

## Implementation of Business Ethics in Snack Buying and Selling Practices at TB MART from a Sharia Economic Perspective

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### ABSTRACT

*This study aims to analyze in depth the implementation and exploration of Islamic business ethics in buying and selling practices in modern retail organizations at TB MART Darussalam, Indonesia, in order to mitigate the discrepancy between the theological norms of Islamic economics and the reality of contemporary market behavior. Using a qualitative approach with a case study type, data were collected through in-depth interviews, participant observation, documentation, and audio analysis of 6 informants including store managers, cashiers, sales assistants, and regular customers. The results of the study indicate that TB MART Darussalam has successfully internalized Islamic norms into its organizational social structure so that business ethics manifests as automatic behavior (habitualization). This actualization is evidenced through three main operational aspects: first, the implementation of quality transparency (tabyin) in the form of providing "Honest Discount Shelves" for minor defective products or products nearing their expiration date to reduce information asymmetry (gharar); second, the guarantee of halal thayyiban products through strict screening of official halal certification (MUI/BPJPH) from suppliers; and third, structured quality control management through the implementation of routine stock taking once a week to remove damaged products from display shelves. The strong synergy between internal monitoring of managers based on the values of amanah and siddiq, and the critical attitude of consumers (self-monitoring) has proven successful in eliminating doubts (syubhat), creating a sense of security (sense of security), generating trust (trust), and building long-term customer loyalty amidst competition.*

### INTRODUCTION

The implementation of business ethics in buying and selling practices at TB MART is a social fact that represents a collective awareness of a value system that goes beyond mere profit interests (Point) (Fasa & Suharto, 2021). This occurs because TB MART has successfully internalized sharia norms into the social structure of its organization, where business ethics is not only seen as company rules, but as a moral and religious obligation that binds all elements within it (Reason). This phenomenon can be validated through real evidence in the field, such as employee consistency in providing honest information regarding

product specifications, the absence of weighing or price manipulation practices, and a trustworthy attitude in handling customer complaints, which indicates that ethics has become an automatic behavior (habitualization) in social interactions in the store. In addition, the existence of transparency in the defective goods return system is empirical evidence that economic justice is truly practiced (Azizah & Nurhasanah, 2023). In conclusion, business ethics at TB MART has transformed into a social force that shapes institutional identity, where buying and selling practices are no longer merely material exchanges, but rather a manifestation of the integration of sharia economic values in social reality that is able to create public trust and stability of a sustainable business ecosystem (Rahmawati & Hidayat, 2022).

The implementation of Islamic business ethics in collective buying and selling practices exhibits diverse dynamics and is highly dependent on the market context and the level of awareness of business actors. A number of literature reveals that although many traders have attempted to internalize key principles such as unity (*tawhid*), balance (*equilibrium*), free will, responsibility, and virtue (*ihsan*) as forms of worship, inconsistencies remain across regions. Studies in traditional markets indicate a relatively good implementation of honesty and hospitality, but other research documents serious violations in technical aspects of hospitality that decrease customer satisfaction. (Rahmawati & Hidayat, 2022). This phenomenon of non-compliance is increasingly complex in the digital era, where the risks of uncertainty (*gharar*) and fraud (*tadlis*) in product descriptions and pricing systems remain common due to low sharia literacy and the influence of the capitalist system. Therefore, the effectiveness of implementing this ethics is greatly influenced by business actors' deep understanding of the blessings of wealth and moral responsibility that go beyond mere economic transactions (Sari & Wibowo, 2022).

Based on the synthesis of these phenomena, the novelty of this research lies in the comparative analysis of ethical behavior patterns of traders in different retail ecosystems, in order to map the dichotomy between normative compliance and pragmatic realities on the ground (Hidayah & Fauzi, 2024). While the current literature has documented general ethical inconsistencies, this study goes further by identifying specific variables such as individual awareness levels versus local market pressures that trigger violations such as scale fraud and price inequity (Yusuf & Fitria, 2021). By focusing the investigation on a specific entity such as TB MART, this research will fill the empirical gap that has been generally focused, while also formulating an applicable model for implementing Islamic business ethics for modern retail organizations in facing integrity challenges in the contemporary marketplace (Anwar & Ridwan, 2023).

The urgency of this research lies in the need to mitigate the discrepancy between the theological norms of Islamic economics and the reality of modern retail market behavior, which remains vulnerable to fraudulent practices (Nurhadi, 2020). Given the lack of specific scientific data regarding TB MART, this study is crucial to validate whether the principles of

honesty, fairness, and trustworthiness have been consistently internalized in its operational procedures, rather than simply being a normative label. By filling this empirical gap, this research serves as a moral audit instrument and a contribution to the literature, demonstrating the effectiveness of Islamic ethics as a solid foundation for the sustainability of retail businesses in Indonesia (Yusuf & Fitria, 2021).

## RESEARCH METHODS

This research was conducted at TB MART Darussalam, Indonesia, a location deliberately chosen for its strategic location in the center of community activities that uphold religious values (Septiana et al., 2024) . This location selection is highly relevant to the research title because TB MART Darussalam is a retail business unit that operates with an Islamic economic identity amidst modern market competition (Assyakurrohim et al., 2023) . Its existence provides a strong context for examining the extent to which Islamic business ethics are actually implemented in everyday buying and selling interactions, making it an ideal object of observation to obtain a comprehensive picture of the synchronization between business labels and sharia practices in the field (Fadli, 2021).

The research approach used is qualitative with a case study type to explore the phenomenon of business ethics implementation in depth and naturally. (Nurahma & Hendriani, 2021). A qualitative approach was chosen because the researchers sought to comprehensively understand the meaning and dynamics of human behavior in transactions that are difficult to measure quantitatively. Meanwhile, the case study type was chosen so that researchers could focus intensively on a single system unit, thus answering questions about how Islamic economic principles are internalized and practiced specifically at TB MART, ultimately resulting in findings rich in contextual detail (Nurahma & Hendriani, 2021).

This research was conducted at TB MART Darussalam, Indonesia, chosen due to its strategic location and representation of a sharia business entity, making it highly relevant to test the consistency between religious identity and the reality of ethical buying and selling practices in the field. Using a qualitative case study approach, this research aims to deeply explore the meaning and dynamics of economic behavior that cannot be measured quantitatively through direct interaction (Saefuddin et al., 2023) . Data were collected through in-depth interviews, participant observation, documentation, and audio analysis from field informants (managers, employees, customers) and expert informants to obtain comprehensive theoretical validation. (Nurahma & Hendriani, 2021). All data were analyzed using the Miles and Huberman interactive model, which includes reduction, presentation, and conclusion drawing. Their validity was tested through triangulation of sources, methods, and observers to ensure:

No	Informant Criteria	Gender	Informant Code	Amount
1	<b>Store Manager</b> (Responsible for business ethics policies and implementation)	Man	INF-01 (MJ)	1 person
2	<b>Cashier Employees</b> (Front line in transaction practices and price honesty)	Man	INF-02 (KS)	2 persons
3	<b>Warehouse Staff</b> (Parties who manage the physical conformity of products and labels)	Man	INF-03 (PR)	1 person
4	<b>Regular Customers</b> (Subjects who directly experience the impact of service ethics)	Male Female	INF-04 (PL)	2 persons
<b>Total</b>				<b>6 People</b>

objectivity, credibility, and scientific validity of research results (Qomaruddin & Sa'diyah, 2024).

The data analysis technique applied is the Miles and Huberman interactive model which includes data reduction, data presentation, and continuous drawing of conclusions until the data reaches saturation. (Septiana et al., 2024). The rationale for using this model is its flexibility and acuity in organizing complex qualitative data into systematic patterns. Furthermore, to ensure the validity of the findings, triangulation of sources, methods, and observers was used. This step was taken to verify the accuracy of the information from various perspectives, compare results between data collection techniques, and involve additional observers to minimize researcher subjectivity, thus ensuring the final results of this study have high credibility and scientific validity (Fadli, 2021).

## RESULTS AND DISCUSSION

### A. Transparency of Product Quality and Physical Condition ( *Tabyin* )

In reality social modern society, transparency quality and condition physique product or known with draft *tabyin* (clarification and openness) has shift from just moral norms become A need structural in transaction market economy. Points main from findings study This show that level openness manufacturer about condition real something product in a way significant determine degrees trust consumer ( *trust* ) and stability social in ecosystem trade. Underlying reasons phenomenon This is existence shift behavior increasingly consumers critical ; they No Again only evaluate product

from aspect price or brand, but rather from honesty information For avoid asymmetry information that often triggers conflict social or feeling disadvantaged. As proof sociological research take notes that the trading platform that implements system description product in detail, including Photo without engineering , as well as brave display disability minor products in honestly , actually experience improvement loyalty customer by 40% and a decrease number dispute or return goods in a way drastic compared to with perpetrator manipulative efforts . In conclusion , the practice *tabyin* or transparency physique product This No Again just ethics business that is optional , but A fact functioning social as adhesive social and instrumental enforcer justice capable economy create a healthy , safe and sustainable market climate for all parties involved. Price Label Conformity and Accuracy Cashier ( *Al-Adl* ) (Irawan, 2023) . As stated in the results of interviews with employees, namely:

*Since the beginning of our Sharia-compliant system, we have been committed to not hiding defects or quality degradation in the snacks we sell. If we find a chip package that's slightly deflated due to a small leak during shipping, or a snack nearing its expiration date (within 3-4 weeks), we separate it into a special "Honest Discount" shelf. We label it with a paper label . big written condition in reality , for example : ' Packaging A little 'Kemped ' or 'Expiration Date Near ' . At first we were afraid No sell , but it turns out consumer precisely appreciate honesty this . They feel No lied to , and snacks on the shelves That rather always finished sold every the day.*

No	Monitoring & Action Description	Results & Impact Social
1	<b>Separation Product Defective / Completed Sort</b> Manager in a way active monitor and separate snacks with packaging damaged ( smooth leak / flat ) or products that are approaching their expiration date (3-4 weeks ) from rack main	Product No pile up or tucked in between goods good , so avoid risk consumers make the wrong purchase in a way No on purpose .
2	<b>Provision of "Honest Discount Shelves"</b> Create a dedicated area for products that have experienced physical deterioration by including a large paper label that explains the actual condition of the item without hiding anything.	Remove asymmetry information ( <i>gharar</i> ). Products on the shelves special the precisely always finished sold every day Because transparency price and condition .
3	<b>Employee Education and Transparency</b> Store employees are trained to actively inform consumers about the physical condition of snacks (such as slightly crushed or soft biscuits)	Build peace and security for consumers ( <i>trust</i> ). Transparency This succeed create loyalty

	directly during transactions.	customer long- term.
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Based on the data presented in the table, the interpretation of the findings indicates that TB MART has successfully integrated operational monitoring *with* religious moral values into a transparent business ecosystem. Preventive measures taken by management include sorting damaged snack packaging, grouping them into "Honest Discount Shelves," and engaging employees to actively inform customers about the actual condition of goods, beyond mere inventory management activities. From a sociological and sharia economic perspective, this series of actions represents a concrete manifestation of efforts to reduce information asymmetry, which often forms the root of conflict in trade transactions. The results appear very positive; rather than experiencing losses due to defective goods, this openness actually creates social *outcomes* in the form of a sense of security, increased trust, and strong customer loyalty. In conclusion, the table confirms that structured honesty through a sound monitoring system can transform potential material losses into long-term reputational assets that benefit business actors (Wulandari & Djakfar, 2022).

#### **B. Guarantee of Halal and Safety of Snack Products ( *Halalan Thayyiban* )**

In landscape behavior Muslim consumers today this, awareness to consumption clean, safe and appropriate food sharia has incarnate become A movement massive social. Points main from findings study This confirm that implementation guarantee halal and safety product *snacks ( halal ) thayyiban* ) at TB MART not Again just fulfillment formal regulations, but rather has become standard morality collective that determines integration social between perpetrator business and community surrounding area. The underlying reasons phenomenon This is existence need sociological public towards a sense of security ( *sense of security* ) spiritually and physically; consumers need certainty that the snacks they have consumption free from haram ( *halal* ) ingredients at the same time safe for health body ( *thayyib* ), such as free from substance chemistry dangerous or expired. As proof empirically in the field, TB MART in general consistent sort snack products by the kilo For ensure the presence of an official halal logo, check seal packaging to keep it hygienic, as well as educate customer regarding shelf life product. Real steps This bear fruit results in the form of disappearance doubt ( *syubhat* ) among consumers, which is proven with increasing sales volume *snacks* friendly child as well as testimoni positive parents who feel calm shopping at the store this. In conclusion, the fulfillment of principle *halal thayyiban* at TB MART has become fact social functioning institutions as instrument protection consumer at a time social capital glue, where businesses can develop rapidly precisely when capable align

compliance sharia with standard modern health in the real world (Hanifah, 2021) . As stated in employee interviews:

*When choosing to stock snacks, especially packaged snacks that come with a seal, we require suppliers to show halal certification from the Indonesian Ulema Council (MUI) or the Halal Product Guarantee Agency (BPJPH). If they don't, we immediately reject them. Second, for safety, we physically inspect each incoming item: whether the plastic seals are tight, whether there's a rancid odor, or whether there are any bugs. We also routinely... check date expired in warehouse a week very. For us, selling snacks that are safe and pure That trust sharia that is not Can bargained.*

No	Monitoring & Action Description	Results & Impact Social
1	<b>Filtering Strict Halal Certification</b> Procurement department in a way active monitor and require supplier <i>snacks</i> ( especially product kiloan ) for show official halal certificate from MUI/BPJPH before goods enter warehouse .	Ensure certainty law sharia on the products sold , so succeed eliminate doubt ( <i>syubhat</i> ) among Muslim consumers .
2	<b>Inspection Physical and Hygiene Product</b> Do checking physique periodically moment goods come , cover density seal packaging wholesale ( <i>bal-balan</i> ), detection smell rancid , until inspection potential pests / lice .	Ensure aspect <i>thayyib</i> ( quality and safety) food ) is fulfilled , so that product arrived to hand consumer still hygienic and decent consumption .
3	<b>Expiration &amp; Storage Management</b> Implement routine quality control once a week to check the expiration date in the warehouse and store <i>snacks</i> by the kilo in tightly closed airtight containers/jars.	Guard crispiness products so as not to soft at a time provide a sense of security for parents who buy it snacks For children they .

Based on the data presented in table , interpretation findings show that TB MART is consistent has actualize principle *halal thayyiban* to in system management measurable and applicable operations . Selection actions strict to halal certification from party supplier prove that aspect spirituality consumer become priority main use avoid characteristic *syubhat* ( doubt ) in trade . No stop at the formal legality of halal

alone, the dimension *thayyib* (goodness and security) is also manifested in a way real through inspection physical, guarding hygiene products, as well as control strict against the expiration date goods in the warehouse storage. In sociological, integration second aspect This give impact significant social in the form of the birth of a sense of *security* and the growth of deep trust from society, especially parents who are very selective to quality snacks children. In conclusion, the table the confirm that implementation ethics Islamic business at TB MART does not just become theological jargon, but rather has incarnate become A standard quality operational successful modern retail align compliance sharia with protection health consumers in the real world (Nurhadi, 2020).

### C. Guarantee of Halal and Safety of *Snack Products* ( *Halalan Thayyiban* )

In reality social society, awareness consumer to consumption healthy and appropriate food religious rules have form A fact social new in the form of standardization strict to product food light through principle *halal thayyiban*. Phenomenon This happen Because modern society does not Again only prioritize taste or price, but also certainty religious law (halal) and guarantee health and cleanliness ( *thayyib* ) from the products they consumption everyday. Real evidence from shift behavior This seen from increasing massive market demand to product *snacks* that include the official halal logo from authority authorized, as well as the presence of information labels mark nutrition and dates clear expiration date on the packaging. In addition that, the producers food light now in a way open documenting as well as publish the production process they start from election material free standard from contamination illicit substances up to implementation sanitation hygienic factory in order to maintain trust and loyalty consumers. In conclusion, the guarantee halal and safety product *snacks* moment This No Again just fulfillment regulations law or purely spiritual advice, however has incarnate become A norm social and style life mandatory ( *lifestyle* ) that is binding at a time direct pattern consumption as well as production in contemporary market ecosystem (Nurhadi, 2020). As stated in the results of interviews with employees, namely:

*We at TB MART have a responsibility moral responsibility to majority consumers Muslim. In ethics Islamic business, selling defective goods or almost expired without clarity That is prohibited. Therefore, every a week once we do stock opname special For check expiry date and condition snack packaging. If there are snacks that are packaged damaged, leaking, or expired not enough from two month, we immediately withdraw from shelves and we return to the supplier. We want ensure what was purchased consumers here truly safe and decent consumption.*

No.	Mentoring / Monitoring Description	Field Findings
1	<b>Management Control Quality by Management</b> <i>(Internal monitoring of criteria thayyib / security product )</i>	a) TB MART management carries out <i>inventory taking</i> routine every a week very. b) Snacks that are damaged , leaking, or past their expiration date not enough from 2 months direct withdrawn from shelves and returns to <i>supplier</i> . c) Prevent loss consumer as form real principle Trust and Siddiq ( Honesty ).
2	<b>Education and Self-Mentoring by Consumers</b> <i>( Observation independent to criteria halal / sharia )</i>	a) Consumer behave critical with always check the official halal logo (MUI/BPJPH) before buy. b) Consumer in a way active check date expiration date on packaging part behind <i>snacks</i> .
3	<b>Maintenance Environment and Product Display</b> <i>( Hygiene monitoring retail space )</i>	a) Arrangement product <i>snacks</i> on TB MART shelves are maintained with neat and clean. b) Product free from dust and damage physical ( not dented / soft ), so that provide a sense of security and comfort ( <i>thayyib</i> ) for customer.

Based on the data presented in table, interpretation to practice sell buy at TB MART shows existence strong synergy between party managers and consumers in uphold principle *halal thayyiban* in accordance guidance Sharia Economics. From the perspective of internal management, TB MART management has implement mark trustworthiness and honesty ( *siddiq* ). real through activity control periodic quality ( *monitoring* ) a week once . Preventive measures in the form of withdrawal product spoiled *snacks* or nearing expiration date prove commitment supermarket For protect consumer from loss physique and materials. On the other hand , the findings this also shows height awareness *self-monitoring* from consumers who act critical in ensure formal halal certification (MUI/BPJPH logo) and eligibility

consumption product food . Maintaining the cleanliness of store displays with good in the end complete fulfillment aspect *thayyib* ( hygiene and comfort ). In general overall , interpretation This confirm that implementation ethics Islamic business at TB MART does not walk unilaterally , but rather interaction two successful direction create transparent, healthy market ecosystem, as well as clean from element ambiguity ( *gharar* ) (Hasanah & Prasetyo, 2021).

**Picture**



**Figure 1.** Interview with TB MART Employees Regarding the Implementation of Islamic Business Ethics in Snack Buying and Selling Practices

### CONCLUSION AND SUGGESTIONS

Based on the results of data analysis and discussion, it can be concluded that TB MART Darussalam has successfully internalized and actualized the principles of Islamic business ethics into a modern retail operational management system consistently. This success is proven through quality transparency ( *tabyin* ) such as the provision of "Honest Discount Shelves", food safety guarantees ( *halalan thayyiban* ), and structured control management based on the values of *amanah* and *siddiq.*, thus being able to reduce information asymmetry, create a sense of security, and build customer loyalty. As a suggestion for future development, TB MART management is advised to maintain the consistency of the *monitoring system* that has been running well while expanding digital sharia literacy education to strengthen business reputation, while for further researchers it is recommended to conduct comparative analysis with different retail ecosystems to map the ethical behavior patterns of traders more broadly.

**THANK-YOU NOTE**

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