

Penerapan Prinsip Etika Bisnis dalam Produksi, Distribusi, dan Konsumsi yang Berkelanjutan

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Abstract

This research examines the application of Islamic business ethics in an increasingly complex business world, particularly in the context of rising consumer consumption. The study focuses on how Islamic principles can guide business actors in their economic activities, from production to consumption. Through a qualitative research method, this study analyzes various literature sources related to Islamic business ethics. The results of the analysis show that there are several fundamental principles that Muslim business actors must uphold, such as the principles of halal, justice, environmental sustainability, trust, and social responsibility. These principles are not merely religious obligations but also have positive implications for business sustainability and societal well-being. The implementation of Islamic business ethics in business practices offers several benefits, including increased consumer trust, competitive advantage, and contributions to sustainable development. Thus, this study concludes that Islamic business ethics provides a comprehensive framework for businesses to operate responsibly and sustainably.

Keywords:

Etika Bisnis
Produksi
Konsumsi
Distribusi

Abstrak

Penelitian ini mengkaji penerapan nilai-nilai etika bisnis Islam dalam dunia usaha yang semakin kompleks, khususnya dalam konteks peningkatan konsumsi masyarakat. Fokus penelitian ini adalah pada bagaimana prinsip-prinsip Islam dapat menjadi pedoman bagi pelaku bisnis dalam menjalankan aktivitas ekonomi, mulai dari produksi hingga konsumsi. Melalui metode penelitian kualitatif, studi ini menganalisis berbagai sumber literatur terkait etika bisnis Islam. Hasil analisis menunjukkan bahwa terdapat beberapa prinsip dasar yang harus dipegang oleh pelaku bisnis Muslim, seperti prinsip halal, keadilan, pelestarian lingkungan, amanah, dan tanggung jawab sosial. Prinsip-prinsip ini tidak hanya sebatas tuntutan agama, tetapi juga memiliki implikasi positif bagi keberlangsungan bisnis dan kesejahteraan masyarakat. Penerapan etika bisnis Islam dalam praktik bisnis memberikan sejumlah manfaat, di antaranya adalah meningkatnya kepercayaan konsumen, keunggulan kompetitif, dan kontribusi terhadap pembangunan berkelanjutan. Dengan demikian, penelitian ini menyimpulkan bahwa etika bisnis Islam menawarkan kerangka kerja yang komprehensif bagi pelaku bisnis untuk menjalankan usahanya secara bertanggung jawab dan berkelanjutan.

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1. INTRODUCTION

The rapidly growing business world is a challenge and threat for business actors to be able to win the competition and maintain the survival of their company. Companies that want to grow and want to gain competitive advantage must be able to provide quality products or services, affordable prices compared to competitors, shorter manufacturing and delivery/transaction processes and better service than other

competitors. In order to win business competition, maintain the existing market, and capture the existing market, companies are required to have the ability to adapt their business strategies and the environment that is constantly changing. (Desita 2021) . Every business actor must have a level of sensitivity to every change that occurs, and be able to meet and respond to every consumer demand that is increasingly diverse and constantly changing. Business actors must be able to produce products that are able to play on consumer emotions, and through these products are able to improve and create consumer *experience* (Aini 2024) .

Business ethics has a close relationship with consumer satisfaction. Business ethics provide an incentive for consumers to establish strong bonds with the company. In the long term, such bonds allow companies to thoroughly understand consumer expectations and their needs. (Haidarravy and Ismail 2024) Thus, the company is able to increase the level of consumer satisfaction, where the company maximizes pleasant consumer experiences and minimizes unpleasant consumer experiences. The goal of a business is to create satisfied consumers. (Handayani and Riofita 2024) Superior and consistent service quality can foster consumer satisfaction and will provide various benefits. Consumer satisfaction is the consumer's response to the discrepancy between the previous level of interest and the actual performance felt after use (Aini 2024) .

Factors that determine consumer satisfaction are consumer perceptions of the application of business ethics that focus on three dimensions of business ethics, namely: Honesty, justice and truth. Consumers in choosing a product or service do not only depend on the quality of service, but also on the value perceived by consumers, companies must add value that can make consumers get what they pay for or more than they expect, so that consumers can survive.

2. FORMULATION OF THE PROBLEM

In an increasingly competitive business world, companies are faced with the challenge of maintaining their survival and achieving competitive advantage. Tight competition requires companies to be adaptive to changes in the business environment and be able to meet increasingly high consumer expectations. This study aims to identify the extent to which the application of business ethics can be a solution for companies in facing these challenges. More specifically, this study will examine the relationship between the application of business ethics principles, such as honesty, fairness, and truth, with the level of consumer satisfaction. The research question to be answered is: How can consistent application of business ethics increase consumer satisfaction and ultimately contribute to the company's long-term success.

3. THEORITICAL REVIEW

Business ethics is not only a moral guideline in running a business, but also has significant implications for the Company's performance. Increasingly tight business competition encourages companies to continue to innovate and provide added value to consumers. Product quality, competitive prices, and superior service are determining factors for a company's success in winning the competition. However, in the midst of fierce competition, companies also need to pay attention to ethical aspects in every business activity. Consistent application of business ethics can build consumer trust, improve the company's reputation, and ultimately contribute to business sustainability.

Business ethics has several theories, including:

1. *Theory Ethics Utilitarianism (Theory of Ethics of Benefit/Use)*

The term *utilitarianism* comes from the Latin *utilis* which means benefit or usefulness. The main initiator of this ethic is the English philosopher and economist, Jertemy Benthan (Salam et al. 2024) . *Utilitarianism* is an ethic that teaches about what is useful is good or assesses good or bad, right / wrong, fair / unfair an action or result based on the consequences. Because of its emphasis on results (*output*), this ethic is also known as *consequentialism ethics* . This *utilitarian ethics* dominates the human perspective in the context of modern economic behavior, where business economic actors tend to emphasize achieving results, output by ignoring the process (Syafiq 2019) . As a result, humans are trapped in pragmatic thinking that tends to justify the means to achieve goals.

2. *Theory of Ethics of Relativism (Theory of Relative Ethics)*

This ethic essentially views that there is no measure that can be used to determine whether an action is ethical or unethical, right or wrong, good or bad, everything is *relative* so that the ethical criteria according to this ethic can be determined by each person. (Budi Karyanto 2024) . Each person who lives in a different cultural setting has their own ethics. Each person can use ethical criteria according to the ethical values that grow and develop in their own social and cultural environment. Social values and behavior must be seen in the context of the culture that underlies them.

3. *Theory Ethics of duty (Theory of Ethics of Obligation)*

The origin of this obligation can be traced back to the thoughts of the German philosopher, Immanuel Kant. This ethic is also known as *deontology*, a term taken from the Greek word *deon*, which means *duty*. (Kurniawan, nd). This ethic argues that an act contains moral value and is declared morally good if it is based on good motivation (*goodwill*). An act is good if it is done because of good motivation which is based on obligation. For Kant, an act is good if it is done based on *categorical imperative*, which is an obligation that is done without any conditions. (Nada and Nuraeni 2023). If someone is lent an item, for example, then he is obliged to return it without having to fear being fined or not being reported to the authorities. The return of borrowed items is carried out truly on the basis of obligation.

4. *Theory Natural law of Ethics (Theory of Rights Ethics)*

Natural law of Ethics was developed by John Locke, an English philosopher. This ethic is based on the main principle of respecting the rights and freedoms *inherent* in a person. (Murtiningsih et al. 2024) Individuals have natural potential that must be respected, namely human rights and freedom. This ethic is also known as the theory of rights. The rights approach in this theory emphasizes a single value, namely freedom. A decision and action are considered ethical when the decision and action are determined based on individual rights that guarantee freedom of *choice*.

5. *Theory Ethic of Virtue (Theory of Ethics of Virtue)*

The last theory is the theory of virtue. This theory views a person's attitude or morals, not questioning whether a particular act is fair or honest, or generous, but whether the person is fair, honest, moral and so on. This theory historically originates from the tradition of Ancient Greek thought, precisely during the time of Aristotle (384-32 BC) (Rosa 2018). Virtue can be defined as a disposition of character that has been acquired by a person and allows him to behave morally well. In business ethics, this virtue must color the nature and character of every business, such as honesty, fairness, trust, and tenacity.

4. DISCUSSION

Ethics comes from the Greek word "Ethos" which means customs or habits (Himmawan et al. 2024) This means that ethics is related to values, good ways of life, good rules of life, and all habits that are adopted and passed down from one person to another or from one generation to another. According to Magnis Suseno, ethics is a science and not a teaching, which according to him is ethics in the second sense (Aji 2024). As a science that primarily emphasizes critical and rational reflection, ethics in both of these questions whether certain moral values and norms should be implemented in certain concrete situations faced by a person.

In general, ethics can be defined as a systematic effort, using reason to interpret our individual or social, moral experience, in which way it can determine the role that will regulate human actions and useful values in life. As for business, it is all activities that involve the provision of goods and services that are needed and desired by others (Fuad 2006). With it, business actors can determine and provide the desires and needs of others (consumers) and always try to ensure that consumers are satisfied with the goods and services provided.

Business ethics is a set of moral rules relating to good and bad, right and wrong, lying and honesty. This ethic is intended to control human behavior in carrying out business activities, namely carrying out mutually beneficial exchanges of goods, services or money to obtain profit.

1. Business Ethics In Production

Production is a series of activities that directly or indirectly will increase the utility value of an item to meet human needs. According to the Islamic perspective, production is a human effort to improve the physical condition of material and morality as a means to achieve the goal of life according to Islamic law, happiness in the world and the hereafter. According to experts, Islamic economists emphasize the importance of altruism motives, and an emphasis on *maslahah* in production activities. (Amirul 2019). Companies do not only prioritize personal gain but also provide benefits to society without ignoring their social environment. For example, producing alcoholic beverages, narcotics, all that is forbidden in Islam. (Anam et al. 2021).

Allah SWT has designed human life to be a creature that can utilize the potential of nature appropriately, as in the letter Al-A'raaf verse 74:

"And remember when God made you successors (in power) after the people of 'Aad and gave you a place on earth. You build palaces on its flat lands and you carve out its mountains to make houses; So remember Allah's blessings and do not run rampant on the earth causing mischief . "

Production means generating value, not simply creating physical entities out of nothing, because true creation in the literal sense is beyond human capabilities. Its primary purpose is to satisfy the needs of society with goods and services tailored to their needs in terms of time, price and quantity. (Idayanti et al. 2024) .

Production ethics encompasses the principles and values that underline what is morally right and wrong in production efforts. Within an economic framework, production ethics is an essential component that governs what can be produced and how ethical standards should be applied to effectively serve human needs. The production of goods has the potential to positively impact the well-being of society and individuals. (Suhaila, nd) .

In relation to these production activities, the company must implement the following ethics:

1. Ensure that goods are made from quality raw materials and produced to standards that do not compromise safety.
2. Offers protection to personnel involved in production.
3. Using equipment that ensures worker safety during production.
4. Avoid producing goods/services that plagiarize the work of others.
5. Ensure the accuracy of quality, price, and timely delivery of goods/services as agreed.

Producer's Obligations to Consumers, namely:

a. Obligation to Comply

The obligation to provide a product with the exact characteristics stated by the company, which encourages the consumer to enter into a voluntary contract and which forms the consumer's understanding of what he or she is agreeing to buy. Thus, the seller is obliged to fulfill the claims made about the product being sold. Unlike Wintherop Laboratories marketing a painkiller product that the company claims is a non-addictive drug (does not cause dependence). Then a patient who uses the product becomes dependent and eventually dies from an overdose (Kusnadi and Sos 2023) .

b. Obligation to Disclose

The seller who will make an agreement with the consumer to reveal exactly what the consumer will buy and what the terms of sale are. This means that the seller is obliged to provide all the facts to the consumer about the product that are considered to influence the consumer's decision to buy. For example, if a product purchased by a consumer has a defect that is dangerous or poses a risk to the consumer's health and safety, they must be informed.

c. Obligation Not to Misrepresent.

The seller must describe the product he offers correctly, he must build the same understanding of the goods he offers in the minds of consumers as the goods are. Coercive misrepresentation must not occur, namely, someone who intentionally gives a wrong explanation to another person so that the person does something as he wants, not as the person himself wants if he knows the truth. Example: a computer software or hardware manufacturer markets a product that contains a "bug" or defect without disclosing that fact.

d. Obligation not to coerce

The seller is obliged not to take advantage of emotional states that may prompt the buyer to act irrationally and contrary to his interests, not to take advantage of ignorance, immaturity, stupidity or other factors that reduce or eliminate the buyer's ability to make free choices.

There are 3 important things that a company must have in doing business:

1) Transparency

The public wants to know about a company's operations. The ethical position of the company must be clear to buyers so they can judge. This is usually possible in companies that are already public.

2) Honesty

Dishonesty is the biggest critical aspect of business ethics. Incorrect or incomplete labeling, confusing pricing can harm consumers. This honesty also includes the behavior of the company, staff and other personnel associated with it. Humility The company must refrain from using its power or money to secure its position.

2. Business Ethics in Marketing Distribution

Marketing is the activity of planning, implementing and monitoring programs designed to generate transactions in target markets, in order to meet individual or group needs based on the principle of mutual benefit, through the use of products, prices, promotions and distribution. Marketing is a vital element in the business world because marketing is related to the process of identifying and meeting human and community needs. According to *the American Marketing Association*, marketing is an organizational function and a set of processes for creating, communicating, and delivering value to consumers, and managing good relationships with consumers in a profitable way (Suryani and Rosalina 2019). Organizations and shareholders. Meanwhile, marketing management from an Islamic perspective is all activities carried out in business in the form of value creating activities *that* enable anyone who carries them out to grow and be able to utilize their benefits based on honesty, justice, and openness that are in accordance with Islamic values.

Related to Islamic marketing management, to achieve performance optimization, product marketing, organizations need to form a special structure that carries out marketing tasks. People or groups of people who have authority over the organization will delegate their authority to other people or groups of people to carry out tasks in terms of marketing strategy and techniques in the organization. In the development of business activities at this time, marketing includes business strategies that indicate the process of offering products in the relationship between producers and consumers. Therefore, according to Islamic teachings, marketing activities must be based on Islamic values that are inspired by the spirit of worshipping Allah SWT and have the goal of common welfare, not just personal welfare.

With marketing, consumers no longer need to fulfill their personal needs individually by conducting exchanges between consumers and marketers so that consumers will have plenty of time for activities they master or like. Implementation of ethics in marketing is a cycle of business activities that are continuously repeated and carried out professionally, innovatively and so on. Islamic business ethics in marketing with the 4P + 2P Concept (Putra, Pramadeka, and S EI 2024).

1. *Product (product)*

Products are goods that can be marketed to meet consumer demand. For marketing employees, they must know the ins and outs of the products to be sold. Because among the factors that support success in marketing, there is the product being marketed. Related to customer service, there are three phases that must be understood by marketing employees, namely:

- a. Determine product advantages.
- b. Transform these advantages into actual products.
- c. Developing products with added value
- d.

2. *Promotion (promotion)*

Promotion is an effort to inform or offer a product with the aim of attracting potential consumers to buy or consume it. To attract buyers, the Prophet never went overboard when offering his products.

3. *Price (price determination)*

The concept of determining prices has been implemented by the Prophet since 14 centuries ago through his famous hadith. From Abdullah bin Umar:

"Do not compete (unhealthily) with your own brother's trade." (HR. Bukhari and Muslim)

The Prophet forbade unhealthy competition between traders such as excessive price wars. However, he recommended that pricing be in accordance with the quality and added value of each product. This strategy can also have a profound effect on consumer psychology. In addition, Islam forbids price discrimination (if there is a lack of fairness towards some customers) and fraud in pricing (Sadly, Effendi, and Agustami 2024).

4. *Place (location selection)*

The 2P concept is an additional factor for service-based businesses:

- a. Process (process)

b. People (workers)

The basis of Islamic business ethics in advertising can be stated as follows:

- a) Doing business is not just about seeking profit, but it must be intended as our worship to Allah SWT.
- b) Honest attitude (objective).
- c) Attitude of tolerance between sellers and buyers.
- d) Diligence (istiqomah) in running a business

In order for advertising not to violate ethical boundaries, it is very necessary to control advertisements in the mass media, there is a positive way to improve the ethical quality of advertising by giving awards to advertisements that are considered the best that have ethical, aesthetic, communicative, creative values and so on. So that advertisers will pay more attention to the appearance of their promotions to consumers.

3. Business Ethics in Consumption

Consumption is a job or activity that uses or utilizes a product of goods or services produced or made by a producer. Consumption is part of economic activity other than production and distribution. Consumption will occur if humans have money (property). The main purpose of a Muslim's consumption is as a means of helping to worship Allah. Indeed, consuming something with the intention of increasing stamina in obedience to devotion to Allah will make that consumption a form of worship with which humans receive rewards. (Fatimah, nd) .

Consumption etymologically means the use of goods produced, be it clothing, food and others. While the perpetrators are called consumers, Consumption according to M Abdul Mannan means demand. Consumption can also be interpreted as expenditure. Usage, demand, and expenditure in this consumption are related to human needs. The definition above is related to the activities of each consumer. When consumers stand as individuals who will meet their daily needs, consumption in this case means wearing, using or even eating. Such as wearing clothes, shoes, using cars, watches, eating rice, including drinking. In relation to trade, consumption is usually referred to as demand. Consumer demand in this case is for goods that are objects of trade. In relation to businesses such as banking, factories, and others, consumption can mean expenditures made to meet needs in order to facilitate their business.

According to MA Mannan, there are five basic principles that control consumption activities, namely: (Triyana, Asnaini, and Polindi 2024)

- a) Principle of justice
- b) Principles of cleanliness
- c) The principle of simplicity.
- d) The principle of generosity
- e) Principles of morality

In conventional economics, consumers are assumed to always aim to obtain satisfaction (utility) in their consumption activities. Satisfaction means being useful, being able to help and being profitable. Therefore, in conventional economics, consumers are assumed to always want the highest level of satisfaction. Consumers will choose to consume goods A or B depending on the level of satisfaction provided by both goods. In economic theory, it is also stated that community consumption expenditure is greatly influenced by community income, but community attitudes are no less important in influencing community consumption. Society as consumers strives to achieve the highest value of satisfaction. According to economic theory, there are two values of satisfaction, namely consumptive, namely satisfaction to achieve a higher value of satisfaction, and creative, namely satisfaction that has a basis (Islamic religion) (Pramudita and Misidawati 2024) .

As for Islamic consumption ethics, we must pay attention to several things, including: (Sahib and Ifna 2024) :

- a. The types of goods consumed are good and halal (halalan thoyyiban) goods, namely:
 - 1) Substance, meaning that the material of the item has been mentioned in sharia law.
 - 2) Process, meaning that the process has fulfilled sharia principles.
- b. The benefits and usefulness of goods consumed, meaning that they provide more benefits and are far from harming either oneself or others.
- c. The quantity of goods consumed should not be excessive and not too little or stingy or miserly, but moderate (Al Furqon: 67), and those who obtain excess wealth should be willing to share it through

zakat, infak, alms or waqf and when lacking should be patient and feel content with what they have. (Hamli et al. 2024) .

Islamic consumption always pays attention to halal-haram, commitment and consequences with the rules and laws of sharia that regulate consumption in order to achieve the benefits of consumption as optimally as possible and prevent deviation from the path of truth and harmful impacts for both oneself and others. The basic rules/principles of Islamic consumption are: (Shofiyah and Faishol 2024) :

- a. Sharia principles, namely concerning the sharia basis that must be fulfilled in carrying out consumption, which consists of: the principle of rules, the principle of knowledge, and the principle of practice.
- b. The principle of quantity, namely in accordance with the limits of quantity that have been explained in Islamic law, including: simplicity, appropriateness between income and expenditure, and saving and investment.
- c. The principle of priority, which takes into account the order of interests that must be prioritized so that harm does not occur.
- d. Social principles, namely paying attention to the surrounding social environment so that harmony is created in society.
- e. Environmental rules, namely that consumption must be in accordance with the potential conditions of natural resource carrying capacity and its sustainability or not damage the environment.
- f. Do not imitate consumption behavior that does not reflect consumption ethics, such as liking to entertain with the aim of having fun or showing off luxury and wasting money.

5. CONCLUSION

Business ethics is a set of moral rules relating to good and bad, right and wrong, lying and honesty. This ethic is intended to control human behavior in carrying out business activities, namely carrying out the exchange of goods, services or money that is mutually beneficial to obtain profit. Business ethics has several theories, including: (1) Theory of Ethics Utilitarianism (Theory of Ethics of Benefit/Use); (2) Theory of Ethics of Relativism (Theory of Relative Ethics); (3) Theory of Ethics of Duty (Theory of Ethics of Obligation); (4) Theory of Natural Law of Ethics (Theory of Ethics of Rights); (5) Theory of Ethics of Virtue (Theory of Ethics of Virtue).

Islamic Ethics in Production, Distribution and Consumption. Business ethics is the study of formal standards and how they are applied to the systems and organizations used by modern society to produce and distribute goods and services and are applied to people in the organization.

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