (Huber, 1991; Sinkula, 1994). Each element has an integral role in generating knowledge about the customer. The next is learning about competitors. It is a set of social exercises that result in competitive items and procedures. The latter is developing face-to-face marketing. It employs communication and cooperation as proposed by the utilitarian coordination hypothesis (Griffin & Hauser, 1993; Li, 1999; Song & Dyer, 1995).

Spiritual market planning is a plan for exchanging values based on spirituality. This includes the planning of the needs of spiritual products, spiritual customers, locations, and types of transactions used (Mele et al., 2014). The connection between market knowledge and spiritual market planning is very close. It is market knowledge that will provide a lot of information about market conditions to be served. Therefore, by knowing a lot of information about the market, it will be easier to make a spiritually based market plan. Thus the hypotheses proposed in this study are as follows:

H1: The higher the degree of knowledge of the external market, the higher the degree of spiritual market planning.

2.3. Customer Service Capability and Spiritual Market Planning

Customer service capability is the extent to which retailers provide quality services and quality products and can handle customer complaints (Deeter-Schmelz et al., 2000). In the Research-Based View theory, enhancing customer service capability can be considered a potential source of competitive corporate excellence. Prahalad and Hamel (1990) stated that developing service capabilities as an investment would provide access to market segments. Therefore, market planning is closely related to the ability to provide administrations as per what they want.

H2: The higher degree of customer service capability, the higher the degree of spiritual market planning.

2.4. External Market Knowledge, Customer Service Capability, Spiritual Market Planning, and Marketing Performance

Researchers have defined marketing performance as a company's achievement market share, deals development, expanding new clients, and keeping up existing clients (Merrilees et al., 2011). Soliman (2011) characterized advertising execution as the organization's capacity to protect current clients, draw in new clients, increment piece of the overall industry, increment consumer loyalty, increment deals development guidelines, and add net benefit principles to deals. In light of the previously mentioned portrayal, eventually, this investigation conceptualizes advertising execution as a mix of the consequences of promoting exercises apparent by the proprietor or chief of the organization about accomplishing deals development, expanding deals volume, accomplishing deals targets, developing clients, and growing showcasing zones.

According to the theory of Research-Based View (RBV), company resources are categorized into tangible and intangible resources. Tangible resources are resources that can be seen, such as equipment, company buildings, and hardware. Intangible resources include organizational processes, knowledge, skills, and reputation. These resources will help a company achieve excellent execution (Daugherty et al., 1996; Murphy & Poist, 2000). The accentuation on the client must greatly affect execution (Slater & Narver, 1994). Unique business sectors with moving versatility imperatives have numerous contenders, are profoundly portioned and use markets.

A spiritual market is a market where all the elements that exist or are traded are in the form of items and administrations that contain Islamic values. Therefore, to become a thriving market, a plan is needed. The intended planning is product planning, consumer planning, transaction planning, and place planning, which contains spiritual values.

H3: The higher degree of external knowledge market, the higher degree of marketing performance.

H4: Spiritual market planning mediates the relationship between the external knowledge market and marketing performance.

H5: The higher degree of customer service capability, the higher degree of marketing performance.

H6: Spiritual market planning mediates the relationship between customer service capability and marketing performance.

H7: The higher degree of spiritual market planning, the higher degree of marketing performance.

3. Research Methodology

3.1. Research Design

This research uses a causal study design. Independent variables are external market knowledge, customer service capabilities, spiritual market planning. This exploration points to examine the impact on marketing performance. The first step in the study was to analyze the major properties of PLS-SEM. A detailed description of the analysis and the validation of the scale are given in the following section.

3.2. Sample and Procedure

The populace in this examination incorporated the owner, supervisor, or proprietor who was likewise the chief of little Muslim design business in Indonesia, whose ventures, as shown by Law Number 204 of 2008, have the greatest total asset of 500.000.000 of the most important yearly deals of IDR 2.500.000.000. The information were acquired from polls dispersed to 425 respondents in 10 locale/urban communities in Central Java. The poll was conveyed by officials who had been prepared ahead of time to the proprietors of independent venture plan or to individuals who were trusted to deal with the private company. Following 3 months, just 350 polls were returned, or around 82.35 percent of the absolute appropriated surveys. The last assessment of the survey was done in the wake of figuring out invalid poll and exceptions, 305 questionnaires (87.14%) were suitable for data analysis. The chose respondents comprised of 76.7% ladies and 23.3% men matured between 25 years and 50 years. The greater part of them were proprietors and chiefs of little Muslim style organizations who were hitched and had been working for over 3 years. By far most of them were secondary school graduates (65.1%), 10.7% Diploma and 24.2% Bachelor certificate.

3.3. Research Instrument

Two exogenous variables include Capabilities Marketing and Spiritual Market Planning. Marketing Performance was measured using an instrument adapted from Lumpkin and Dess (1996) and Sankowska (2013). External market knowledge is the extent to which the understanding of current retailers/potential customers, competitors and industry trends. Four questionnaire items were utilized to gauge external market knowledge: learning about customers, learning about competitors, market research and development, and customer service capability (the ability to the extent that retailers provide quality services and products, as well as handle customer complaints). Four items of the questionnaire measured customer service capability, including the services provided, product quality, ability to handle complaints, and discounts given by spiritual market planning. A new concept of marketing planning is strategic synthesis, derived from marketing approaches, while the spiritual concept was derived from Islamic Marketing Theory. The concept was then defined as the ability to plan the place of spiritual values exchange. Four questionnaire items utilized to gauge Spiritual Market Planning included the need for spiritual products, spiritual customers, good business locations, forms of transactions based on spiritual values. Marketing Performance instrument was adapted in the form of a combination of promoting exercises results apparent by the proprietor or administrator of the organization. Four poll things utilized to gauge promoting execution were deals development, expansion in deals volume, the accomplishment of deals targets, and expansion in the number of clients.

4. Results

4.1. Convergent Validity

This study was meant to evaluate the quality of measurements to affirm the legitimacy and "dependability" of the investigation interaction yield by using the Smart PLS-SEM approach. This study surveys the 'unwavering quality' of individual things, discriminant legitimacy, and concurrent legitimacy before testing the theories raised from this model by Hair et al. (2013). This investigation applied the Smart PLS calculation device to guarantee the 'unwavering quality' of everything and the estimation of the model. 'Reliability' indicators were checked as per the external stacking of each estimation, which is expected to quantify the build (Hair et al., 2013).

Composite 'dependability' is the most widely recognized marker used to investigate internal unwavering quality consistency in the space of organizational research. The examination recommended that composite dependability is reasonable for joining Smart PLS-SEM (Hair et al., 2013). United legitimacy presents the legitimacy of intelligent builds that act as explicit estimations measuring the developments to be surveyed. This model offers a positive relationship with another option that investigates a similar build. This has suggested an exhaustive examination method of normal difference removed (AVE) to confirm joined validity for the build level (Hair et al., 2013). The stacking esteem was set at 0.4, in line with Hair et al. (2013). Concurrent legitimacy presents the legitimacy of intellectual developments that act as explicit estimations measuring the builds to be surveyed. This model offers a positive relationship with another option that breaks down similar development.

This has suggested an extensive exploration technique for normal change extricated (AVE) to check joined legitimacy for the build level (Hair et al., 2013). The loading value was set at 0.4, in line with Hair et al. (2013). AVE value was set at 0.5, while the 'reliability' composite must present a value of 0.70. Therefore, this research conceptualizes marketing capability (MC) and spiritual market planning (SMP) as a second-order construct. Therefore, this study follows the PLS-SEM method recommended in light of the theory in the past writing, which endorses a model's rehashed marker strategy as a second-request factor in the examination. Table 1 presents the aftereffects of the arranged estimation model surpassing the suggested esteem, which shows that the validity of the convergence is sufficient.

Table 1. Validity and reliability

Construct	Items	Loading	Cronbach's alpha	CR	AVE
External Market knowledge	EMK 1	0.948	0.840	0.977	0.916
	EMK 2	0.967			
	EMK 3	0.964			
	EMK 4	0.947			
Customer service capability	CSC 1	0.945	0.861	0.964	0.901
	CSC 2	0.953			
	CSC 3	0.946			
Spiritual market planning	SMP 1	0.958	0.721	0.975	0.906
	SMP 2	0.945			
	SMP 3	0.954			
	SMP 4	0.951			
Marketing performance	MP 1	0.933	0.799	0.964	0.869
	MP 2	0.929			
	MP 3	0.945			
	MP 4	0.920			

Notes: AVE - the average variance extracted, CR - composite reliability.

The initial step was to affirm the focalized legitimacy, and afterward study evaluated discriminant legitimacy by applying the method of heterotrait-monotrait proportion of relationships (HTMT).

4.2. Hypothesis Testing Result

The appraisal of the proposed primary model is comprised of a few phases. In the first step, this examination assessed and dissected the estimation model. In the following stage, it tested the model

planned through the Smart PLS-SEM pathway, demonstrating that the meaning of the way coefficient and the coefficient of assurance (R2) are basic standards for estimating underlying models by applying PLS-SEM. This segment presents immediate and extra theories that can be inspected through the bootstrap investigation technique. Be that as it may, the bootstrap process involved a re-sample size consisting of 305 respondents. This examination utilized "I-insights" and way gauges to quantify this populace's speculative connections and gauge quick and circuitous way coefficients and intervention connections. This investigation means to analyze the direct relationship between external market knowledge (EMK), client care capacity, showcasing execution of little style organizations with the interceding part of otherworldly market arranging of little organizations. Table 2 presents a complete assessment of primary models with measurable proof for this proposed model. The coefficient of assurance (R2) is a significant standard for underlying models. Different specialists have clarified that A-squared (R2)'s worth presents a corresponding variety of independent variables, and the anticipated variable can depict it. In any case, (R2) worth of endogenous factors (marketing execution) is 0.95, which shows that the mix of exogenous idle factors that are outer information market and profound market arranging clarifies 95% of the variance in marketing performance. Table 2 explains the results of the proposed hypothesis testing, presents the results of this proposed study.

Hypothesis 1 of this study examines how the external knowledge market of Fashion SMEs and spiritual market planning is. The findings in Table 2 validate a huge positive relationship, and Hypothesis 1 is supported. This agrees that the external knowledge market presents a significant positive relationship with spiritual market planning.

Hypothesis 2 of this study examines the ability of fashion SMEs to serve customers and spiritual market planning. The findings in Table 2 validate a huge positive relationship, and Hypothesis 2 is supported. This agrees that the ability of customer service presents a significant positive relationship with spiritual market planning. Table 2 shows the results of hypothesis testing, confirming that

Hypothesis 3 is supported. It shows a huge relationship between the external knowledge market and the marketing performance of fashion SMEs. The results have confirmed that Hypothesis 3 is as shown in Table 2. The results confirm that the external knowledge market shows a positive and critical relationship with the marketing performance of fashion SMEs.

Hypothesis 4 of this research examines the fashion SMEs' customer service capability and their marketing performance. The findings in Table 2 validate a huge positive relationship, and Hypothesis 4 is supported. This agrees that the ability of customer service presents a huge positive relationship with marketing performance. The results support Hypothesis 4, as shown in Table 2. It also emphasized that the ability of customer service revealed a positive relationship with the marketing performance of Fashion SMEs.

The result of Hypothesis 5 shows that spiritual market planning is positively related to marketing performance. This can be explained that the right market planning will have an impact on improving marketing performance. Therefore, market planning can have a strong influence on marketing performance.

Hypothesis 6 shows that fashion SMEs' spiritual market planning mediates the connection between the outside market information and the promoting execution of fashion SMEs.

Hypothesis 7 shows that fashion SMEs' spiritual market planning mediates the relationship between customer service capability and fashion SMEs' marketing performance.

Table 2. The study results

Construct	Original sample estimate	Mean of subsamples	Standard deviation	T-Statistic
EMK -> SMP	0.302	0.288	0.174	1.948
CSC -> SMP	0.670	0.685	0.169	3.973
EMK -> MP	0.387	0.382	0.108	3.566
CSC -> MP	0.198	0.116	0.162	1.937
SMP -> MP	0.508	0.493	0.149	3.419
EMK *SMP->MP	0.342	0.216	0.187	2.531
CSC *SMP->MP	0.267	0.213	0.179	2.465

Note: Significant level - 5% (p-value 0.05)

5. Discussion

5.1. External Market Knowledge, Customer Service Capabilities, and Spiritual Market Planning

Hypothesis 1 claims the external knowledge market has a significant positive relationship with spiritual market planning. The findings (the original sample value = 0.302. t = 1.948) support Hypothesis 1, as shown in Table 2. The table explains that the higher the level of external knowledge market, the higher spiritual market planning. This result is understandable. Fashion SME owners who have market dominance will easily compile market planning, improving marketing performance further with mature spiritual market planning (Merrilees et al., 2011).

Hypothesis 2 states that customer service capability has a positive and significant relationship to spiritual market planning. The discoveries of this investigation affirm Hypothesis 2 as demonstrated in Table 2 (original sample value = 0.670 t = 3.973.). Thus, Hypothesis 2 shows that customer service capability

positively and significantly relates to spiritual market planning. This can be interpreted that companies that can provide services will make spiritual market planning, which will impact marketing performance (Slater & Narver, 1994).

5.2. External Market Knowledge, Customer Service Capabilities, and Marketing Performance

EMK → marketing performance relationship is significant (original sample value = 0.387, t = 3.566). Thus, the findings of this study confirm that hypothesis 3 is supported. Hypothesis 3 states that customer service capability has a significant positive relationship with marketing performance.

Customer service capability (CSC) → marketing performance relationship is significant (original sample value = 0.198, t = 1.937). Thus, the findings of this study confirm that Hypothesis 4 is supported. Hypothesis 4 states that customer service capability has a significant positive relationship with marketing performance. The discoveries of Hypothesis 4 are additionally predictable with the examination by Slater and Narver (1994), Sankowska (2013). This outcome is additionally predictable with the substance of existing writing (Sankowska, 2013). The ability to serve customers will have an impact on increasing positive behavior. This positive behavior will recommend to others, making them interested in buying a product. Increasing consumers will affect the rate of profit growth. Thus, the marketing performance will increase as well.

5.3. Spiritual Market Planning and Marketing Performance

Hypothesis 5 claims the otherworldly market arranging has a positive relationship with showcasing execution. The findings (unique example value = 0.508, t = 3.419) support Hypothesis 5, as demonstrated in Table 2. The discoveries of this examination are likewise steady with past studies done by Brooksbank and Taylor (2002), which stated that spiritual market planning would significantly influence sales growth. Careful market planning will be able to reach the target market.

5.4. Spiritual Market Planning Role in Marketing Performance

Hypothesis 6 exemplifies profound market arranging intervenes in the connection between outer market information and showcasing execution. The discoveries show that this investigation affirms the theory, as demonstrated in Table 2 (unique example value = 0.342. t = 2.531).

Along these lines, the discoveries of this examination affirm that Hypothesis 4 is supported. This can be interpreted as spiritual market planning really mediating the relationship of external market knowledge with marketing performance.

Hypothesis 7 states that spiritual market planning intervenes in the relationship between customer service capability and showcasing execution. The discoveries show that this exploration affirmed Hypothesis 7, as displayed in Table 2 (original sample value = 0.267, t = 2.645). Thus, the findings of this study confirm that Hypothesis 7 is supported. This can be interpreted as spiritual market planning really mediating the relationship between customer service capability and marketing performance.

6. Conclusion

According to the overall structural model analysis, external market knowledge and customer service capability have a direct impact on spiritual market planning and marketing performance. External market knowledge and customer service capability also indirectly influence marketing performance through spiritual market planning. The results of this test clearly prove that spiritual market planning plays a significant part in surviving the research gap regarding the influence of external market knowledge and customer service capability on marketing performance. In another sense, companies with better external market knowledge and customer service capability so as to produce spiritual market planning will produce better marketing performance as well. Specifically, external market knowledge contributes to spiritual market planning, which in turn increases marketing performance.

The results of the study have proved that spiritual market planning is able to improve the marketing performance of fashion SMEs in Indonesia. Spiritual market planning, which is a synthesis of marketing strategy theory with spiritual theory, is a very new concept that is able to resolve the gap between external market knowledge and service capability on marketing performance. Spiritual market planning is planning a place for the exchange of spiritual values, which will be able to see the spiritual-based market potential. The results of this study will also be useful for fashion SMEs for determining the spiritual market that will be the target of marketing fashion products. The final result of this research provides interesting knowledge to business directors, heads, and owners of small and medium enterprises, especially SMEs fashion in Indonesia.

6.1. Limitations and Future Research

This research is limited to spiritual market planning as a mediating variable. Future studies should examine customer orientation and product orientation as mediating variables. Research aimed at examining the spiritual influence of market planning and marketing performance is still scarce. In addition, some have focused on the relationship between promoting ability and advertising execution, yet none has inspected the relationship between spiritual market planning and

marketing performance. Since this study was conducted in Indonesian Muslim fashion SMEs, future examinations could additionally test the connection between them. This investigation is restricted to the quantity of research tests, in particular 350 respondents, which can be extended further examination to acquire more precise outcomes. Methodologically, this investigation utilizes just SPSS PLS examination and, all things considered, we suggest that future investigations use SEM for the connections tried. SEM can more precisely affirm legitimacy and unwavering quality, since it has better measurable instruments for this particular reason.

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