

IMPLEMENTATION OF BUSINESS ETHICS IN INCREASING CONSUMER PURCHASE INTEREST AND SATISFACTION

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Abstract

The purpose of this research is to find out how the application of Islamic Business Ethics to Drinks at Teh Tarik Jodi Manahan increases buying interest and consumer satisfaction. This research method is qualitative research with a descriptive approach. Data collection was carried out through observation techniques, in-depth interviews and documentation. Data analysis was carried out qualitatively using procedures, namely through the process of data collection, data sources, data analysis and data validity. From the results of this research, it can be seen that in the application of Islamic business ethics, it has been fully implemented, including the principles of orderly administration and transparency in price setting, which has been implemented is relying on God's provisions (tauhid), selling halal and good quality goods, not using oaths, being loose and be generous. The impact of implementing Islamic business ethics is that life becomes more blessed and fulfilled and the number of customers increases so that income also increases. Obstacles faced include unstable raw material prices, the solution is that traders must be clever at innovating and creative so that profits can be maximized, tight business competition, the solution is to highlight food and drinks that are their specialty, traders cannot predict market conditions, the solution is to cook less food if it is finished cooking again. The final obstacle is that the quality of taste can change at any time. The solution is that the stall owner must ensure the quality of the taste of the food and drinks he sells himself.

Keywords: *Business Ethics, purchase intention, consumer satisfaction*

1. INTRODUCTION

The Islamic economic system is an economy that in its implementation is guided by Islamic teachings and values, and is based on the Qur'an, Hadith, Ijma and Qiyas. In Islam, moral values including honesty, justice, and openness in all matters are very necessary. The Prophet did not like it if in transactions did not pay attention to moral values. The Qur'an is used as a guide for life by Muslims in carrying out their lives and its truth is unquestionable. In addition, the Qur'an also contains everything including the economic sector, especially related to trade and buying and selling which discusses Islamic business ethics. Islam is a perfect religion that contains various life issues including human life, both expressed globally and in detail, substantively the teachings of Islam revealed by Allah SWT to the Prophet Muhammad SAW are divided into three parts, namely aqidah, sharia and morals. Islamic economics is an economic system whose main goal is to realize justice and equitable prosperity. Islam requires its people to work based on faith, work ethics and Islamic morals (Janwari, 2019).

Business Ethics in Islamic Perspective, journals recommended by Islam are farmers and traders. Therefore, the Prophet and his companions were many who worked as traders. However, in fact all professions are the same if they are not done solely for profit and wealth and are carried out according to Islamic law. Fraudulent acts in trade are often carried out. Many people still think that success is measured by profit and loss in the form of money. Trading views business as how to get big profits to measure success and low profits are bad performance. However, over time they realized that a good and successful business is the result of their good

efforts and implementing business ethics properly. Capital in trading is honesty and fairness in making transactions. Although there are fraudulent traders who then get big profits, they will slowly experience decline. Business has always played an important role in the economic and social life of everyone. Islam has allowed business since the beginning, because the Prophet himself initially also did business for a long time. In terms of trade or business, the Prophet Muhammad SAW gave appreciation as he said, "pay attention to trade, in fact in this world trade is nine out of ten doors of sustenance" (Yadi, 2012). A real business is a business that does not ignore ethics, so that it will have a positive impact on consumers, because the success of a business depends on the behavior or ethics of the business actors. The implementation of business ethics in society is highly desired by everyone, including the trading community at Teh Tarik Jodi Manahan. Usually trading activities are carried out in crowded places, for example around universities because there are many student activities there who will definitely need trading services, especially beverage traders who will help them recharge their energy for activities. Compared to selling in places with fewer people, selling in crowded places will quickly get a lot of profit. But even though opening a business around a campus has the potential to progress quickly, it must still be in accordance with Islamic law. The application of these business ethics must also be able to be applied in all aspects of economic activities, including trading activities. It should be trading in Teh Tarik Jodi Manahan traders also apply business ethics so that the business being run continues to grow and progress. Therefore the author is interested in conducting a study entitled "Implementation of Islamic Business Ethics in Beverages at Teh Tarik Jodi Manahan in Increasing Consumer Purchase Interest and Satisfaction".

2. LITERATURE REVIEW

2.1 Islamic Business Ethics

Business ethics is defined as a set of values about good, bad, right, wrong in the business world based on the principles of morality. In a broad sense, business ethics means a set of principles and norms that business actors must commit to in transacting, behaving and relating in order to achieve their business goals safely. According to Muslich, (2015) business ethics is the application of general ethics that regulate business behavior. Moral norms are the foundation that is used as a reference for business in its behavior. The basis of behavior is not only economic laws and market mechanisms that drive business behavior but moral and ethical values are also important references that must be used as the basis for its policies. Business ethics is behavior that regulates the good and bad of a business actor in running his business so that the goals of the business being run can be in accordance with what is desired. The basis of business ethics generally refers to moral norms (Kencana, 2015).

Understanding Islamic Business Ethics Islamic business can be interpreted as a series of business activities in various forms that are not limited by the amount (quantity) of ownership of assets (goods, services) including profits, but are limited in the way of obtaining and utilizing assets (there are halal and haram rules). Islam requires every Muslim (in particular) to have a responsibility to work. Working is one of the main reasons that allows humans to earn a living (sustenance). Allah has expanded the earth and its contents with various facilities that can be utilized by humans to earn a living. Islamic business ethics is a process and effort to find out what is right and what is wrong which then of course continues the right thing regarding products, company services with interested parties with company demands. Studying the moral quality of organizational policies, general concepts and standards for moral behavior in business, behaving responsibly and morally. This means that Islamic business ethics is a habit or moral culture related to business or company activities. From the description above, Islamic business ethics are values about good and bad as well as halal and haram in conducting business and

efforts in accordance with sharia principles. Because basically in doing business in Islam, it is not only about seeking profit but also expecting Allah's pleasure. In addition to being persistent and dedicated in trading, he also has the characteristics of shiddiq, amanah, fathanah and tabligh. Shiddiq means having honesty and always basing speech, deeds and beliefs as the basic values taught in Islam. Istiqamah or consistent. In faith and good values even though faced with challenges and temptations, and displayed in patience and tenacity so as to produce something optimal. Fathanah means being intelligent in deeply understanding everything that is his duty and obligation, thus creativity and the ability to make useful innovations will arise. Amanah means being trusted, so that it can be displayed in honesty in trading and optimal service in all matters. The last is tabligh, namely conveying revelation, meaning that the Messenger of Allah must convey all the teachings of Allah SWT, giving examples to others to carry out the provisions of Islamic teachings in everyday life (Nuraini, 2019).

2.2 Consumer Satisfaction

Purchase interest is part of the behavioral component in consumer attitudes. According to Kinnear and Taylor, (1995) "purchase interest is the stage of respondent's tendency to act before the purchase decision is actually implemented". A product can be said to have been consumed by consumers if the product has been decided to be purchased. The decision to buy is influenced by the evaluated value of the product. If the perceived benefits are greater than the sacrifice to get it, then the urge to buy it is higher. Purchase interest is the tendency of consumers to buy a brand or take action related to a purchase as measured by the level of consumer likelihood of making a purchase. Purchase interest is something related to consumer plans to buy a particular product within a certain time. Real purchases occur when consumers have an interest in buying a product. Real purchases are the ultimate goal of consumers where purchase interest is a mental statement of consumers that reflects the plan to buy a number of products with a particular brand, knowledge of the product to be purchased is very necessary for consumers. Furthermore, it is revealed that purchase interest arises because of consumer attitudes towards an object or product, consumer confidence in product quality, where the lower the consumer's confidence, the lower the consumer's purchase interest in the product.

Purchase interest is consumer behavior in the form of a desire to own so that they try to get it. Buying and selling is defined as an agreement to exchange objects or goods that have value voluntarily between two parties, one receives the goods and the other party receives them according to the agreed agreement. Maslahah in Islamic Consumer Behavior Islamic Sharia wants humans to achieve and maintain their well-being.

Today's consumption patterns emphasize the aspect of fulfilling material desires rather than other aspects of needs. Needs and desires Imam Al-Ghazali in the Raden Fatah Journal (2018) has clearly distinguished between desires (syahwat) and needs (hajat). Needs are human desires to get something that is needed in order to maintain their survival and carry out their functions. Furthermore, Imam Al-Ghazali emphasized the importance of intention in consuming so that it is not empty of meaning and sterile. Consumption is carried out in order to worship Allah. This view is certainly very different from the dimensions inherent in the concept of conventional consumption.

The conventional materialist view sees consumption as a function of desires, lusts, prices of goods, income and others without regard to the spiritual dimension because it is considered outside the authority of economics. Before making a purchase, a seller must be able to arouse consumer interest in buying. One way is to beautify the appearance of the product and make the promotion as attractive as possible so that potential consumers can see and want to find information about the products offered by the seller.

3. RESEARCH METHODS

The methodology used in this study is a qualitative method. Qualitative research focuses on understanding a particular topic at a deeper level rather than generalizing the results. Research data were collected directly by interviewing the owner of Teh Tarik Jodi Manahan who applies Islamic business ethics to increase consumer interest and satisfaction. Furthermore, the data obtained is presented narratively, and there is also data in document format related to the topic of this study. To obtain various information, persuade and show a clear view of the subject or problem being investigated, interviews, documentation, and direct observation are used. The researcher must then conduct a detailed analysis and explain his findings in such a way that it is ultimately possible to draw conclusions.

4. RESULTS AND DISCUSSION

4.1 Results

Teh Tarik Jodi Manahan, the partner is the author's older brother. In Teh Tarik Jodi itself there are several flavors of drinks and there are many foods, for example the drinks themselves are teh-o, original Teh Tarik, chocolate, matcha, kopi-o, kopi tiam. There are many foods, for example there are several frozen food grills, intestines, sausages, liver, srikaya bread and there is grilled rice. My brother and I built this business from August 2023, which at that time got the idea to build a business, finally decided to build a business by partnering with Teh Tarik Jodi, we built the business initially busy because it was just opening and there was a first opening discount, from initially selling 150 cups to only selling 30 cups per day, over time the sales decreased, and at the end of 2024, precisely in December, it became busy because of the struggles we experienced so thank God we were able to sell an average of 150 cups per day from rain to heat we did it. Finally opened until now and thank God every night there are many people hanging out and it's crowded. Partnership according to Jodi is a collaboration between two parties to run a business together. Jodi prioritizes intensive mentoring for partners so that they succeed. A good partnership is one that works hard and builds good relationships, and provides mutually beneficial benefits for both parties. To join the Teh Tarik Jodi partnership, the promo fee of 13 million rupiah includes a booth, equipment, raw materials for 400 cups, and management guidance. If you want to try Teh Tarik Jodi and experience the pleasure of authentic teh tarik in Solo, you can visit their location on Jalan Slamet Riyadi, Solo City, precisely in front of the Semeru Elektronik Ngarsopuro Solo store. In addition, Teh Tarik Jodi has also opened partnership branches in several locations, such as Teh Tarik Jodi UMS, Teh Tarik Jodi Gentan, and The Tarik Jodi Lippo Mall Jogja. Teh Tarik Jodi will also be coming soon at Teh Tarik Jodi Kawatan, Teh Tarik Jodi Pasar Gede, Teh Tarik Jodi Kandangsapi, Teh Tarik Jodi Bali Denpasar, Teh Tarik Jodi Langenharjo, and Teh Tarik Jodi Seturan.

4.2 Discussion

Based on the results of the research that has been done, it can be explained that the implementation of Islamic Business Ethics at Teh Tarik Jodi Manahan has been implemented well and has been realized. Based on the results of interviews obtained from sources, it shows that the implementation of Islamic Business Ethics has been implemented well at Teh Tarik Jodi Manahan. In realizing the implementation of Islamic business ethics, it has been proven by Teh Tarik Jodi Manahan with greetings and greetings and being served in a friendly manner, because of the friendly service, many consumers feel happy when they come to buy Teh Tarik Jodi Manahan. This is reinforced by the results of an interview with Mr. Gilang who was satisfied with the friendly service. With the use of halal raw materials at Teh Tarik Jodi Manahan, the owner feels calm by not bearing sin and not violating business ethics with Islamic law. In accordance with what Mr. Andra said as the owner. Applying Islamic business ethics at Teh

Tarik Jodi Manahan has been done, such as saying greetings and welcoming them in a friendly manner, because of that, some of the things that are done in business with Islamic law. This can be proven from the results of interviews with Andra as the owner and Gilang as the buyer. The transparent pricing of Teh Tarik Jodi Manahan can help consumers know the price information listed on the menu or not feel curious about prices that may be too expensive and not feel cheated. As can be seen from the results of interviews with Andra as the owner and Hengky as the buyer. The Impact of Implementing Business Ethics on Consumer Interest in Buying and Satisfaction at Teh Tarik Jodi Manahan.

Based on the results of the research conducted, it can be said that it is delicious and halal, therefore consumers tend to buy products at Teh Tarik Jodi Manahan. The statement above is reinforced by the results of an interview with Kevin who is interested in buying Teh Tarik and often buys it. From the results of the research that has been conducted, it was found that several people have recommended Teh Tarik Jodi Manahan to several friends and even their closest relatives. Because of the delicious taste and using halal ingredients. This is reinforced by the results of an interview with Kevin who recommended it to his closest friends. Because in buying a product, you must choose based on maybe taste, service and halal ingredients. Teh Tarik Jodi Manahan has implemented this so that some people prefer Teh Tarik Jodi Manahan compared to Teh Tarik with other brands or brands. From the results of the research conducted, it can be explained that consumers are satisfied with the Teh Tarik Jodi Manahan product, which uses halal ingredients so that the products sold are halal products. From the conclusion above, it can be proven from the results of an interview with Hengky who bought the Teh Tarik Jodi Manahan product. The above study concludes that consumers are satisfied with the portion given to consumers because it is not excessive and not too little to consume so it is not wasteful. This is reinforced by the results of the interview with Mr. Hengky. With the service that has been given by Teh Tarik Jodi Manahan, there are several consumers who are satisfied with the friendly service and are not disappointed with the service at Teh Tarik Jodi Manahan. Based on the results of the interview with Mr. Hengky, he was satisfied with the service. Consumer emotions are indeed different, but with consumer satisfaction after consuming Teh Tarik Jodi Manahan products, it can change the mood from being bad to being better. And this can be proven by the results of the interview with Mr. Hengky as a buyer. Obstacles and solutions in implementing Islamic business ethics in trading drinks at Teh Tarik Jodi Manahan. Obstacles, from the results of the study above, the obstacles faced by Teh Tarik Jodi Manahan are the increase in the price of ingredients which are expensive, causing the profits obtained to be small because the owner does not want usury so he takes sufficient profit. This is reinforced by the results of the interview with Mr. Andra as the owner of Teh Tarik Jodi Manahan. Solution, the solution taken by Teh Tarik Jodi Manahan buyers is usually to use relatively cheaper raw materials which usually taste similar to those sold or look for other alternatives by looking for cheaper raw materials to sell new products and create new menus to cover small profits. This is reinforced by the results of an interview with Andra as the owner of Teh Tarik Jodi Manahan. "

In trading, the end result is not to seek buying interest and consumer satisfaction but in Islamic law is to seek blessings which means God's gift that brings goodness to human life. Where in ourselves if we get blessings is a reward for our provisions to enter heaven.

Maslahah is a concept that is used as the main consideration in resolving Islamic legal problems because the principle contained in maslahah is the maintenance of the objective intent of the law (maqasid al-syari'ah), namely the maintenance of religion, soul, mind, descendants, and property. We apply maslahah to limit where we in trading must have limits to make decisions in solving problems so as not to violate the principles of trade with Islamic law. Falah in the context of trading is a concept in Islam that refers to the success or success given by Allah to someone in his trading business. This term is often used to imply that success in trading does

not only depend on human effort and strategy, but is also the result of the blessings and help of Allah SWT.

5. Conclusions

- a. The implementation of Business Ethics when trading at Teh Tarik Jodi Manahan has been implemented well and has been realized with the existence of friendly service to consumers, greetings before consumers come to the cashier to order a menu. Islamic business ethics at Teh Tarik Jodi Manahan.
- b. The Impact of the Implementation of Business Ethics on Consumer Purchase Interest and Satisfaction at Teh Tarik Jodi Manahan, thus, the conclusion of the description is that the implementation of Islamic business ethics at Teh Tarik Jodi Manahan has increased consumer purchase interest and provided them with satisfaction through halal products, good taste, right measurements, and friendly service and can also change a person's mood if someone likes the product.
- c. From the description, it can be concluded that in the implementation of business ethics in trading drinks at Teh Tarik Jodi Manahan, thus, the conclusion of the description is that despite facing obstacles in the implementation of Islamic business ethics, Teh Tarik Jodi Manahan has succeeded in overcoming these challenges by finding creative solutions and in accordance with the principles of Islamic business. This reflects their commitment to continue running their business in accordance with the principles of Islamic business ethics.

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