



Professorial Lecture UiTM Profesor Dr. Firdaus Abdullah

Towards Business Sustainability Through Service Marketing



Program

Professorial Lecture UiTM

DK500, UiTM Puncak Alam

22 Januari 2024 (Isnin), Jam 9.00 pagi

Nama Profesor Dr. Firdaus Abdullah
Tajuk Towards Business Sustainability Through Service Marketing
Jangka masa : 1 jam 36 minit

Transkrip:

- 28:46 : Thank you very much. Thank you for being presence today. Let me start this session with some wiser scholars and also... For example, Aristotle. He mentioned that "what we are, we are what we repeated." Excellent. Then, it is not an act, but a habit. Now I will touch a little bit on that particularly service excellence. Because in business, excellence means a lot of things. But particular service, excellence about providing outstanding service. In moment when you have achieved service excellence in your organisation regardless of whether its profit oriented or not profit oriented. You are sure to achieve satisfaction.
- 29:52 : You are sure to achieve your loyalty, or even good excellent relationship with your client and customer. I will touch on that later on. According to Bill Gates, he said that "the most unhappy customers are your greatest source of learning."
- 30:09 : This is something that is very much relevant on the business world, in marketing in particular. I will talk later about the importance of having a positive customer experience, service experience, service culture, customer loyalty, relationship marketing and so on. All this are related in a situation if we want to achieve, if we want to maintain business success. One of the most important things is to ensure clients and customers are happy and satisfied, and happy customers are also the best source of learning for any organization.
- 30:57 : If we look at an Islamic scholar Malik bin Omar, he mentioned that business starts of worshipping Allah SWT and all kinds of profit will come to you without needing any profit. Now, I will further elaborate this in Islamic marketing. Islamic marketing is actually, a study that is still I will explore. Especially in terms of empirical data and research. I will looking into, I will share with you later the difference between Islamic marketing and also conventional marketing. How in a very fast moving global trust in the Islamic world and also the tremendous population of the whole world the importance of Islamic marketing principles and how we can align this conventional Islamic marketing or traditional Islamic marketing with Islamic principles.



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- 31:55 : I will share with you later and hadith Riwayat al-Tirmidhi again touched on aspect related to business and marketing. "Peniaga yang jujur dan amanah akan bersama para Nabi. Orang yang jujur. This is the very essence of business especially when we have to look at all the conventional methods especially Islamic marketing. How we can balance marketing to conventional Islamic marketing. How do we achieve business success? There are many studies in the past, and I have been introduced by Dr. Zarina in the research that I have done, the industries that I have worked with such as consultants, facilitators, training programs.
- 33:08 : There are many industries that I have been fortunate to work with. For example, the health research industry, the banking sector, higher education, and also the ...I don't remember the industry but later I will checked on it. Based on the studies we have conducted, we realized that one of the most important things to achieve success is comparative success.
- 33:44 : How can we differentiate products, services, or offerings? How can we differentiate? How can we be unique? How can we be different? This is one of the important success factors. How can we sustain market success? How can we practice sustainable development? This is something very relevant, especially with the United Nations Sustainable Development Goals. Now, businesses, organizations, they're moving ahead. They're moving in terms of how do we incorporate the sustainable practices, not just focusing on the environment, but also on social sustainability and also the economic sustainability.
- 34:59 : So these are the three areas of sustainable practices that high education, not just high education, but also other business sectors would have to consider, would have to incorporate in their strategies, and particularly marketing, and of course, service excellence. Service excellence can lead to sustained business success.



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- 35:21 : That's what I mentioned just now. Service excellence is about providing outstanding service, providing outstanding service, providing, ensuring that services can be delivered in order to achieve the highest level of customer satisfaction. Because once customers are highly satisfied, this may lead to retention, this may lead to customer loyalty, repeat purchase behavior, positive word of mouth, and of course, they can be one day become your ambassador, free ambassador for your business organizations.
- 36:05 : Now, sustained business success, if I can summarize, is about creating lasting value, competitive differentiation, is about building, nurturing, maintaining, enhancing that customer relationship, leading to customer loyalty. And of course, it's all about customer preference management. There have been a lot of studies in the past, and most of these studies have provided evidence that there is a very positive, very close relationship between sustained business success, or profitability, to put it this way, the positive relationship between profitability and the level of service that is being provided, particularly service excellence.
- 36:56 : Now, service marketing creates sustained competitive advantage to service excellence, customer experience, and also service quality. Well, these are the terms that are being heavily used in the area of marketing. I hope that some of you will be familiar with this term, service marketing.
- 37:16 : We have to acknowledge the importance of the service sectors to the GDP of any country. To most countries, particularly Malaysia, the contributions of the service sectors is about 70 to 80 percent of the total GDP. In some countries, developed countries, even higher.



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- 37:38 : So the importance of this marketing is very, very significant, and there have been a lot of studies, and I've conducted many, many studies in relation to service quality, and there has been a lot of positive correlations between the level of service quality and also the level of profitability, the level of return on investment, the level of customer satisfaction, the level of loyalty. So these are the positive links that have been associated with service marketing and the business performance of any organization, customer experience and also service quality.
- 38:27 : Service is excellent. It's about providing outstanding customer service. And as what I mentioned just now, there are some positive correlations with these higher profitabilities, repeat business, favorable word of mouth.
- 38:47 : If you want to create, for example, an ambassador, you should start with creating, delivering high level of service quality that will satisfy customers. And if these customers are extremely satisfied, it can be translated, can be converted into loyal customers where they can provide free, positive word of mouth. And to do that on a continuous basis, then they will probably become an advocate of your organizations.
- 39:18 : And of course, the ultimate objective of any business organization is creating customers that are loyal, customers who engage in repeat business behavior, customers that would be... that would have that bonding with you, customers that would purchase your products, your services, will become ambassadors to you. So these are some of the benefits, of course, of loyal customers. And how do we do that? It's through product creative differentiations or unique comparative product differentiation.



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- 40:02 : So these are some of the positive links to service excellence. One of the research that I did with my co-researchers is in the healthcare sector where we developed an instrument, hospice instrument. It's an instrument for developing and also measuring the service culture, the service quality, the level of satisfaction, overall the service excellence in hospitals, in the healthcare sector.
- 40:40 : One of the critical success factors that we have identified here is leadership. This is in the right order. It means that in the healthcare sector, leadership is very, very important in the sense that the top management organization would have to create a culture of service excellence in order for the employees to provide top-notch service. It has to come from the management. It has to be important. So it has to be top-down.
- 41:10 : There has to be a culture, and it has to be something that management would have to believe in to create so that the rest of the employees can emulate and make sure that this level of excellence of service culture can be passed down to the patient, the customers. This is number one.
- 41:34 : Number two is technology. Now, in order to provide service excellence, obviously, we need to have all the infrastructure, procedures, standards, tools to make sure that service culture can be nurtured, to make sure that service delivery can be enhanced, can be operationalized. So these are a set of tools, a set of procedures that are needed in order to provide the excellent service.
- 42:16 : And, of course, the third one would be organization. To create service excellence would require an organization to adopt a culture of service. It means that it is part of what members of organizations do. Because if members of an organization can adopt a culture of service excellence, then obviously this would be translated into the pass down to customers, patients, and customers who develop the satisfaction, develop the loyalty, and develop, of course, the relationship with the organization. That's organization, and, of course, the people.



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- 42:56 : Now, service excellence, of course, depends on employees, especially the front liners, those who are in direct contact with the customers. So these front liners, the employees, need to be trained, need to be proved, need to be nurtured in terms of how do they deal with customers in particular, how do they communicate, how do they respond to customers' queries, inquiries, how do they dress, for example, how do they deal with some issues, complain, how do they display a sense of commitment, a sense of understanding while they deal with the customers' education. So these are very, very important aspects to achieve service excellence.
- 43:52 : So these are some of the factors that we have identified in our research on service excellence in the health care sector. Now, customer experience also is another important aspect that can lead to sustained business success, especially positive customer experience. Now, customer experience is very unique, though. In particular, it is about what we want is a positive customer experience. It's about delivering a distinctive, enjoyable, and memorable experience. Normally, customer experience is the product of interactions between service providers and also the customers.
- 44:39 : Normally, it is based on the perceptions, individual perceptions of the customers. It can be normally is induced by certain stimuli. It is evaluative sometimes, judgment. And it is the outcome of the service interactions between service providers and also customers. So that's customer experience. And there have been a lot of studies in the past that link the level of customer experience and also the characteristics of customers leading to positive business performance, in particular, sustained business success.
- 45:30 : Now, ultimately, what any organization should achieve is to make sure that this experience can be translated into a positive relationship, higher level of satisfaction, turning satisfied customer into pleased customer, turning pleased customer into, ultimately, an advocate. And some scholars, marketing scholars, suggested that customer experience, in fact, is the fourth stage of economic giving of the commodities, products, and services. These are four different terms with different meanings, though.



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- 46:17 : Services, experience, products to services, commodities to product. And if it is the fourth of the economic, fourth stage of economic giving, it means that the importance of customer experience is very, very relevant in today's world, especially in the business world. So it's not good enough just to be able to provide products that will meet the needs and want of customers.
- 46:53 : It's not just good enough to provide services as per the level of expectation required by customers. It's about providing that experience, that memorable, distinctive features of interactions between them. So this could play a very crucial role in determining whether the customers are pleased, the customers are highly satisfied, and how we can translate that into a network.
- 47:28 : Now, service experience. Again, that's what I mentioned just now. This is one important aspect of the research that we've done, and this is one important research that we've done. In 2021, for example, we've done research in banking, customer experience banking. So we developed the instrument with several banks, the commercial banks, where we studied the relationship between the lending relationship between banks and also these SME businesses. And as a result of our study, we came to the conclusion that these are the factors that are very, very critical, especially in service experience.
- 48:16 : Create that service experience. Convenience is one important factor. Convenience in the sense that it's about availability, it's about making sure that the services are made available 24 hours a day, 365 days a year, 52 weeks in a year, and so on. So this is a question of availability. It's a question of approachability as well. Convenience, especially now with the bankings online, using even the apps, mobile apps, and so on.



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- 49:03 : Service caps are also another important aspect that can positively influence customer experience. Service caps. Service caps here will refer to the physical environment, the ambience, the lighting, the decor, or even the physical attire of the service employees.
- 49:22 : So these are very, very critical factors in making sure that the service experience is unique, memorable, and distinctive through service caps. The core service. Now obviously service experience, the level of service experience, can be affected by the core service. And if the core service of any organization is not fulfilled, obviously customers will not be happy, will not be satisfied. And this would have an impact in terms of the service experience. Another important factor that we have identified here is the employee competency, the ability, not just in terms of the technical skills, but also in terms of the social skills, the intrinsic competency, the value, how do they address customer complaints, issues, how do they communicate, trust, confidence, understanding with the customers.
- 49:41 : And if the core service of any organization is not fulfilled, obviously customers will not be happy, will not be satisfied. And this would have an impact in terms of the service experience. Another important factor that we have identified here is the employee competency, the ability, not just in terms of the technical skills, but also in terms of the social skills, the intrinsic competency, the value, how do they address customer complaints, issues, how do they communicate, trust, confidence, understanding with the customers.
- 50:27 : So all these are very much relevant in creating a positive, memorable, distinctive service experience. And of course the other factor is online banking. This is very much relevant in today's world where everything is being offered online.



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- 50:50 : Banks need to make sure that services are offered. For example, not only online would be especially in terms of data security, privacy, making sure that all functions, the online aspects are fully functional, operational, and so on. So these are some of the important aspects of elements of critical success factors that can enhance the level of customer experience, that can create a distinctive, memorable experience for customers.
- 51:32 : Now, I've started off with customer satisfaction and how customer satisfaction is the result of service excellence, customer experience, and service quality. So excellent service, customer service, will certainly lead to satisfied customers. Now how do we achieve customer satisfaction? There are many different levels of customer satisfaction.
- 52:00 : You have customers that are merely satisfied. You have customers that are highly satisfied. Now those customers that are highly satisfied are those customers that would be one day your loyal customers.
- 52:21 : See, business, in particular service marketing, is all about how do we create loyal customers, how do we retain customers, how do we nurture that kind of relationship, how do we maintain and how do we enhance that relationship. Because if you are able to create loyal customers, there will be a lot of positive outcomes with that. People just behave with positive word of mouth, becoming ambassador.
- 52:49 : Loyal customers normally don't mind to pay premiums because they really trust and believe in your products and also your services. So there is a lifetime value expectation that you can achieve from customers who are loyal. See, one, there are many methods on how you can do so.
- 53:09 : One of these methods would be in terms of keeping promises made to the customers. Giving them personalized, individualized attention. Going above and beyond. And effectively addressing problems and inquiries. For example, being creative when it comes to solving customers' queries and also inquiries. Again, service quality is also another important aspect.



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- 53:44 : It's a very important aspect of service marketing. It is a strategic force. It is a very dominant force, to put it this way. That's why many scholars or even practitioners, they are very much interested to study what are the factors? What are the causes? What are the effects of service quality? Especially in terms of performance of business organization, whether it is financial performance or non-financial performance. And how do we arrive to a service quality? Because service quality will certainly lead to competitive edge, competitive advantage, unique differentiation, value differentiation. Service quality is one of the tools of achieving competitive advantage.
- 54:39 : It is also a very important factor in achieving loyal customers. And this is one of the research that I've done in the past. Service quality in education. Because over this while, education is very much focused on, particularly higher education, very much focused on the traditional measurement of standards, expectations, performance indicators of research and also innovation. But how do we assess experience? Customer experience, in particular students. Stakeholders experience.
- 55:25 : Stakeholders of higher education institutions. This is, again, a very important aspect related to service quality. Now, as you know, higher education nowadays is a commercial rivalry due to the economic forces, particularly with the development of international education and also the loss of funding, government funding.
- 55:57 : Most higher education institutions, regardless of whether public or private, they have to source for alternative funding. And also there have been some conflicting views, conflicting interests, conflicting expectations from students, from industries, from stakeholders, from governments, from the communities, local communities. And one of the important aspects, one of the things that higher education will have to look into would be the experience that they are able to build with the customers, particularly the stakeholders.



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- 56:53 : There should be a shift from the traditional standards of measuring success of higher education institutions in terms of the traditional measurement standards, expectations, performance indicators to the real experience, customer experience of stakeholders, particularly the students. And this is what I've done. The research that I've done, the level of service quality, measuring the level of service quality in higher education through an instrument that I've developed.
- 57:37 : I've named High Education Performance Instrument, and this is an instrument that will measure the level of service quality in higher education. According to this instrument, based on the empirical research that we have done, these are some of the critical success factors that can ensure high level of service quality.
- 58:01 : Access is the most important one, access in the sense that this is about approachability and availability of not just academic staff, but also non-academic staff, in delivering service to the students, to the stakeholders, to the community. The second one is non-academic aspect. Sorry, the non-academic aspect is the second one. This is the second most important aspect. Students are more concerned not just about standards, performance, indicators, research, innovation, university, but how they feel about experience. How the academic staff and also the non-academic staff treat them.
- 58:52 : Do they understand, for example, from their perspective? How can they have access to the services? What is available or not? These are some of the important aspects, which is very different, of course, if you look at the perspective of students. And the third one, the academic aspect. The teaching, delivery, availability in particular of the academic staff, meeting the needs and wants of the students. Surprisingly, reputation is not the most important factor. Students, stakeholders, they don't choose higher education because of reputation. They choose higher education because institutions shows up what they perceive to be important to them.



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- 59:45 : In particular, the experience that they will get. The service that they will get. So these are some of the factors that have critical success factors of organizations, in particular the higher education.
- 1:00:05 : Now, again, this is related to service quality index. This research that I've done with Bank Negara, myself and also my team members, we were tasked to create an instrument that can measure the level of service quality in the banking sector. So since this study commissioned by Bank Negara, we have the luxury of getting all the banks, Islamic banks, conventional banks, to be part of this study. And out of the Likert scale, the rating of 1 to 5, our study showed that overall level of service quality in the banking sector is 4 out of 5. It means that it is above average. Overall, customers are very happy with the level of service quality. The level of service provided by all the banks, whether Islamic or conventional banks.
- 1:01:04 : And based on this instrument, we have identified the most important factor leading to highest level of service quality. The most important one is systemization of service delivery. This is one important factor where customers, bank customers, they want to ensure that the service that they receive is systemically, orderly, with procedures and standards.
- 1:01:31 : They want to make sure that there is data protection because they are very concerned about the privacy of data usage. It's also about making sure that services performed will be up to what the banks have promised. It's all about systemizations, having systems, procedures.
- 1:01:56 : The second most important factor is reliable communication. This is one factor where customers, the bank, would want to make sure that the banks can deliver to their promises. The banks can ensure reliable transactions.



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- 1:02:29 : The bank can protect the data of the clients. These are some of the aspects that are very, very crucial when it comes to bank service quality. And, of course, responsiveness.
- 1:02:43 : Responsiveness has always been one of the most important factors in any level of service quality, even by previous marketing scholars. The ability, the promptness, the ability to respond, the level of that response, and the timing of that response. These are factors that are crucial in determining the level of service quality in the bank.
- 1:03:10 : Now, again, another important aspect of service marketing is relationship marketing. We have been talking about interchangeably the various terms in business marketing. Service accident, customer experience, relationship marketing, service quality, customer loyalty.
- 1:03:31 : Relationship marketing is one important strategy. One important strategy that will lead to loyal customers. It's a strategy for acquiring, retaining, nurturing, maintaining, enhancing that relationship. That will lead to customer loyalty and also the highest level of satisfaction. We have done a few research on this, and we have provided evidence on the relationship between positive relations, between relationship marketing and sustained business success. It's not just this research, but also many scholars in business, in particular marketing, that have provided evidence of that relationship and how these various aspects of service marketing, relationship marketing, how do they lead to sustained business success.
- 1:04:28 : Based on the research that we have done in the banking and also food service sector, these are the two most highly intense levels of competition in the world. In order to achieve relationship marketing, these are the critical dimensions. These are the critical success factors.



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- 1:04:50 : In order to create that relationship, of course, there must be trust. This is the number one important element of creating a relationship, trust. Providing that trust, confidence, understanding in that relationship. The second most important is the commitment. Commitment of the service provider to the customers. Commitment that will provide them the best service.
- 1:05:25 : The third one would be communication effectiveness. Communication is not just communication between service providers and customers, but also internal communications across different levels of management and across different departments within the organization. Another important aspect of achieving relationship marketing as one of the strategies to achieve customer loyalty is the ability of service providers to exhibit trust, exhibit empathy, assurance when it comes to billing, when it comes to doing transactions with the customers.
- 1:06:15 : Again, another important aspect of service marketing is customer preference. Customer preference, in its original terms, the definition here refers to the choices among valid propositions. Choices among options, valid options.
- 1:06:35 : Preference is judgmental. It's whether liking or disliking. Preference here, a choice of particular product or service, for example, would lead to a choice. A choice of valid proposition, and acceptance of any of these choices. For example, shows a willingness to tolerate status quo, even some less desirable options. And the positive, the characteristics of customer preference have been under a lot of studies in the past.
- 1:07:33 : In particular, the relationship between characteristics of customer preference and business performance. I believe many of us understand that level of business performance, level of performance can be achieved using these two categories of indicators, the financial indicators and also the non-financial indicators. The traditional methods of measuring business performance through financial indicators may not be the best tool of managing contemporary business anymore.



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- 1:08:15 : Traditional measure of business performance, in particular the profitability, return on investment, return on assets, sales, and so on, they may not be the best tools of measuring business performance. Why? Because they don't measure how this performance is achieved. They don't measure also how we can improve this performance.
- 1:08:42 : And that's why in any future study, we have to look at the non-expected, non-financial performance, non-financial indicators. What are the non-financial indicators of business performance? Its service quality, customer experience, customer relationship, loyalty. How do we measure that? So these are some of the important factors of leading to business performance.
- 1:09:19 : So it's not just confined to the traditional methods of measuring business performance in terms of the financial side, but we have to look at the non-financial aspect. And many scholars, many practitioners even are looking into that because these are the tools that organizations would have to focus on. In terms of customer experience, customer preference for the food service sector, we have done research in that.
- 1:09:54 : As I mentioned, the food service sector is one of the highly intensive sector, competitive. And these are the critical factors based on our study. Surprisingly, price is the most important factor.
- 1:10:10 : The choice of food service establishment, for example, depends on the price, depends on the cost, depends on whether this establishment offers a discount or even attractive dealings and so on. And surprisingly, halal, even in Malaysia, even though this is a nationwide study, halal is the second most important. And the customers, they want to ensure that the products, services that they receive, for example, are halal, permissible.



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- 1:10:49 : They must have the certification halal, and quality of service is the third most important factor of a choice of food service sector. And in that we have branding and also tangibles.
- 1:11:06 : Tangibles here refer to the service cap, the physical environment, the furniture fitting, the lighting, the music sometimes. And branding is also important, especially the brand of the food establishment and also the branding of the menu, the varieties of menu and so on. So these are some of the factors that we have identified to be critical when it comes to the choice of a customer for a food service sector.
- 1:11:36 : Now let's talk about Islamic marketing. We're coming to the end of my presentation. Islamic marketing. Over the past one month, I've been sharing with you the importance of service marketing and also the various aspects of marketing. These are conventional. These are conventional because conventional marketing focuses on material gains, customer satisfaction, material gains.
- 1:12:06 : It's about exchange between service provider and also customers in the form of material dimensions that as a result of that exchange, you will have satisfaction. Customers will gain satisfaction and the organization will gain profitability. That's the conventional marketing.
- 1:12:34 : But how do we embed the Islamic marketing to the conventional marketing? There have been a lot of studies in the past trying to look into the Islamic marketing and how do we merge that with conventional traditional marketing. Now Islamic marketing is all about adhering to the Islamic principle, Islamic value. How do we adjust? How do we align the full marketing mix, the product, the price, the place, and also promotion? How do we align that to the Islamic principle? Because Islamic marketing is a strategic business discipline.



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- 1:13:26 : We follow Islamic principles aiming to maximize value for stakeholders in this world and here. As well I mentioned, conventional marketing is about achieving satisfaction, getting that material gain, that material dimension of that transaction, whereas Islamic marketing focuses on the value from Islamic perspective principles. You have characteristics, spiritualistic, ethical, realistic, and also humanistic.
- 1:13:58 : Based on the research that we have conducted previously, we try to embed Islamic marketing or Islamic principles to the conventional marketing. These are some of the factors that we identified, factors that we could incorporate into a conventional marketing. These are the five factors.
- 1:14:27 : Conformity. Conformity is about adhering to Islamic values, Islamic principles, character, commitment, conscience, customer centricism. It's all about making sure that transactions between service providers and customers would adhere to the Islamic principles, Islamic laws, Sharia laws, and also making sure that during transactions, there is a just, fair transaction relationship.
- 1:15:04 : There will be ethical value that will be instilled, that will be practiced. It's about relationships that will benefit both parties, the service providers and also the customers. Now, this is one of the research that we did on looking into the entrepreneurship. Way back in 2009, this again is a nationwide research. We want to know what are the critical success factors of Bumiputera Entrepreneurs.
- 1:15:55 : These are some of the factors, critical success factors. If we can summarize that Bumiputera Entrepreneurs, for them to succeed, to sustain the business success, they will need to adopt a service business model. Number two, they need to have this advancement drive.



Program

Professorial Lecture UiTM

DK500, UiTM Puncak Alam

22 Januari 2024 (Isnin), Jam 9.00 pagi

Nama : Profesor Dr. Firdaus Abdullah
Tajuk : Towards Business Sustainability Through Service Marketing
Jangka masa : 1 jam 36 minit

Transkrip:

- 1:16:24 : They need to have the discipline. They need to have the diligence. They need to have the commitment. They should be achievement-oriented. They should be having the decision-making ability, in particular, the risk-taking, which is one important factor. Tenacity, social networking, because businesses for entrepreneurs is all about building, maintaining that social networking, and of course, optimism. These are my last two slides. Please bear with me. Let me go back to the high educations.
- 1:17:10 : As we know, the SDG, the Sustainable Development Goals by the United Nations, is a goal, is an agenda, is a global agenda. It is something that all organizations, regardless of whether it's high education institutions or business organizations, is an agenda that all of us will have to understand, all of us will have to practice, to put it this way. In high education, for example, we have to start looking at the curriculum because we want to create a global, sustainable world, society.
- 1:15:04 : And SDG is all about the three important agendas, which is environmental sustainability, social sustainability, and economic sustainability. And curriculums of higher educations will have to embed these. In any future, for example, curriculum review, we have to look into how this aspect of social injustice, aspect of poverty reduction, governance, the ethics, corporate social responsibility, the use of, or management of consumption of sustainable resources, and so on.
- 1:18:47 : Or even environmental protection. Because this is a global agenda, and these are some of the themes that should be part of curriculum of any business program. So future business education will have to incorporate this aspect of sustainability.
- 1:19:09 : Because success of business does not depend purely on products, services, and so on. Success, sustained success of business will depend on the sustainable practices. So high education will have to start looking into how these elements of sustainable development goal practices be embedded in the curriculums of business education.



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Jangka masa : 1 jam 36 minit

Transkrip:

1:19:38 : Once again, I am very happy for your presence this morning and once again sekali lagi saya ucapkan banyak terima kasih kepada semua yang hadir terutamanya kawan-kawan dari UiTM. Kawan-kawan industri. Pensyarah-pensyarah, pelajar-pelajar. Ada juga pensyarah yang mendengar melalui live YouTube. Pensyarah-pensyarah yang datang dari Cawangan. Pusat Pengajian dari Cawangan. Terima kasih kerana dapat hadir.