

- 1) Sharia marketers are able to follow the market conditions and business which always change.
 - 2) Sharia marketers have a reliable competency
 - 3) Sharia marketers are able to take an advantage of emerging opportunities.
- d) Humanistic dimension : has a universal and broad sense of humanity. It can be described through three points :
- 1) Sharia marketers do not discriminate people according to their status or ethnic.
 - 2) Sharia marketers give their best service to all people.
 - 3) Sharia marketers able to establish communication and harmonious relationships with other people.

Although every dimension has three points of indicator to be tested. It will be mentioned five statements for respondents in the questionnaire. Two additional statements will strengthen the second and third points. Thus, there will be five statements in the questionnaire.

To process the data, researcher give twenty scores as a maximum score which divided into five statements for each dimension. Twenty scores with four dimensions will meet one hundred scores for overall dimensions. So it will meet the same quantity for both theoretical and practical aspects by five

