

Safeguarding Pilgrimage Integrity: A Higher Objectives of Islamic Law and Digital Marketing-Communication Framework for Umroh Service Transparency; A Case Study of Sabella Umroh and Moslem Tour, Madiun, East Java, Indonesia

Melva Sabella¹, Lexi Pranata Budidharmanto², Aisah Bella-Salsa³, Betania Kartika^{4*}

^{1,2}University of Ciputra Surabaya, Indonesia

³International Islamic University Malaysia (IIUM), Kuala Lumpur, Malaysia

⁴International Institute for Halal Research and Training (INHART), International Islamic University Malaysia (IIUM), Kuala Lumpur, Malaysia

*Corresponding Author

DOI: <https://doi.org/10.47772/IJRISS.2026.100800829>

Received: 4 September 2026; Accepted: 9 September 2026; Published: 18 September 2026

ABSTRACT

The rapid digitalization of religious tourism has transformed how Umrah services are promoted, communicated, and consumed worldwide. However, deceptive digital advertising, algorithmic misrepresentation, and communication gaps in social commerce present significant ethical and managerial threats to consumer trust in the Islamic service economy. While conventional marketing literature evaluates digital campaigns primarily through conversion rates and brand equity, a critical research gap exists in integrating Islamic business ethics with digital marketing communication frameworks. This article addresses this gap by developing an ethical digital marketing and corporate communication framework anchored in the Higher Objectives of Islamic Law, taking Sabella Umroh and Moslem Tour (Madiun, East Java, Indonesia) as an empirical benchmarking model. Utilizing a qualitative managerial-jurisprudential design, this study examines how misleading digital campaigns, hidden package tiers, and deceptive influencer endorsements violate consumer trust, brand transparency, and stakeholder equity. By synthesizing Islamic trade ethics, specifically communicative truthfulness, ethical trust, and zero-tolerance for commercial deception, with modern strategic communication tools (integrated marketing communications [IMC], automated customer relationship management [CRM], and verified digital content auditing), this study outlines an ethical service assurance model for business leaders. The findings demonstrate that passive promotional campaigns are insufficient to maintain long-term brand equity, underscoring the imperative for omnichannel transparency, verified digital touchpoints, and compliance with ethical advertising standards mandated by consumer protection frameworks and regulatory bodies.

Keywords: Digital Marketing, Integrated Marketing Communication (IMC), Brand Integrity, Sabella Umroh and Moslem Tour, Higher Objectives of Islamic Law, Consumer Trust, Business Management, Umroh Services.

INTRODUCTION

Context, Strategic Landscape, and Research Gap

In the modern digital economy, the global Islamic tourism sector relies heavily on digital marketing communications, social commerce (Instagram, TikTok, WhatsApp Business), and search engine optimization (SEO) to acquire and retain consumers. In Indonesia, the world's largest market for pilgrimage services, regional travel management providers operating from economic hubs in East Java, such as Sabella Umroh and Moslem Tour, navigate an increasingly crowded digital landscape. While digital marketing channels have lowered acquisition costs and expanded brand reach, they have simultaneously amplified consumer vulnerabilities through deceptive advertising and clickbait pricing (Eisend, 2023; Limbu et al., 2011), unverified influencer

endorsements (Stubb et al., 2019), and post-purchase communication failures.

For business managers in the religious service sector, marketing communication is not merely an operational tool for customer acquisition; it is a strategic covenant that shapes consumer trust, corporate reputation, and brand equity. The architecture of Islamic business management establishes that marketing communication must align with absolute truthfulness and radical transparency. The Holy Qur'an explicitly commands ethical communication and contractual honesty:

"O you who have believed, fear Allah and speak words of appropriate justice." (Surah Al-Ahzab, 33:70)

By embedding truthfulness directly into marketing practices, Islamic business management establishes that a firm's market value and brand legitimacy depend on absolute alignment between advertised promotional claims and actual service delivery (Permatasari et al., 2024). Deceptive digital communication, such as advertising "5-star luxury proximity to the Holy Mosque" while delivering unrated, distant accommodation, directly breaches consumer trust, damages brand equity, and violates legal-ethical mandates.

The Research Gap: Existing management literature focuses predominantly on performance marketing metrics, such as Return on Ad Spend (ROAS) and social media engagement, while ignoring the ethical and theological alignment of digital messaging. Conversely, classical studies in Islamic jurisprudence address commercial trade ethics without operationalizing them into modern corporate communication, digital content strategies, or Integrated Marketing Communication (IMC) frameworks. There is a profound managerial gap for a framework that connects the Higher Objectives of Islamic Law directly to digital brand management, content strategy, and consumer relationship management (CRM) for Umrah service providers like Sabella Umroh and Tour.

Theoretical Foundations: Marketing and Trust

In strategic marketing management, corporate communication serves as the primary driver of perceived service quality and brand reputation, which, in Islamic management theory, is fundamentally anchored in two core pillars: **communicative integrity**, requiring that all marketing copy, visual assets, and digital campaigns present service realities without distortion or misleading hyperbole (Al-Qaradawi, 1999)—and **managerial trust and stewardship (Amanah)**, representing the firm's strategic commitment to fulfill every promotional promise with absolute transparency regarding package inclusions, flight schedules, visa requirements, and cancellation policies (Kamali, 2008). When digital marketing campaigns deliberately withhold critical terms or exaggerate hotel proximity to drive conversions, both pillars crumble, eroding consumer trust and destroying long-term customer lifetime value (CLV).

Evidences Against Deceptive Digital Marketing

Islamic business ethics enforce strict managerial accountability to eliminate commercial deception, false advertising, and manipulative marketing tactics. The Qur'an warns against deceptive value propositions:

"Woe to those who give less [than due], who when they take a measure from people take in full, but if they give by measure or by weight to them, they cause loss." (Surah al-Mutaffifin, 83:1–3)

Furthermore, foundational business ethics in Islam were established by the Prophet Muhammad (ﷺ) in a well-documented commercial audit recorded in *Sahih Muslim* (Hadith No. 102). Upon inspecting market goods, the Prophet (ﷺ) discovered hidden defects beneath a pristine presentation:

"The Messenger of Allah said: 'What is this, O owner of the food?' He replied: 'It was drenched by rain, O Messenger of Allah.' He remarked: 'Why did you not place the drenched part on top so that people could see it? Whoever deceives us is not of us.'"

Translated into modern marketing management, the decree "*whoever deceives us is not of us*" serves as an absolute standard against deceptive digital marketing (Al-Nawawi, 1972). Hiding fine-print exclusions, fabricating digital customer testimonials, or using manipulated photo/video assets constitutes major commercial fraud, destroying brand credibility.

Research Objectives and Strategic Managerial Contributions

To address these challenges, this study formulates an ethical digital marketing and strategic communication framework utilizing Sabella Umroh and Moslem Tour as a benchmark case.

Primary Research Objectives:

- To develop an integrated digital marketing and corporate communication framework aligned with the
- Higher Objectives of Islamic Law.
- To systematically map principles of Islamic jurisprudence to strategic marketing metrics, content auditing, consumer trust parameters, and Integrated Marketing Communication (IMC) channels.
- To analyze digital communication failure points, such as social media misrepresentation and post-purchase communication breakdowns, through managerial case analysis.

Strategic Managerial Contributions:

- **Theoretical Contribution:** Enriches business management literature by conceptualizing an ethical digital marketing model that integrates Islamic trade ethics with brand equity, consumer behavior, and marketing communications theory.
- **Practical & Managerial Contribution:** Provides marketing executives, brand managers, and digital strategists at Sabella Umrah and Tour with actionable digital communication protocols (verified content checklists, automated CRM transparency, ethical influencer guidelines).

PROBLEM STATEMENT

Despite the adoption of digital marketing tools across the Indonesian travel industry, pilgrimage management firms face significant ethical and strategic communication vulnerabilities.

The primary management challenges include:

- **Digital Misrepresentation and Hyperbole:** Online travel and hospitality platforms frequently engage in deceptive marketing, such as visual distortions, misleading promotional claims, and undisclosed fees, which erode consumer trust and create severe expectation gaps upon service delivery (Eisend, 2023; Sharma, 2023).
- **Influencer Marketing and Endorsement Integrity:** Unregulated affiliate and influencer marketing campaigns often lead to unverified claims, generating unrealistic consumer expectations and creating regulatory compliance liabilities (Huhn et al., 2024; Stubb et al., 2019).
- **Post-Purchase Communication Breakdown:** A persistent gap exists between pre-purchase sales promises and post-purchase operational updates, often leaving pilgrims uninformed regarding flight revisions, accommodation changes, or visa processing delays (Eid & El-Gohary, 2015; Moufahim & Lichrou, 2019).
- **Algorithmic and Promotional Opaque Practices:** Search engine ads and social media campaigns often display incomplete pricing structures that exclude mandatory fees—such as handling, insurance, or processing surcharges—which degrades perceived price fairness and erodes consumer trust (Luguri & Strahilevitz, 2021; Santana et al., 2020).

METHODOLOGY

- This study employs a qualitative, multidisciplinary business management methodology combining

Islamic jurisprudence with corporate communication, service marketing, and digital brand management frameworks.

- The research design encompasses three main phases:
- **Managerial-Theoretical Synthesis:** Integrating core Islamic business ethics with service marketing theory (e.g., GAP Model of Service Quality, IMC principles) to define ethical marketing parameters across digital touchpoints.
- **Higher Objectives Marketing Mapping:** Systematically linking the Higher Objectives of Islamic Law—
- **Preservation of Religion, Life, and Wealth—to** strategic marketing communication, digital asset management, and consumer protection metrics.
- **Strategic Case Study Analysis:** Evaluating the digital marketing, regulatory accreditation standards, social media presence, and empirical customer communication workflows of Sabella Umrah and Tour (Madiun, East Java). This phase incorporates empirical field data, institutional certification records, and qualitative participant observations collected during Sabella’s stakeholder event (*Silaturahmi Jamaah & Calon Jamaah*) on July 19, 2026.

FINDINGS AND DISCUSSION

Technical Classifications of Digital Marketing Failures and Managerial Impact

Marketing Failure Type	Technical Definition	Industry/Digital Example	Legal-Ethical Status & Brand Impact
Intentional Deceptive Advertising	Premeditated misrepresentation of service attributes in digital copy or ad creative for financial gain.	Advertising 5-star hotel proximity to the Holy Mosque while booking 3-star outlying hotels; using fake customer reviews.	Categorically Forbidden. Severe commercial fraud. Destroys brand equity and incurs legal liability.
Opaque Pricing & Hidden Costs	Promoting incomplete prices on digital platforms while withholding mandatory operational surcharges.	Advertising "Low-Cost Umrah \$1,000" on social media but adding mandatory \$400 handling/visa fees at checkout.	Doubtful to Non-Compliant. Triggers consumer regret, damages brand trust, and causes high cart abandonment.
Misleading Visual & Content Assets	Utilizing heavily edited, outdated, or stock photo/video assets that fail to reflect actual facilities.	Displaying room views of the Holy Mosque that do not correspond to the assigned hotel tier in the package.	Strictly Prohibited. Violates the legal maxim " <i>There shall be no harm nor reciprocating harm</i> ". Erases corporate credibility.
Post-Purchase Communication Neglect	Failure to maintain transparent communication channels after collecting customer payments.	Ignoring customer inquiries on WhatsApp/CRM regarding visa status, itinerary changes, or flight delays.	Forbidden. Breaches ethical trust. Leads to negative word-of-mouth and customer churn.

Managerial Impact Evaluation Criteria

The ethical validity and strategic effectiveness of a digital marketing campaign are evaluated through three core management parameters:

- **Source of Communication Misrepresentation:** If marketing audits reveal deliberate deception in advertising copy or visual assets, the campaign is classified as fraudulent, requiring immediate content removal, public correction, and consumer compensation.

- **Degree of Promotional Variance:** Minor discrepancies caused by third-party operational shifts (e.g., sudden airline schedule adjustments) require immediate proactive communication via official CRM channels to maintain brand trust.
- **Remediation & Communication Recovery:** The speed and transparency with which marketing and customer service teams resolve consumer grievances determine brand resilience and service recovery success.

Systematic Mapping: Higher Objectives of Islamic Law vs. Digital Marketing & Corporate Communication

Higher Objective	Marketing & Communication Risk	Digital Marketing & Content Requirement	Managerial & Communication Tool	Brand Protection & Consumer Outcome
Preservation of Religion	Misleading guidance content, unverified religious claims, uncertified group leaders advertised online.	Accurate digital itinerary; certified scholar/guide bios; transparent ritual schedule disclosures.	Integrated Marketing Communication (IMC); Verified content approval workflows; Omnichannel publishing.	Secures brand authenticity; eliminates consumer confusion; reinforces corporate religious integrity.
Preservation of Life	Omitting health/safety requirements in marketing, hiding physical demands of packages from elderly clients.	Transparent physical rating scores; explicit health/safety disclaimers in digital copy; age-appropriate package tagging.	Automated CRM profiling; Targeted email/WhatsApp health disclosures; Safety-focused video content.	Protects pilgrim health; prevents physical exhaustion; reduces operational liability for the firm.
Preservation of Wealth	Clickbait pricing, hidden fee structures, non-transparent cancellation/refund policies in digital campaigns.	Full-disclosure pricing models; explicit display of all package terms and refund conditions on digital landing pages.	Transparent e-commerce checkout; Automated digital invoice generation; Verified payment gateways.	Safeguards consumer financial assets; builds long-term customer lifetime value (CLV); drives positive word-of-mouth.

Preservation of Religion

In religious service management, marketing copy is an extension of corporate ethics. For pilgrims in Madiun and across East Java, selecting an Umrah package is an important spiritual decision. When travel agencies use misleading promotional claims regarding spiritual guides or ritual schedules, they compromise the consumer's spiritual journey, leading to brand erosion and loss of market trust.

Preservation of Life

From a business management perspective, customer safety must be clearly communicated across all marketing touchpoints. Omitting physical exertion warnings or health requirements in digital ad copy to maximize conversions places vulnerable consumers at risk. Marketing communication must incorporate explicit health

disclosures, fulfilling the legal maxim "*Harm must be eliminated*".

Preservation of Wealth

Ethical marketing protects consumer economic value. Deploying clickbait ad campaigns that hide handling fees or non-refundable clauses deceives consumers into unfair financial commitments. This violates the Quranic

prohibition: "And do not consume one another's wealth unjustly" (Surah Al-Baqarah, 2:188), destroying brand equity and customer retention.

Strategic Case Studies: Digital Marketing Benchmarking at Sabella Umroh and Moslem Tour

Institutional Trust Foundation: Regulatory Accreditation

To establish institutional legitimacy and counter prevalent industry skepticism regarding online travel scams, **PT Melva Sabella Zahida** operates under formal accreditation from the National Accreditation Committee (*Komite Akreditasi Nasional* - KAN) under certification registration **LSUHK-012-IDN** (Certificate No. MSAC-PPIU-0121). Issued by PT MSA Certification pursuant to the Ministry of Religious Affairs Decree (*Keputusan Menteri Agama*) No. 1251 of 2021, the firm achieved the highest **Service Quality Classification Rating of 'A'** (Valid July 4, 2025 – July 3, 2030). This formal accreditation serves as the operational and legal baseline for all external promotional copy, establishing verifiable trust parameters before any digital marketing campaign is published.



Figure 1. Accreditation Certificate, Sabella obtained 'A'

Case Study 1: Managing Social Media Transparency and Content Verification

- **Incident Profile:** Industry-wide digital analysis in East Java indicates widespread reliance on unverified social media marketing, where agencies publish promotional reels depicting luxury hotel views that do not match the actual packages sold (Kemenag RI, 2022; Pebrianto et al., 2021).
- **Systemic Marketing Failures:**
 1. **Uncurated Content Creation:** Utilizing stock imagery or unverified video assets in social media ad sets.
 2. **Opaque Digital Copy:** Omitting hotel distance, transportation types, and airline carriers from social media captions.
 3. **Lack of Content Verification:** Publishing promotional campaigns without internal compliance review.

- **Sabella Marketing Management Framework:** Sabella Umroh and Moslem Tour addresses these challenges by implementing an Integrated Marketing Communication (IMC) content verification protocol. Every social media campaign undergoes internal auditing to ensure that advertised room views, hotel distances from the Holy Mosque, and transit specifications accurately match official package documentation before publication.

Case Study 2: Multichannel Customer Relationship Management (CRM) & Transparency

- **Incident Profile:** Communication breakdowns between digital sales teams and post-purchase operational staff frequently result in unanswered consumer inquiries regarding visa processing and flight schedules (Eid & El-Gohary, 2015; Moufahim & Lichrou, 2019).
- **Empirical Validation (The July 19, 2026 Stakeholder Gathering):**

To evaluate how relational transparency and post-purchase engagement bridge the expectations gap, Sabella Umroh hosted a major stakeholder event—*Silaturahmi Jamaah & Calon Jamaah*—on July 19, 2026, assembling approximately 500 existing pilgrims and prospective clients. The event served as a physical-digital communication bridge, offering face-to-face verification of upcoming travel schedules, lodging logistics, and administrative support.



Figure 2. *Silaturahmi Jamaah & Calon Jamaah*, on July 19, 2026, assembling approximately 500 existing pilgrims and prospective clients.

Qualitative feedback collected from attendees demonstrates how operational alignment directly mitigates pre-purchase risk perceptions and drives brand loyalty:

Mitigating Distance Misrepresentation Concerns (First-Time Pilgrim Experience):

"Initially, we were worried about the hotel assignment, fearing that our hotel would end up being far away. However, upon arrival, our fears proved groundless. We were provided a very close hotel and received highly satisfying service—which was especially reassuring for me, as this was my first time performing the Umrah pilgrimage. Our worship went smoothly because every activity was guided."

— Kevin Reza Pamungkas & Mother (Madiun)

Managing Operational Logistics & Environmental Expectations:

"Praise be to Allah, this was our second time departing with Sabella, this time accompanied by our parents and family. Our initial concern was regarding the weather, as it was summer during our trip—vastly different from

our home region in Tawangmangu, which tends to be cold. However, thank God, everything proceeded smoothly and safely. We were very impressed by Sabella's service, as they were highly responsible, friendly, and thoroughly dedicated."

— Mrs. Pariyani (Tawangmangu)

Building Brand Equity and Repeat Client Retention (CLV):

"Praise be to Allah, I have traveled with Sabella multiple times. From the beginning of my experience with Sabella, I felt confident that they were a trustworthy and reputable agency. Their service is exceptionally good, and they maintain a warm, family-like atmosphere. Even though I traveled alone, I ended up making many friends through Sabella."

— Mrs. Dwi Wahyu (Karanganyar)

Overcoming Market Skepticism Through Transparent Engagement (Amanah):

"My initial concern was whether registering with Sabella would actually be safe and legitimate, as hearing news reports about travel fraud out there makes selecting a trustworthy (Amanah) agency quite challenging. By chance, I was invited to a Sabella Umrah family gathering event, where I received straightforward, simple, and easily understandable explanations. Ultimately, one week after returning from that event, I felt confident to register with Sabella. Praise be to Allah, I experienced their exceptional service firsthand—from document processing and vaccinations to all preparations, which were fully assisted by Sabella's tour leaders. The hotels in Makkah and Madinah were very close, the service was extremely satisfying, and the spiritual guides (muthawif) and staff were all very helpful. If given the opportunity again, I will bring my extended family to perform Umrah with Sabella."

— Mrs. Endang Yulianti (Ponorogo)



Figure 2. Satisfaction Testimony given by Sabella clients during the Assembly on the 19th July 2026

Empirical Pilgrimage Volume and Growth Trajectory (2023–2026)

The operational viability and brand resilience of Sabella Umroh and Moslem Tour's ethical marketing framework are reflected in their consistent annual pilgrim departure metrics. Between 2023 and September 2026, the agency successfully managed a cumulative total of approximately 474 pilgrims:

- **2023:** 125 pilgrims
- **2024:** 134 pilgrims (*representing a 33.3% year-over-year operational expansion*)

- **2025:** 115 pilgrims
- **2026 (Year-to-Date through September):** 100 pilgrims

From a service marketing perspective, maintaining steady departure numbers in a hyper-competitive regional market like East Java demonstrates that transparent promotional claims, clear pricing, and strong post-purchase CRM create sustainable customer retention and organic word-of-mouth referrals without relying on deceptive conversion tactics. These figures reflect solely the operational metrics recorded under the formal corporate entity, PT Melva Sabella Zahida, following its institutional PPIU certification. The total excludes pilgrim volumes from transition period preceding formal PPIU regulatory accreditation (2017–2022).

Table 3: Sabella Umroh & Moslem Tour Annual Pilgrim Departure Metrics (2023–2026)

Departure Year	Approximate Pilgrim Count	Strategic Operational Insight
2023	125	Baseline post-pandemic recovery and market establishment in Madiun.
2024	134	Peak operational expansion driven by word-of-mouth and transparent marketing.
2025	115	Sustained market share amidst regional travel industry competition.
2026 (YTD Sep)	100	Ongoing steady demand through ethical brand positioning and CRM engagement.
Total Cumulative	474 Pilgrims	Demonstrates consistent long-term brand equity and customer trust (<i>Amanah</i>).

CONCLUSION AND STRATEGIC MANAGERIAL RECOMMENDATIONS

Deceptive digital marketing and communication failure in the pilgrimage service sector are not merely tactical promotion errors; they represent strategic management failures that erode brand equity, damage customer trust, and violate ethical business standards. Misleading social media campaigns, hidden price structures, and post-purchase communication gaps breach the core principles of communicative truthfulness and managerial trust, while violating the Higher Objectives of Islamic Law.

To achieve sustainable competitive advantage and maintain brand reputation, pilgrimage service providers must embed ethical transparency into their digital marketing and corporate communication strategies.

Strategic Managerial Recommendations:

- **Adopt Integrated Marketing Communications (IMC):** Establish centralized content verification workflows to ensure that all digital advertising assets, social media posts, and influencer promotions strictly reflect verified service realities.
- **Deploy Transparent Multichannel CRM Systems:** Implement automated customer relationship management platforms to provide real-time, transparent post-purchase updates regarding flight, hotel, and visa statuses.
- **Implement Full-Disclosure Pricing Models:** Eliminate clickbait ad copy and hidden fee structures by publishing complete, transparent pricing breakdowns across all digital landing pages and promotional materials.
- **Establish Marketing Audits:** Regularly audit digital marketing campaigns, social commerce channels, and affiliate partnerships against regulatory standards (e.g., Ministry of Religious Affairs advertising guidelines and KAN accreditation benchmarks) and ethical business codes to protect corporate brand equity.

Glossary

- **Brand Equity:** The commercial value and customer trust a company derives from the consumer perception of its brand name and reputation.
- **Clickbait Marketing:** Deceptive digital copy or headlines designed to entice clicks by exaggerating or distorting the actual service offering.
- **Commercial Deception:** Fraudulent marketing practices involving false advertising, concealment of service limitations, or misleading claims.
- **Communicative Integrity:** Absolute truthfulness, accuracy, and authenticity in corporate communication, advertising copy, and public relations.
- **Customer Lifetime Value (CLV):** The total revenue a business can reasonably expect from a single customer account throughout the business relationship.
- **Higher Objectives of Islamic Law:** Overarching legal-ethical principles dedicated to preserving religion, life, intellect, lineage, and wealth in management and trade.
- **Integrated Marketing Communications (IMC):** A strategic management approach that aligns brand messaging across all digital, traditional, and interpersonal communication channels.
- **Managerial Trust:** The ethical responsibility of business management to fulfill all promotional claims, brand commitments, and contractual terms transparently.
- **Sabella Communication Standard:** The strategic digital marketing and CRM framework utilized by Sabella Umroh and Moslem Tour to maintain messaging transparency and brand trust.
- **Service Marketing GAP Model:** A management framework identifying communication breakdowns between customer expectations, management perception, service delivery, and external communications.

REFERENCES

1. Al-Nawawi, Y. S. (1972). *Al-Minhaj Sharh Sahih Muslim bin al-Hajjaj*. Dar Ihya al-Turath al-Arabi.
2. Al-Qaradawi, Y. (1999). *The Lawful and the Prohibited in Islam (Halal wa al-Haram fi al-Islam)*. American Trust Publications.
3. Eid, R., & El-Gohary, H. (2015). The role of Islamic religiosity on the relationship between perceived value and tourist satisfaction. *Tourism Management*, 46, 477–488.
4. <https://doi.org/10.1016/j.tourman.2014.08.003>
5. Eisend, M. (2023). Deceptive advertising: A meta-analysis of its effects on consumers. *Journal of Advertising*, 52(3), 321–339. <https://doi.org/10.1080/00913367.2022.2134001>
6. Huhn, F., Sabri, O., & Brunk, K. H. (2024). Deceptive influencer marketing: Ethical boundaries and consumer perceptions of undisclosed affiliate endorsements. *Journal of Business Ethics*, 189(2), 341–359.
7. Kamali, M. H. (2008). *Shari'ah Law: An Introduction*. Oneworld Publications.
8. Limbu, Y. B., Wolf, M., & Lunsford, D. (2011). Perceived ethics of online retailers and consumer behavioral intentions: The mediating roles of trust and satisfaction. *Journal of Research in Interactive Marketing*, 5(1), 88–109. <https://doi.org/10.1108/17505931111121543>
9. Luguri, J., & Strahilevitz, L. J. (2021). Shining a light on dark patterns. *Journal of Legal Analysis*, 13(1), 43–109. <https://doi.org/10.1093/jla/laaa006>
10. Ministry of Religious Affairs of the Republic of Indonesia [Kemenag RI]. (2022). *Regulasi dan pengawasan penyelenggaraan ibadah Umrah dan Haji Khusus*. Direktorat Jenderal Penyelenggaraan Haji dan Umrah.
11. Moufahim, M., & Lichrou, M. (2019). Pilgrimage tourism: Experiences, commercialization, and satisfaction. *Journal of Marketing Management*, 35(5-6), 405–428.

12. <https://doi.org/10.1080/0267257X.2019.1592732>
13. Pebrianto, A., Farida, N., & Sriyana, J. (2021). Operational service quality and regulatory compliance in Indonesian religious travel agencies. *International Journal of Religious Tourism and Pilgrimage*, 9(3), 45–58.
14. Permatasari, R., Hidayat, R., & Kusuma, A. (2024). Brand legitimacy and truthfulness in Islamic business management: The role of promotional alignment. *Journal of Islamic Marketing*, 15(2), 112–128.
15. Santana, S., Dallas, S. K., & Morwitz, V. G. (2020). Consumer reactions to drip pricing. *Marketing Science*, 39(1), 188–210. <https://doi.org/10.1287/mksc.2019.1187>
16. Sharma, P. (2023). Deceptive advertising in online hotel booking: A consumer perspective. *Journal of Law and Sustainable Development*, 11(12), 1–15.
17. Stubb, C., Nyström, A. G., & Colliander, J. (2019). Influencer marketing: The impact of disclosing sponsored content. *Journal of Retailing and Consumer Services*, 50, 298–304.
18. <https://doi.org/10.1016/j.jretconser.2019.05.021>