

IMPLEMENTATION OF ISLAMIC BUSINESS ETHICS IN IMPROVING CONSUMER SATISFACTION

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ABSTRACT

The implementation of Islamic business ethics at Jetis Ponorogo Supermarket is by increasing consumer satisfaction through the principles of justice, honesty, trust, and social responsibility, such as fair service without discrimination, open communication, provision of quality products, and business practices that are fair and not detrimental to consumers. The application of this ethics builds trust, customer loyalty, and a healthy business climate. The results of the study show that Islamic Business Ethics at Surya Jetis Ponorogo Supermarket are: The challenges of applying Islamic business ethics experienced at Surya Jetis Ponorogo Supermarket include lack of understanding and literacy, uniform regulatory limitations, dominance of global capitalism, technological developments, and internal challenges of the quality of business actors, Siddiq, Amanah, Fathonah, and Tabligh are the four obligatory attributes of the prophets and apostles in Islam, which are also examples for Muslims. To increase customer trust at Surya Jetis Ponorogo Supermarket, offer excellent service consistent with employee training, provide facilities and provide the Best Product Quality and Service.

Keywords: Islamic Business Ethics; Customer Satisfaction; Solar Convenience Store;

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A. INTRODUCTION

Entrepreneurs around the world are experiencing rapid growth in business. This progress brings challenges as well as opportunities for every business actor. Competition in expanding businesses is becoming increasingly fierce, presenting various obstacles that can threaten business sustainability. Therefore, entrepreneurs need to create excellence in their products to appeal to consumers. Innovation and creative ideas are the main factors in attracting customers. (Hasminiar, 2024). To stay competitive, business strategies must be adapted to changing market dynamics. Sensitivity to trends and customer needs is key in maintaining and expanding market share. (Maharani, 2024) In an era that increasingly prioritizes transparency and social responsibility, ethical aspects in business are a strategic added value for the sustainability and success of a business. One of the ethical approaches that is gaining increasing attention is Islamic business ethics, a value system that emphasizes not only material gain, but also blessings, justice, and benefits.

Business ethics are not only a moral guideline in carrying out business activities, but also provide psychological incentives to consumers to form strong emotional bonds and loyalty to the company. Islamic business ethics is a set of principles sourced from the Qur'an and Hadith, which

govern the behavior of business actors to be oriented towards honesty (*ṣidq*), justice (*'adl*), trust, and responsibility (*mas'uliyah*). (Maulidya, 2025) In addition, Islam also prohibits business practices that contain elements of *gharar* (ambiguity), *tadlis* (deception), and usury. Thus, business in the Islamic view is not only an economic activity, but also a means of worship that must be carried out with high morality. In the modern context, such values can be the foundation for building a mutually beneficial relationship between producers and consumers. (Nur, 2015).

In addition, consumer satisfaction is also the main basis for *repeat purchases*, which directly contribute to increasing revenue and business stability. Furthermore, satisfied consumers tend to have high loyalty to the company and do not easily turn to competitors' products. They can even become effective promotional agents through *word-of-mouth* recommendations, which can expand the market reach naturally and without huge costs. Therefore, consumer satisfaction is not only an indicator of service success, but also a valuable asset that supports the sustainability and long-term growth of the company. (Hidayat, 2015). (Hasminiar, 2024) Business companies that have been established are expected to be able to establish effective and adaptive strategies to maintain their existence and achieve advantages in increasingly competitive market competition. In facing the dynamics of changes in the external environment, every business actor is required to have the ability to be anticipatory and responsive to developments that occur, both in terms of technology, consumer preferences, and changing socio-economic conditions. (Adrai, 2024).

In this context, ethics and business are closely related, since business activities are not only profit-oriented, but must also take into account moral values and social responsibility. Therefore, business ethics are present as a normative guide to ensure that business activities are carried out fairly, honestly, and without harm to any party. (Adrai, 2024). Islamic business ethics emphasizes values such as honesty, trust, fairness, and responsibility for customer satisfaction. Therefore, Muslim fashion business actors are required to carry out business practices that not only prioritize economic profits, but also pay attention to spiritual and moral values according to Islamic teachings. In this context, it is important to conduct an in-depth study of how the application of Islamic business ethics contributes to the level of consumer satisfaction. The right innovation strategy will provide added *value* for consumers and strengthen the brand position in the midst of competitive market competition, (Putri, 2025) Especially on a local scale, as happened at Surya Jetis Ponorogo Ponorogo Supermarket. This research will provide a more comprehensive understanding of the relationship between ethical principles in Islam and consumer loyalty and trust in Supermarket which still prioritizes sharia business ethics to consumer satisfaction who have subscribed to Superlayan Surya Jetis Ponorogo.

B. METHODS

Research methods are scientific approaches used to obtain data with specific purposes and benefits. There are four main aspects that need to be considered in research methods, namely scientific methods, data, objectives, and usability. The scientific way in research is based on three main characteristics: rational, empirical, and systematic. Rational means that research is done in a way that is logical and understandable to human reason. Empirical shows that the methods used can be observed by the human senses, so that they can be tested and verified by others. Meanwhile, systematic refers to a research process that follows logical and structured steps. With a scientific and systematic approach, research can produce valid and accountable data, so that it can make a meaningful contribution to understanding a problem. (Nasrullah, 2023)

This research uses a qualitative approach to understand in depth the Implementation of Islamic Business Ethics in Improving Consumer Satisfaction of Surya Jetis Ponorogo Supermarket The research process begins with the development of basic assumptions and thinking principles that are relevant to the research topic. The data obtained from interviews, observations, and documentation will be interpreted to provide a better understanding of the Implementation of Islamic Business Ethics in Increasing Consumer Satisfaction of Surya Jetis Ponorogo Supermarket.

C. RESULTS AND DISCUSSION

1. Findings

Implementation of Islamic Business Ethics at Surya Jetis Ponorogo Supermarket

Carrying out Islamic business ethics at Surya Jetis Ponorogo Supermarket is by prioritizing honesty, trust, fairness, healthy competition, and quality in all aspects of transactions, starting from reasonable pricing, no discrimination in service to consumers, to maintaining product integrity and relationships with employees. This implementation is important for building customer trust and a good reputation, as well as creating fair and responsible competition.

The character of *sidiq* (*honest*) in stores means that business people must always speak and act honestly and not deceive, for example not reducing the scales when selling, not counterfeiting goods, and only selling good and halal products. The application of *sidiq* makes traders more trusted, respected, have integrity, and the relationship with consumers becomes more harmonious. (Nizar, 2018)

Trust in the store means that I run the business honestly, responsibly, and can be trusted, both by the store owner and customers. This includes managing property (money and goods) well, carrying out duties and obligations with integrity, and building public trust in the business so that customers feel comfortable transacting. Maintaining trust brings blessings, improves reputation, and creates a fair and mutually beneficial business environment. (Ela, 2025)

Fatonah (*fathanah*) in the context of a convenience store means intelligence, intelligence, and wisdom in managing a store, such as designing an efficient layout, managing stock of goods so that nothing expires, managing finances wisely, and understanding consumer behavior to increase sales. This concept comes from the nature of the apostle which means intelligent or intellectual.

Tabligh in a supermarket, means conveying or sharing Islamic teachings and values to others in the supermarket environment, either through short lectures, small religious activities, or simply interacting in an Islamic way, in order to spread goodness and increase faith. This is a form of *da'wah* that is adjusted to conditions and places, such as in supermarkets, with the aim of providing benefits to the community and strengthening friendship.

To implement Islamic business ethics at Surya Jetis Ponorogo Supermarket, focus on the principles of honesty, transparency, fairness, and responsibility in every transaction and interaction. This can be done by maintaining the integrity of the stock of goods, setting reasonable prices, treating employees fairly, and not committing fraud or fraud that is detrimental to consumers, as described in the principles of Islamic business ethics.

2. Analysis

Challenges and Opportunities in Applying Islamic Business Ethics to Surya Jetis Ponorogo Supermarket

The challenges of applying Islamic business ethics experienced at Surya Jetis Ponorogo Supermarket include lack of understanding and literacy, uniform regulatory limitations, dominance of global capitalism, technological developments, and internal challenges in the quality of business actors. The opportunities include increasing consumer awareness of ethical products, advances in digital technology for sharia businesses, halal certification as a marker of quality, and global trends that support value-based and sustainability businesses.

The application of Islamic business ethics in supermarkets faces challenges such as lack of understanding of sharia principles, conflicts of interest with profits, competitive pressures, and regulatory and technological issues. However, there is a great opportunity to increase customer trust, build loyalty, create sustainable businesses, and leverage halal certification and technological advancements to reach a wider market and achieve business blessings.

To increase customer trust, deliver high-quality products/services, provide exceptional customer service with quick and transparent responses, and build authentic relationships

through open and honest communication. Additionally, provide security assurance, ask for reviews, display social proof such as testimonials, and provide consistent added value to build a positive reputation and customer loyalty.

How to Increase Customer Trust at Surya Jetis Ponorogo Supermarket

To increase customer trust at Surya Jetis Ponorogo Swalayan Surya, offer excellent service that is consistent with employee training, provide facilities and provide the Best Product Quality and Service, The methods applied by Surya Jetis Swalayan are as follows: 1). High-Quality Product/Service: Make sure your product or service meets or even exceeds customer expectations consistently, 2). Security Guarantee: Offer guarantees, such as money-back guarantees or guaranteed shipping, to convince customers that you are responsible for your products, 3). Data Security: Maintain the confidentiality and security of customer data to build a sense of security and trust, 4). Quick and Relevant Response: Respond quickly and to customer questions and complaints to show that you value their time and needs, 5). Communication Transparency: Provide clear and honest information about your products, prices, and policies. 6). Respond to Feedback: Actively listen to and act on customer feedback to show that you care and are committed to improvement, 7). On-Time Delivery Guarantee: Fulfill your commitment to safe and timely delivery to increase business credibility, 8). Conduct Effective Promotions: Convey promotions clearly and in accordance with your target market to attract interest and build trust.

D. CONCLUSION

The implementation of Islamic business ethics at Jetis Ponorogo Supermarket is by increasing consumer satisfaction through the principles of justice, honesty, trust, and social responsibility, such as fair service without discrimination, open communication, provision of quality products, and business practices that are fair and not detrimental to consumers. The application of this ethics builds trust, customer loyalty, and a healthy business climate.

Increase consumer trust, focus on consistent product/service quality and transparency in communication, including providing honest product information and ensuring transaction security. Strengthen your social media presence with helpful content and display positive reviews as social proof. Ensure good customer service to handle issues quickly and respond to negative reviews professionally to demonstrate a commitment to customer satisfaction.

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