

## THE INFLUENCE OF ISLAMIC BUSINESS ETHICS AND PRODUCT QUALITY ON CONSUMER SATISFACTION: A CASE STUDY OF SCREEN PRINTING OF KAOSKU PRESENT

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### ABSTRACT

*This study aims to determine the influence of business ethics and the quality of sharia products on customers in today's t-shirt screen printing shops. The type and approach of this study is quantitative associative and the data analysis techniques used are multiple linear regression analysis and hypothesis tests (t-test, F test). And the determinant coefficient (r<sup>2</sup>) test. The results of the study showed a probability value (sig) of  $0.006 < 0.05$ , this at the same time proves Islamic business ethics and product quality to customer satisfaction, while some Islamic business ethics significantly affect customer satisfaction with a probability value (sig) of  $0.033 < 0.05$ . Product quality does not significantly affect customer satisfaction with a probability value (sig) of  $0.150 < 0.05$ .*

**Keywords:** Islamic Business Ethics, Product Quality, Customer Satisfaction, Islamic Economics, Multiple Regression

### INTRODUCTION

Islam is a religion that applies universally in which there are laws that regulate the manners of human life such as how to speak, how to eat, and how to dress (Wulandari et al., 2023). In the dress code, Islam does not merely sharia clothing as a covering of the body, but clothing is a complete and comprehensive means with the aim of making a person free from fitnah and a respect for a woman (Santika, 2019). Islam has the principle that dressing in Muslim clothing is an act of worship and obedience from Muslims (Nibrayanti, 2015).

The Prophet Muhammad PBUH strongly encouraged his people to do business (trading) because doing business can cause independence and welfare for themselves and their families without becoming a burden to others. He once said: "*Trade you, because of the ten parts of the livelihood, nine of them are generated from trading*" (Nursyamsiah & Nopianti, 2021). According to Nursyamsiah & Nopianti (2021) that the reputation of the prophet Muhammad PBUH as an honest trader, *Professional* and it is believed to have been well built from a young age. He always pays attention to a great sense of responsibility and integrity when dealing with others in doing business and this attitude he brings when he becomes the leader of the people (Yunus, 2015a).

The development of the business world is currently growing rapidly and the variety of products offered in the market by business people is increasing. But the increasing number of business people in the industry means an increase in the level of competition in business. Business is inseparable from human life. In fact, business is one of the popular activities in daily life, every day humans carry out business activities, humans play the role of producers, intermediaries and consumers (Thursina et al., 2020).

With such high competition, it triggers business people to be able to do everything to gain profits and ignore the ethics that should be lived in their business (Masruroh & Muthoharoh, 2024). Where according to Masruroh & Muthoharoh (2024) that there are still many business people who commit ethical deviations, such as dishonesty about the defects of an item, the quality of an item and not being friendly to consumers and will affect customer satisfaction in a store. To avoid a decline in consumer satisfaction, consumers should receive goods in good condition and good quality and at an appropriate price. Furthermore, consumers must also know if there are shortcomings in the goods

sold or the goods they want to buy. The completeness of information about an item is an attraction in itself because the advantages of a product or product are a very decisive factor for buyers or consumers to make their choice (Rusdi, 2019).

The city of Pekanbaru is the largest city in Riau province and is the provincial capital. Pekanbaru is one of the largest economic support cities on the island of Sumatra, so it is one of the metropolitan cities in Indonesia (Mashur, 2017). According to Mashur (2017) that the rapid economic growth in the city of Pekanbaru is one of them because of the position of the Siak River in the city of Pekanbaru as a trade route and also the development of shopping infrastructure in the surrounding area so that the increase in income continues to increase every year. From a brief explanation of Pekanbaru, making the city of Pekanbaru a trading city is certainly a lot of business people from small to large, such as for example the t-shirt printing service industry players have a lot of potential to start doing business.

Kaosku Present screen printing shop which is the location of the research located on Jl. Serai No 1, Marpoyan Damai district, Pekanbaru City. From our initial observation, Kaosku present screen printing store is a store that opened in 2019. Where this present t-shirt shop has a fairly strategic and easy place to reach for people because this store is located in the middle of the city and makes it easier for the people of Pekanbaru to *costume individual* or dozens of printed printed clothes.

This store operates from 11.00 to 18.00 WIB. From observation, the researcher obtained information that the service of this store is very friendly to consumers, and also more or less the number of this present t-shirt store has implemented business by upholding Islamic business ethics in running a screen printing business, from the four indicators of Islamic business ethics this present t-shirt store has implemented fairness where every consumer who will do screen printing is treated equally. There is the application of free will, which is where the owner of this screen printing frees and allows its consumers to resell printed clothes at the Katku Present screen printing shop without profit sharing and also using *the brand* name of the Kashoku Present. There is responsibility, this screen printing shop has also applied the principle of full responsibility if mistakes in making screen printing are the mistakes from my present t-shirt. There is truth (honesty), this screen printing store has also implemented honesty in sacronym, this is done to maintain consumer trust, so that consumers believe and come back. However, there have also been consumers of my present t-shirts who have made complaints (complaints) due to full mistakes from the present t-shirts, such as time delays, defects and no prior confirmation, and lack or slow response of online admins in replying to messages from consumers. This makes the author interesting in raising the title of the proposal the influence of Islamic business ethics and product quality on consumer satisfaction.

The following is sales data from the Marpoyan Damai present t-shirt store in 2019-2020.

Yes	Year	Total Sales
1	2019	IDR 60,000,000
2	2020	IDR 45,000,000

Source : bookkeeping of my present t-shirt.

From the annual sales data above, the owner of the Kaosku Present screen printing shop explained that the turnover has decreased due to the reduced impact of Covid-19 screen printing is people who print clothes for communities where many communities are no longer active due to Covid-19, and this decline in turnover is also somewhat influenced by consumers who feel a discrepancy in the production, service and quality of these screen printing products so that consumers who are Having done screen printing, it may be reduced because of that. However, it was also explained by the owner of the T-shirt printing present that there are still many people who have printed units that have been printed on my present t-shirt and come back again to print because they are satisfied with the results and quality of the screen printing.

Research on the application of Islamic business ethics to customer satisfaction has been done before. The application of business ethics and its impact on customer satisfaction has been the focus

of several studies. Fauzan & Nuryana (2014) also conducted research whose results showed that justice has a negative effect. These statements of fairness in business ethics have the opposite effect on customer satisfaction, demanding that everyone be treated equally according to fair rules, and can be held accountable.

This study is an extension of the previous research, the difference in this research is in the unit of analysis. The unit of analysis in this study is the printing of my present t-shirt in Pekanbaru and in this study there are variables of ethics, service and quality.

## **LITERATURE REVIEW**

### **Islamic Business Ethics**

Tracing the origins of ethics cannot be separated from the original word *Ethos* in Greek which means habit or character (Dewantara & SS, 2017). Ethics is terminologically the meaning of the word ethics is very close in its meaning to the term of the Qur'an *Al-Khuluq* (Badroen et al., 2007). According to Badroen et al (2007) The concept of policy in the Qur'an uses a number of terminologies as follows: *Khair, bir, qist, 'adl, haqq, ma'ruf and taqwa*.

In a general sense, ethics is defined as a systematic effort to understand the moral experiences of individuals and society in such a way as to determine the rules that should govern human behavior, the values that are developed, and the qualities that need to be developed in life (MOHAMMAD FADLI, 2021). According to Magnis suseno in Murya & Sucipto (2019) That ethics is a science and not a teaching, which according to him is ethics in the second sense and as a science that mainly emphasizes critical and rational reflection, ethics in this second question 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 use our individual or social moral experience, which in turn can determine the role that will govern human actions and useful values in life (Ahmad Syafiq, 2019)

Ethics or morals have a very important position for human life, both as individuals, members, communities and members of a nation (Mahmud, 2019). The success and destruction of the ummah on earth depends on their morals, so human life requires morality, without morals human life cannot exist (Mashud, 2019).

Seen in terms of its source, ethics originate from the mind or philosophy that comes from human thought so that ethics is not absolute, not absolute, and not universal (Djakfar & SH, 2012). In addition, ethics also utilizes various sciences that discuss human behavior, such as anthropology, psychology, economics, political science, law and others. This relationship is very rational because all of these sciences have the same object of discussion as ethics, namely human actions (Maksum, 2023).

### **Business Ethics**

Business ethics is a set of moral rules that relate to good and bad, right and wrong, lying and honesty (Ahmad Syafiq, 2019). According to Ahmad Syafiq (2019) That what is meant by ethics is behavior to control human behavior in carrying out business activities, namely carrying out the exchange of goods, services or money that are mutually beneficial to obtain profits. Thus, business ethics can be interpreted as a guide to human ethical advice and cannot be denied or postponed to justify moral actions (Hasnidar, 2022).

### **Islamic Business Ethics**

Islamic business ethics is a normative foundation that is derived from the teachings of Islam, namely the Qur'an and as-Sunnah of the Prophet Muhammad PBUH (Nurhisam, 2017). As a reference for business people naturally, Islam gives freedom to its adherents to do business. As conveyed by Nurhisam (2017) And there are steps that must be followed which are known as the basic principles of a Muslim who is running his business, namely:

1. The process of earning a living for a Muslim is a mandatory task
2. The sustenance sought must be halal.

3. Be honest in running a business.
4. All processes carried out in order to earn a living must be used as a means to get closer to Allah SWT.
5. The business that will be run should not cause environmental damage.
6. Competition in business is used as a means to excel in a healthy and healthy manner.
7. Not being satisfied with what you already get
8. Entrusting each trust to its members, not to just anyone, even their own family.

Basically, there is a special function that Islamic business ethics has. First, business ethics seeks to find ways to harmonize and harmonize various interests in the business world. Second, business ethics also have a role to constantly change the awareness of the public about business, especially Islamic business. And the way is usually by providing an understanding and a new perspective on the importance of business by using the foundation of the values of morality and spirituality, which is then summarized in a form called business ethics. Third, business ethics, especially Islamic business ethics, can also play a role in providing a solution to these various modern business problems that are increasingly far from ethical values. In the sense that ethical business must truly refer to its primary source, namely the Qur'an and Sunnah (Johan, 2009).

#### **Islamic Business Ethics Indicators**

Based on previous research, the author identifies four indicators of Islamic business ethics, namely justice, free will, responsibility and truth (Rosyadi, 2012); Badroen et al., 2007).

##### **1. Justice**

In activities in the world of work and business, Islam requires to be fair, including to those who are disliked. The definition of justice in Islam is directed so that other people, the rights of the social environment, the rights of the universe and the rights of Allah and His Messenger are to be the *stakes* of one's just behavior. All these rights must be placed as they should be (according to sharia rules). Not accommodating any of the above rights, get that person to tyranny.

##### **2. Free will**

The Islamic concept understands that economic institutions such as the market can play an active role in economic life. This can apply if the principle of free competition can be applied effectively, in the market there is no expectation of intervention from any party, including the state with the authority to determine prices or *the private sector* with monopolistic activities. This concept also determines that the Islamic market must be able to guarantee freedom in the entry or exit of a commodity in the market, along with the set of factors of production.

Freedom is an important part of Islamic business ethics. But that freedom is not detrimental to the collective interest. Individual interests are wide open. There is no income limit for a person to encourage humans to actively work and work with all the potential they have.

##### **3. Responsibility**

The axiom of individual responsibility is so fundamental in the teachings of Islam. Especially when it comes to economic freedom. Acceptance of this principle of individual responsibility means that everyone will be judged personally on the Day of Judgment. This perfect Muslim responsibility is of course based on a wide scope of freedom, which begins with the freedom to choose one's beliefs and ends with the most decisive decision he needs to take.

##### **4. Truth**

This principle, in addition to giving a sense of right versus wrong, is a principle that contains two important elements, namely virtue and honesty. Truth is a principle that does not contradict the teachings of Islam. In the context of business, truth is intended as the right intention, attitude and behavior and is far from the wrong impression, for example in the process of transaction of goods, the process of developing a business, and the process of obtaining profits must be based on the principle of truth. And of course, if it has been carried out by itself, the halalness value will be visible.

#### **Business Ethics of the Prophet PBUH**

There are four qualities of the prophet Muhammad PBUH that are *Key Success Factors* (KSF) in managing a business, namely (Yunus, 2015b);

1. Shiddiq

As the Prophet PBUH said: *"You should be honest (true) because honesty leads to goodness, and goodness will lead to paradise. A person who strives to be honest will be recorded by Allah as an honest person. And keep away from lies (kidzib). For lying will lead to evil, and evil will lead to hell. A person who always lies will be recorded by Allah as a liar"* (HR Al-Bukhari).

2. Trust

A businessman must have a *trustworthy* nature, because Allah has mentioned the nature of the lucky believers who can maintain the mandate given to him. Allah SWT said: *"And those who keep their commandments and promises"* (QS. Al Mu'minun [23]:8). The consequence of trust is to return every right to its owner, whether small or large, not taking more than he has and not reducing the rights of others either in the form of sales, fees, services, or labor wages, the Prophet PBUH said: *"That trust will bring sustenance and vice versa treachery will result in poverty"* (HR. Al Dailami).

3. Fathanah

A company leader who *is fathanah* means a leader who understands, understands and deeply appreciates everything that is his duties and obligations. Allah SWT even gives a stern warning to those who do not use their intellect. *"And no one will believe except with Allah's permission: and Allah inflicts wrath on those who do not use their understanding"* (QS Yunus [10]: 100).

4. Tabligh

A person who has the nature of thabligh will convey it correctly and with the right speech (*bi al-hikmah*). If he is a leader in the business world, he must be able to communicate his vision and mission correctly to employees and other *stakeholders*, if a marketer, he must be able to convey the advantages of his product honestly and not have to lie and deceive his customers. Allah SWT said. *"O you who have believed, fear Allah and speak the truth (qaulan saddan), surely Allah will correct for you your deeds and forgive you your sins. And whoever obeys Allah and His Messenger, he has indeed obtained a great victory"* (QS Al-Ahzab [33]: 70-71).

### **Product Quality**

A product is anything that can be offered to the market in order to be bought, used, or consumed, that satisfies their needs (Shaputra, 2013). Product quality reflects the product's ability to perform its duties which includes durability, reliability, progress, strength, ease of packaging, and product repair and other characteristics (Yanuar et al., 2017). There are several factors that affect product quality, including:

1. Production is the process of making products and equipment as well as the arrangements used in the production process.
2. The sales aspect is when the quality of the goods produced from goods that are too high makes the selling price more expensive so that the amount sold is lower because of limited purchasing power. Meanwhile, if the quality of the goods is too low, it will cause reduced sales.
3. Changes in consumer demand, namely consumers or users often want changes in the goods they use, both in the form of quantity and quality.
4. The role of inspection is not only to be able to supervise or become a standard quality that has been set, but also to try to reduce production costs.

### **Product Quality Indicators**

Based on previous research, product quality has 3 indicators, namely (SUTRISNI & SOESANTO, 2010).

1. Performance

Performance (*performance*) which is the basic characteristic of the product. According to Amstrong and Kotler, *performance* is the level at which a product is able to perform its function. Performance is the main operating characteristic of the core *product* purchased.

2. Reliability

Reliability which is the possibility of product failure in a given time plan.

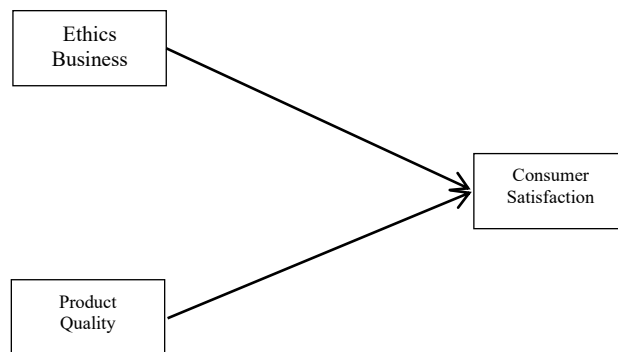
3. Consumer Satisfaction

Based on the definition (Sumarwan, 2003), consumer satisfaction is the impact of the comparison between consumer expectations before purchase and what consumers actually get from the products purchased. Customer satisfaction is the level of feeling a person has after comparing the perceived performance (results) compared to his expectations. Consumer satisfaction is a buyer where the chosen alternative at least gives the same result or exceeds the consumer's expectations, while dissatisfaction arises because the results obtained are not in accordance with the expectations of consumers (Tjiptono, 2001).

### Frame of Mind

In line with the objectives of the research and theoretical studies that have been described above, a framework of thinking will be described regarding the application of Islamic business ethics and product quality to consumer satisfaction. In this study, there are 2 independent variables (X) and one dependent variable (Y), namely Islamic business ethics ( $x_1$ ) product quality ( $x_2$ ), and the dependent variable (Y) is consumer discretion.

Figure 1. Research Model



### RESEARCH METHODS

In this study, the author conducted research using quantitative analysis methods. Quantitative analysis is a research method based on positivism, used to examine specific populations and samples (Scott, 2008). Sampling techniques are generally carried out in a *Porposive Sampling* and Quantitative or statistical data collection with the aim of testing the hypothesis that has been determined (Adil et al., 2023). The research is located on Jl. Serai No 1, Marpoyan Damai, Pekanbaru City, This store operates from 11:00 WIB to 18.00 WIB.

The population in this study is customers at the T-shirt printing shop present and the number of suitable sample sizes, so the number of respondents was 54 respondents. The study disseminated a list of questions to consumers who visited or shopped at the T-shirt printing shop present who were respondents in this study. Using the Likert scale, the Likert scale is used to measure a person's response or response to a social object. The steps in compiling the likert scale are to determine the variables to be studied, determine indicators that can measure the variables to be studied and reduce the indicators to a list of questions (Budiaji, 2013). In this study, the researcher provides alternative answers to the variables of Islamic business ethics and product quality, ranging from strongly disagree to strongly agree with a score of 1 to 5.

The measurement of the likert scale in this study is as follows:

Table 2. Likert Scale

Yes	Description of Scale	Value
1.	Strongly Agree (SS)	5
2.	Agree (S)	4
3.	Neutral (N)	3
4.	Disagree (TS)	2
5.	Strongly Disagree (STS)	1

### Operational Research Variables

Table 3. Research Operational Definition

Variable	Definition	Indicators	Measurement
Islamic Business Ethics (X1)	Morals in running a business are in accordance with Islamic values, so that in running a business there is no need to worry because it is believed to be something good and right	1. Justice 2. Free will 3. Responsibility 4. Truth	Likert scale 1-5
Product quality (X2)	Product quality reflects the product's ability to perform its duties which includes durability, strength, progress, ease of packaging and repair of products and other characteristics.	1. Performance 2. Reliability	Likert scale 1-5
Consumer satisfaction (Y)	Consumer satisfaction makes the formation of a consumer's behavior pattern towards purchases will make consumers trust and trust the products sold.	1. Product	Likert scale 1-5

### Research Model

This study uses the multi regression equation. In this analysis, it can be seen how the independent variables, namely Islamic business ethics (X<sub>1</sub>) and product quality (X<sub>2</sub>), affect the bound variable, namely consumer satisfaction (Y), the general mathematical form is as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

### Data Analysis

#### 1. Validity Test

The validity test is the degree of determination between the data that occurs on the research object and the power that can be reported by the researcher. So, the validity test is how far the tool can measure the thing or subject that is to be measured (Sugiyono, 2018). The measuring tool used in this study is in the form of a questionnaire. The validity test is carried out by comparing the calculated r value of the output results with the r table whose completion is carried out using the SPSS 25 program, where if r is calculated > r table, then the question items in each questionnaire are valid (Ghozali, 2013)

#### 2. Feasibility Test

A reality test is a measure that indicates how high an instrument can be trusted or reliable, meaning that reliability concerns the determination (in a consistent sense) of the measuring instrument (Mustafa, 2013). A questionnaire is said to be realistic or reliable if the respondent's response to the question remains a questionnaire from time to time. The questionnaire item is said to be reliable (feasible) if *Cronbach ' Alpha > 0.60* and it is said to be unreliable if *Cronbach ' Alpha < 0.60* (Ghozali, 2013).

#### 3. Classic Assumption Test

According to Ghozali (2013) In the classical assumption of cross section data, there are 3 tests, namely;

Table 4. Classic Assumption Test

Test Type	Test Equitment	Description
Normality	Histogram/Kurtosis/skewness/qq plot	If the point on the qq of the plot is close to the diagonal line and the parabolic histogram shape is open below, then the data is normal zero.
Heteroscedasticity	Breusch-Pagan-Godfrey /QQ Plot	If the points in the diagram are irregular or shapeless, then the data is free from Heteroscedasticity.
Multicollinearity	Varian Inflation Factors	If the VIF value is less than 10, it is free from multicollinearity.

### Hypothesis Test

In the explanation presented by Ghozali (2013) that there are 3 hypothesis tests, namely partial tests, simultaneous tests and determinant coefficient tests, where the explanation is;

#### 1. Partial Test (T Test)

Partial tests are used to determine the influence of each independent variable on the dependent variable. By using the following steps:

##### a. $H_1 : b_i = 0$ Multiple linear regression analysis

This means that there is no significant positive influence of independent variables on dependent variables.

##### b. $H_2: b \neq 0$

This means that there is a partial positive influence of independent variables on dependent variables.

- $H_0$  is accepted, if  $t \text{ counts} < t \text{ table at } \alpha = 0.05$

- $H_a$  is accepted, if  $t \text{ counts} > t \text{ table at } \alpha = 0.05$

#### 2. Simultaneous test (F test)

- $H_0$  is accepted, if  $F \text{ calculates} < F \text{ table at } \alpha = 0.05$

- $H_a$  is accepted, if  $F \text{ calculates} > F \text{ table at } \alpha = 0.05$

#### 3. Determinant Coefficient Test ( $R^2$ )

Determinant test to find out what is the percentage of influence between the independent variable ( $X_1$  and  $X_2$ ) against the bound variable ( $Y$ ). This means that the model used is getting stronger to explain the influence of free variables on bound variables. Conversely, if ( $R^2$ ) is getting smaller (close to zero) then it can be said that the influence of the independent variables ( $X_1$ , and  $X_2$ ) on the bound variable ( $Y$ ) is getting smaller, this means that the model used is not strong for the influence of the independent variable being studied on the bound variable.

## RESULTS OF RESEARCH AND DISCUSSION

### Overview of Research Objects

Before the establishment of Kaosku Present screen printing, there was already a Kaoskupku clothing store that only sold types of men's t-shirts, because of the many interests of consumers from Kaoskupku to print clothes, the owner of Kaoskupku opened a clothing screen printing service for units or dozens. This Kaosku screen printing was established in June 2019, this Kaosku Present screen printing is new but already has many consumers who trust the quality and service of this screen printing store. The Kaosku Present print print shop is located at Jalan Serai No 1, Marpoyan Damai District. The city of Pekanbaru, at the beginning of the Kaosku Present screen printing shop business only had a few employees and only had a few types of screen printing, but the longer the



Kaosku Present screen printing has grown rapidly, judging from the year of its establishment, it has only been running for two years and it already has regular consumers and more and more consumers know this Kaosku Present screen printing from word of mouth.

#### **Vision and Mission of Katsku Present Screen Printing Shop**

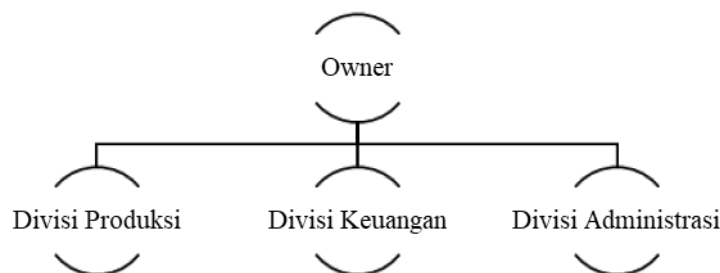
From the results of observations and interviews in this study, the Vision and Mission in an organization plays an important role in directing the goals of the organization and the steps that must be taken to achieve the goals, vision, mission and objectives must be well communicated to all parties involved in carrying out the vision, mission and goals will have a positive impact on the achievement of the organization's targets and objectives.

The vision of the Kaosku Present screen printing shop is the result of an interview with the owner of Secra directly where it has a vision, namely "to become a printing company that can produce something new added value that can be beneficial, and beneficial for others. The mission of the Kaosku Present screen printing shop is also "to build a screen printing business that is able to provide service and satisfaction for consumers, prioritize production quality at prices that reach all circles, and provide for those in need.

#### **Organizational Structure of My Present T-Shirt Printing**

An organization can be interpreted as a forum, system or activity of a group of people who work with each other in regulation and responsibility. Kaosku Present is a small screen printing business that has a very simple organizational structure consisting of owner, finance division, production division, admin division.

Figure 2. Organizational Structure of My Present T-Shirt Printing



#### **Description of Duties and Responsibilities**

1. *The owner* is responsible and responsible to the members, gives direction to employees, provides important information related to their business, and makes important decisions for progress such as motivating and evaluating employee performance.
2. *The production division* is in charge of producing according to the *owner's* instructions, the tasks in the production division include making design patterns, preparing items in screen printing, working on the production results until completion, and in this production division it is also required to report if there is damage to the machine and ensure that the machine that is usually used is in good condition.
3. *The Finance Division* is usually in charge of paying wages from the work of employees taken in a day or month. The assessment for wage is seen from the skills in work, the level of difficulty of the work and the length of work. There is also a wholesale system payment if there are certain activities.
4. *The Admin Division* is tasked with input or input of sales data that has been made, make periodic reports, and check product stock.

#### **Types of screen printing in Kaosku Present**

From the results of observations and interviews with the owner of Kaosku Present, doing manual screen printing, even though there are several types of manual screen printing types that are printed at Kaosku Present, most people only know everything in general as screen printing that is

done manually, so Kaosku Present screen printing offers several units of screen printing to consumers, namely:

1. Rubber screen printing, this uses a rubber base material (*rubber*) t-shirt design printed with *the rubber* screen printing technique has elastic properties and is soft to feel.
2. Plastisol Screen *Printing*, This Screen Printing is a plastisol screen printing with a type of *oil blased ink*. This screen printing has the characteristics of thick and durable results compared to other screen printing.
3. Polyflex soap, This type of screen printing is used for screen printing in cotton and jersey type fabrics. This *polyflex* screen printing is able to create solid colors with high color sharpness.

## Decrypt Research Respondents

### 1. Respondent Profiles by Gender

Based on the primary data that has been processed, the results of the distribution of respondents by gender in this study can be seen in the following table 4:

Table 5. Profile of Research Respondents

No	Gender Groups	Number of Respondents	%
1	Man	31	57%
2	Woman	23	43%
	Sum	54	100%

Source: Primary data processed: 2022

Based on Table 4 above, it can be seen that of the 54 respondents from Kaosku Present consumers, most of the respondents were men with a percentage of 31 people with a percentage of 57% while women amounted to 23 people with a percentage of 43%. So it can be concluded that the most consumers of Kaosku Present screen printing are men totaling 31 people or 57%.

### 2. Respondent Profiles by Occupation

Based on the primary data that has been processed, the results of the distribution of respondents based on the work in this study can be seen in the following table 5.

Table 6. Respondent Profiles by Occupation

Yes	Labor Group	Sum	%
1	Student	17	31%
2	Private employees	15	28%
3	Entrepreneurial	8	15%
4	Miscellaneous	14	26%
	Sum	54	100%

Source: primary data processed, 2022

Based on table 5 above, it can be seen that out of 30 respondents, most of the respondents' jobs are student status with a total of 17 people with a percentage of 31%, private employees amounting to 15 people with a percentage of 28%, with other professions such as celebrities or content creators, farmers, online motorcycle taxis and so on amounting to 14 people with a percentage of 26%, and wiraushasha amounting to 8 people with a percentage of 15%. So it can be concluded that the consumers of Kaosku Present printing based on the most jobs are still students with a percentage of 31%.

### 3. Respondent Profiles by Age

Based on the primary data that has been processed, the results of the distribution of respondents by age in this study can be seen in the following table 6:

Table 7. Respondent Profiles by Age

Yes	Age Group	Sum	%
1	16-25 years	28	52%

2	26-35 tofu	19	35%
3	36-45 years old	7	13%
4	>45 years old	0	0%
	Sum	54	100%

Source: primary data processed, 2022

Based on Table 6 above, it can be seen that of the 30 respondents, most of the respondents aged 16-25 years amounted to 28 people with a presentation of 52% then the age of 26-35 years amounted to 19 people with a presentation of 35% and the age of 36-45 years old 7 people with a percentage of 13%. So it can be concluded that the most consumers of Kaosku Present screen printing based on age are 16-25 years old with a percentage of 52%.

#### 4. Respondent Profiles by Education

Based on the primary data that has been processed, the results of the distribution of respondents based on education in this study can be seen in the following table 7:

Table 8. Respondent Profiles by Education

No.	Age Group	Sum	%
1	SD	0	0%
2	JUNIOR	0	0%
3	SMA	18	33%
4	Diploma	9	17%
5	Bachelor	27	50%
6	Master	0	0%
	Sum	54	100%

Source: Primary data processed, 2022

Based on Table 7 above, it can be seen that out of 30 respondents, most of the respondents had a bachelor's degree with a percentage of 50%, then high school amounted to 18 people with a percentage of 33% and Diploma amounted to 9 people with a percentage of 17%. So it can be concluded that the consumers of Kaosku Present's screen printing that are most based on education are 27 scholars with a percentage of 50%.

#### 5. Respondent Profiles by Income

Based on the primary data that has been processed, the results of the distribution of respondents based on income in this study can be seen in the following table 8:

Table 9. Respondent Profiles by Income

Yes	Groups by income	Number of Respondents	%
1	< IDR 2,000,000	14	26%
2	IDR 2,000,000-3,000,000	27	50%
3	>IDR 3,000,000	13	24%
	Sum	54	100%

Source : primary data processed, 2022

Based on Table 8 above, it can be seen that out of 30 respondents, most of the respondents with an income of IDR 2,000,000-3,000,000 amounted to 27 people with a percentage of 50%, then with an income of < IDR 2,000,000 amounted to 9 people with a percentage of 26%. And the income > IDR 3,000,000 amounted to 13 people with a percentage of 24%. So it can be concluded that the most contotalers of Kaosku Present screen printing based on income are <Rp2,000,000 - 3,000,000 totaling 27 people with a percentage of 50%.

#### 6. Respondent Profile Based on How Many Times Screen Printing

Based on the primary data that has been processed, the results of the distribution of respondents based on the number of times screen printing in this study can be seen in table 9 below:

Table 10. Respondent Profile Based on How Many Times Screen Printing

Yes	Groups by Message	Number of Respondents	%
1	1 time	7	13%
2	2 times	25	46%
3	3 times	14	26%
4	>4 times	8	15%
	Sum	30	100%

Source: Primary data processed, 2022

Based on table 9 above, it can be seen that out of 30 respondents, most of the respondents did screen printing 2 times totaling 25 people with a percentage of 46%, then screen printing 3 times totaling 14 people with a percentage of 26%, reasrespondents did screen printing > 4 times totaling 8 people with a percentage of 15%. and did 1 time screen printing totaling 7 people with a percentage of 13%. So it can be concluded that the most consumers of Kaosku Present screen printing based on the number of times screen printing are 2 times totaling 25 people with a percentage of 46%.

#### Description of Research Variables

##### 1. Variables of Islamic Business Ethics ( XI )

In the variable of Islamic business ethics, research was conducted with 4 indicators, including justice, responsibility, free will, and truth (honest) here is a table of Islamic business ethics.

Table 11. Respondents' Assessment of Islamic Business Ethics

Yes	Question indicator	$\sum$ SS (%)	$\sum$ S (%)	$\sum$ N (%)	$\sum$ TS (%)	$\sum$ STS (%)	$\sum$ Total (%)
1	Kaosku Present screen printing treats consumers well without discriminating between consumers.	25 (46.3%)	26 (48.4%)	2 (3.7%)	1 (1.6%)	0	54 (100%)
2	The Kaosku Present Print Shop will repeat or replace the screen printing if it makes a mistake in the print printing.	19 (35.3%)	33 (61%)	2 (3.7%)	0 0%	0 0%	54 (100%)
3	The Kaosku Present print shop gives consumers the freedom to design according to their wishes.	31 (57%)	23 (43%)	0 0%	0 0%	0 0%	54 (100%)
4	Kaosku Present screen printing stores will notify consumers if there are any printing errors to consumers.	26 (48.1%)	26 (48.1%)	2 (3.8%)	0 0%	0 0%	0 (100%)

Source: primary data processed : 2022

From the table above, it is known that the respondents' responses regarding the variable (XI) of Islamic Business Ethics for the assessment of the first question item from 54 respondents, all of them gave positive answers, for the assessment of the second item question the respondents also assessed with positive answers, in the third question all respondents gave a positive assessment, and in the fourth question all respondents gave positive scores. Therefore, the Islamic Business Ethics variable is measured with 4 questions. From these questions, the average respondent gave a positive assessment, so it can be stated that the Islamic Business Ethics variable has an important role in consumer satisfaction.

##### 2. Product Quality Variables (X2)

In the product quality variable, the research was carried out with 2 indicators, including performance and additional privileges. Here is the respondents' rating table on Product Quality (X2).

Table 12. Consumer Respondents' Assessment of Product Quality (X2)

Yes	Question indicator	$\sum$ SS (%)	$\sum$ S (%)	$\sum$ N (%)	$\sum$ TS (%)	$\sum$ STS (%)	$\sum$ Total (%)
1	The quality of the Kaosku Present screen printing is in line with my expectations.	23 (43%)	27 (50%)	4 (7%)	0 (0%)	0 (0%)	54 (100%)
	I am interested in printing again at Kaosku	14 (26%)	37 (69%)	3 (5%)	0 (0%)	0 (0%)	54 (100%)
2	Present because of the discount offered if you order a certain amount.						

Source : primary data processed, 2022

From the table above, it is known that the respondents' responses regarding the variable (X2) Product Quality have 2 questions. For the assessment of the first question item from 54 respondents, all of them gave positive answers, for the assessment of the second question the respondents also assessed with positive answers, and for the third question all respondents gave a positive assessment. Therefore, the Product Quality variable is measured by 2 questions. From these questions, the average respondent gave a positive assessment, so it can be stated that the Product Quality variable has an important role in consumer satisfaction

### 3. Consumer Satisfaction Variable (Y)

In the Islamic business ethics variable, the research was conducted with 1 indicator, namely a product with 3 questions. is a table of respondents' responses to consumer satisfaction (Y).

Table 13. Respondents' Assessment of Consumer Satisfaction ( Y )

Yes	Question indicator	$\sum$ SS (%)	$\sum$ S (%)	$\sum$ N (%)	$\sum$ TS (%)	$\sum$ STS (%)	$\sum$ Total (%)
1	I am satisfied with the service and quality of the Kaosku Present screen printing.	19 (35%)	35 (65%)	0 (0%)	0 (0%)	0 (0%)	54 (100%)
2	The employees of Kaosku Present have a good knowledge of the type of screen printing offered to me.	13 (24%)	41 (76%)	0 (0%)	0 (0%)	0 (0%)	54 (100%)
	I am interested in printing again at Kaosku	12 (22%)	42 (78%)	0 (0%)	0 (0%)	0 (0%)	54 (100%)
3	Present because of the discount offered if you order a certain amount.						

Source : primary data processed, 2022

From the table above, it is known that the respondents' responses regarding the variable (Y) of consumer satisfaction have 3 questions. For the assessment of the first question item from 54 respondents, all of them gave positive answers, for the assessment of the second question the respondents also assessed with positive answers, and for the third question all respondents gave a positive assessment. Therefore, the Consumer Satisfaction variable is measured with 3 questions. From these questions, the average respondent gave a Positive rating.

## Data Analysis and Data Interpretation

### Variable Validity Test

The validity test will test each variable used in this study, where the entire research variable contains 10 questions that must be answered by the respondents. The criteria used in determining whether the questions used in this study are valid or not are as follows: confidence level = 95% ( $\alpha = 5\%$ ), degree

of freedom (df) =  $n-2 = 54 - 2 = 52$ , in  $r$  table = 0.333. If the  $R$  count is greater than the  $R$  of the table and the value of  $R$  is positive, then the question item is said to be valid (Ghozali, 2013). Based on the analysis that has been carried out, the results of the validity test can be shown in table 12 and table 13 as follows

1. Validity Test XI (Islamic Business Ethics)

Table 14. Results of the Validity Test of Islamic Business Ethics (XI)

Variable	Question	r count	r Table	information
Islamic business ethics (XI)	1	0,632	0,333	Valid
	2	0,883	0,333	Valid
	3	0,739	0,333	Valid
	4	0,799	0,333	Valid

Source : primary data processed 2022

2. Validity test of variable X2 (product quality)

Table 15. X2 Validity Test (product quality)

Question number	Yes	r count	r Table	Information
Product Quality (X2)	1	0,738	0,333	Valid
	2	0,763	0,333	Valid

Source : primary data processed 2022

3. Validity test of variable Y (consumer satisfaction)

Table 16. Results of the Consumer Satisfaction Validity Test (Y)

Question number	Yes	r count	r Table	Information
Consumer Satisfaction (Y)	1	0,754	0,333	Valid
	2	0,877	0,333	Valid
	3	0,894	0,333	Valid

Source : primary data processed 2022

### Reliability Test

A reliability test is an index that shows the extent to which a measuring device is trustworthy or reliable. Reliability shows the consistency of a measuring instrument in measuring the same symptoms, in several implementations of the Cronbach alpa technique, where the measuring instrument is said to be reliable if the Cronbach alpa value is  $>0.60$  (Waseso & Darmastuti, 2013). The results of the reliability test are as follows:

Table 17. Reliability Test Results

Yes	Variable	Cronbach harp ( $\alpha=0.60$ )	Information
1	Islamic Business Ethics (XI)	0.747	Reliable
2	Product Quality ( X2)	0.660	Reliable
3	Consumer Satisfaction (Y)	0.785	Reliable

Source : primary data processed 2022

Based on the results of the reliability test from table 2.7 above, it can be seen that the Alpha coefficient of the variables studied shows various results. However, the question item has an Alpha coefficient value higher than 0.60. Thus, it can be concluded that the measuring tool used in this study is reliable.

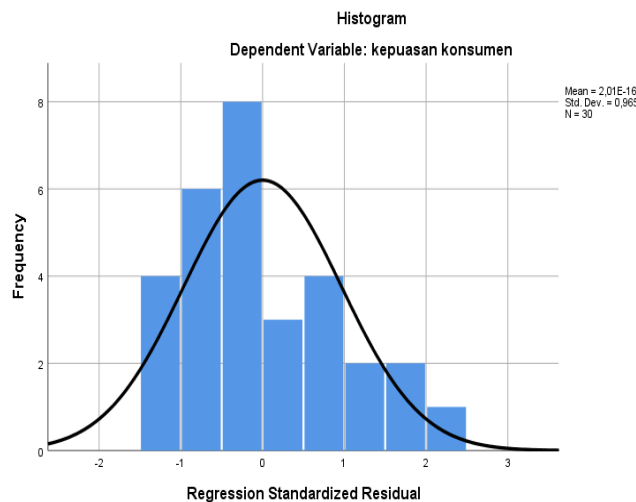
### Classic Assumption Test

1. Normality Test

The Normality Test is used to test whether the values in the regression model of dependent variables and independent variables both have normal distributions or not. Normality detection by looking at the spread of points on the diagonal axis of the graph (Ghozali, 2005). Graph

analysis was carried out with a histogram and normal *probability plot*. The results of the normality test with graph analysis through SPSS vesi 25 can be seen in the following image:

Figure 3. Histogram Normality Test



Source: Primary data processed using SPSS 25, 2022

By looking at the histogram graph above, it can be concluded that the histogram graph shows a normal distribution pattern and is symmetrical, not *skewness* to the right or left.

## 2. Multicollinearity test

This test was carried out to find out whether the rebound model found a correlation between independent variables, a good rebound model should not occur correlation between independent variables. To detect the presence or absence of multicollinearity by looking at the toleranace and VIF values. The smaller the torance value and the larger the CIF, the closer the multicollinearity problem will be. If the tolerance value  $> 0.1$  and  $VIF > 10$ . So there is no multicollinearity. The results of the analysis can be seen in the following table:

Table 18. Multicollinearity Test Results

Type	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Islamic Business Ethics	0,920	1,087
Product Quality	0,920	1,087

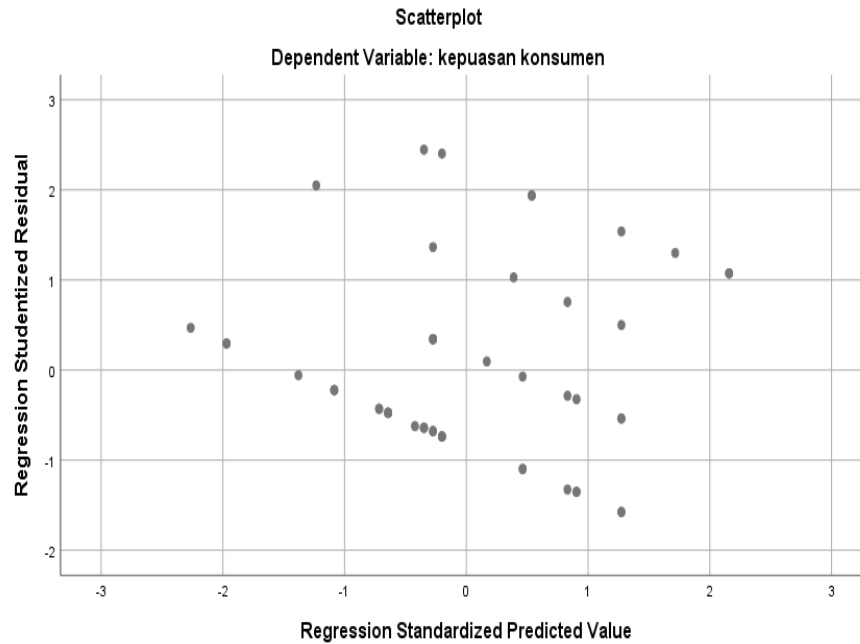
Source: primary data processed SPSS 25, 2022

From the coefficients table, it can be seen that the tolerance value of the two independent variables of 0.920 is greater than 0.1 and VIF is 1.087, this number is not 10. So it can be concluded that in the redistricting model there is no problem of multicollinearity

## 3. Heteroscedasticity Test

This test aims to find out whether in the regression model there is no variance difference from the residual of one observation to another, if the variance from the residual of one observation to another observation is fixed, then it is called homokedasticity if it is different in called heteroscedasticity, the detection of the absence of heteroscedasticity is carried out by looking at the absence of certain patterns on the scatterplot graph

Figure 4. Heteroskedasticity Test



Source : primary data processed SPSS 25, 2022

Based on the graph above, it can be seen that the dots are spread randomly and do not form any pattern. It can be concluded that there is no heteroscedasticity in the resumption model. So that the regency model can be used.

#### Multiple Linear Constraints

##### 1. Partial Test (T Test)

The results of multiple linear analysis were used in this study with the aim of determining whether there is an influence of free variables on bound variables. The statistical calculations in multiple linear regression analysis are as follows:

Type		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	T	Sig.		
(Constant)		6,802	1,641		4,146	0,000
Islamic business ethics		4,146	0,000	0,372	2,870	0,006
Product quality		2,870	0,006	0,185	1,427	0,160

Source: primary data processed SPSS 25, 2022

From the results of the table above, it is written in the same form as follows:

$$Y = 6.802 + 0.242X_1 + 0.202X_2 + e$$

It can be known that the explanation of the above form of regression is as follows:

- The constant value of 6,802 states that the variables of Islamic business ethics and product quality were not included in the study. So the level of consumer satisfaction is 6,802, this is due to other variables that have an influence besides Islamic business ethics and product quality.
- The coefficient of rebounding in the Islamic business ethics variable (XI) of 0.242 is positive. This means that if there is an increase in Islamic business ethics by 1 at the Kaosku Present print print shop, the level of consumer satisfaction will increase by 0.242%, where other factors are considered constant.



- The coefficient of rebounding on the product quality variable (X2) of 0.202 is positive. This means that if there is an increase in product quality by 1 at the Kaosku Present screen printing store, the level of consumer satisfaction will increase by 0.202%, where other factors are considered constant.
- Based on the table above, it can be seen that the value (sig)  $0.006 < 0.05$  can be concluded that  $H_a$  is accepted and  $H_0$  is rejected. This means that the variable of Islamic business ethics (XI) has a significant effect on consumer satisfaction (Y)
- Based on the table above, it can be seen that the value (sig) of  $0.160 < 0.05$  can be concluded that  $H_a$  is rejected and  $H_0$  is accepted. This means that the product quality variable (X2) has a insignificant effect on consumer satisfaction (Y)

2. Simultaneous Test (F)

This F test is used to determine whether the variables of Islamic business ethics (XI) and product quality (X2) simultaneously have a significant effect on consumer satisfaction (Y), with a qualification if the significant value is  $< 0.05$ , then there is a significant influence on consumer satisfaction. The results of this F test can be seen in the following table.

Table 19. Silmultan Test Results

Model Summary					
Type	Sum of Squares	Df	Mean Square	F	Sig.
Regression	13,995	2	6,997	6,843	,002b
Residual	52,153	51	1,023		
Total	66,148	53			

a. Dependent Variable: consumer satisfaction

b. Predictors: (Constant), product quality, Islamic business ethics

Source : primary data processed SPSS 25, 2022

From the table above, it can be seen that the results of the statistical test together using SPSS which compares the variables of Islamic business ethics (XI) and product quality (X2) to the variable of consumer satisfaction (Y) then obtained a significant value of 0.002 or less than 0.05 which means that Islamic business ethics (X1) and product quality (X2) have a positive effect on consumer satisfaction.

3. Determinant Test (R2)

This determinant test is used to determine the amount of contribution of one or more variables (independent variables) to the variation (up/down) of other variables (bound variables) The following table results from the determinant test:

Table 20. Coefficient of Determination Test (R2)

Model Summary					
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
	.460a	0,212	0,181	1,011	2,296

a. Predictors: (Constant), product quality, Islamic business ethics

b. Dependent Variable: consumer satisfaction

Source: primary data processed by SPSS 25. 2022

It can be seen from the table above based on R square showing that the value of R quare is 0.181 or equal to 18.1%. This states that the variables of Islamic business ethics and product quality to consumer satisfaction of 21.2% while 78.8% are determined by other variables.

**Discussion**

The results of this test can be found that the variables of business ethics and product quality do not have a significant influence on the variables of consumer satisfaction. In the validity test, it is shown that the calculated  $r$  value of each variable is greater than the  $r$  of the table by 0.333 and the significance level of each variable is less than 0.1, so, it can be concluded that each question item is valid. The results of the reliability test showed that the Cronbach alpha value of each variable had one variable whose value was carried 0.60 and the other two variables had a value above 0.60.

#### **The Influence of Islamic Business Ethics on Consumer Satisfaction at Kaosku Present Print Shop**

From the hypothesis examination, it shows that there is a positive and significant influence on the variables of Islamic Business Ethics on Consumer Satisfaction at the Kaosku Present screen printing shop, this shows that the better the Islamic business ethics at the Kaosku Present screen printing shop, the greater the sense of satisfaction with consumers, this is also evidenced by the results of the distribution of questionnaires to consumers at the Kaosku Present print shop, most of the assessments show positive results.

#### **The Effect of Product Quality on Consumer Satisfaction at Kaosku Present Screen Printing Store.**

Hypothesis testing showed a positive and insignificant influence on the Product Quality variable on Consumer Satisfaction. This shows that the quality of the products from the Kaosku Present screen printing store does not increase consumer satisfaction, but from the assessment of the questionnaire that has been distributed, all assessments show positive results but the results of the tests are not significant, this shows that consumer satisfaction is certainly another incentive towards a sense of satisfaction from consumers, namely indicators of interest, purchasing decisions, *Service quality* is the only way to ensure that consumers are satisfied with the quality of the product so that *repeat buying* occurs. These results show that however, consumers will consider with necessity and satisfaction the products they will buy.

#### **The Influence of Islamic Business Ethics and Product Quality on Consumer Satisfaction at Kaosku Present Screen Printing Store.**

The results of the hypothesis test showed that there was a positive and significant influence of the variables of Islamic Business Ethics and Product Quality on Consumer Satisfaction at the Kaosku Present screen printing store. If Islamic Business Ethics which include justice, free will, responsibility, and truth applied in Kaosku Present printing are implemented optimally, then consumers feel satisfied. Therefore, the Present t-shirt printing shop must apply Islamic Business Ethics and always innovate to maintain product quality so that most consumers feel satisfied, products are said to be of quality if they meet standards.

### **CONCLUSION**

Based on the results of the partial test (t-test), it can be concluded that the variables of Islamic business ethics have a positive and significant effect on consumer satisfaction at the Kaosku Present screen printing store. Based on the results of the partial test (t-test), it can be concluded that the product quality variable does not have a positive and significant effect on consumer satisfaction at the Kaosku Present screen printing store. Based on the results of the partial test (F test), it can be concluded that the variables of Islamic business ethics and product quality together have a positive and significant effect on consumer satisfaction at the Kaosku Present screen printing store.

For the owners and employees of the Kaosku Present screen printing shop, it should further improve Islamic Business Ethics and Product Quality to increase consumer satisfaction so that it can develop consumer trust in the printing business of Kaosku Present. For the next study, it is expected to include other variables that are related to this study and have not been included in this research model. And can develop more about this research.

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