

ABSTRACT

Sharia marketing is a marketing concept that a solution in business practices in the middle of business competition which began to leave the value of the actual business practice. Sharia marketing, which is based on the Qur'an and Hadith as well as once practiced by the Prophet Muhammad is still very relevant if it is explained and practiced in detail to the businessmen.

The research aims to determine how the implementation of sharia marketing characteristics and implementation of marketing performance in satisfying customers. The understanding characteristics of the Sharia marketing be a guideline for BMT Bina Ihsanul Fikri marketer to create a relationship between the marketers BMT Bina Ihsanul Fikri namely the relationship between marketing partnerships with clients woven continuously in an effort to improve, create satisfaction and customer confidence.

The research is a qualitative descriptive study, with a sampling of data sources conducted by purposive sampling, collection techniques by triangulation (combined). Analysis of the data used is deskriptif analysis techniques with the aim to describe constituent data collected about the implementation of Sharia marketing characteristics and implementation of marketing performance in satisfying customer financing in BMT Bina Ihsanul Fikri Branch Rejowinangun Yogyakarta.

The results showed the marketing BMT Bina Ihsanul Fikri branch Rejowinangun Yogyakarta implements sharia marketing characteristics as evidenced by their daily activities. However there is a discrepancy on the ethical aspects (*akhlaqiyyah*) as evidenced from the character of marketing contrary to the Sharia. Meanwhile for the morals it self that are attitude of trust and cheating, it makes detriment the customers and BMT.

Keywords: *Sharia Marketing, Customer Satisfaction, Customer Loyalty, and BMT Bina Ihsanul Fikri Branch Rejowinangun Yogyakarta*