

Embedding Islamic Business Ethics in MSMEs: Insights from an Indonesian Case Study

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Abstract

This study aims to analyze the application of Islamic business ethics principles in the MSME Sirup Markisaku, a Sharia-based small business located in Lubuklinggau. Islamic business ethics, encompassing principles of honesty, fairness, transparency, and care, are considered essential in MSME operations to ensure business sustainability and foster trust with consumers and partners. This research utilizes a qualitative approach through in-depth interviews with the MSME owner, employees, business partners, and consumers. The findings reveal that Sirup Markisaku has implemented the principle of honesty in product information disclosure, maintaining the quality of raw materials, and ensuring fair pricing for consumers. Additionally, transparency in operations and profit-sharing is practiced to maintain equitable relationships with business partners and employees. However, certain areas still need improvement, such as enhancing transparency in financial reporting and providing further training for employees on Sharia business ethics. This study contributes to the development of Sharia-based MSMEs by offering recommendations on how Islamic business ethics principles can be strengthened and applied more effectively to support business growth and sustainability.

Keywords: Islamic Business Ethics Analyze, MSMe, Sharia Economics, Markisaku Syrup

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INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in driving economic growth and improving social welfare. In Indonesia, MSMEs contribute a significant proportion to total employment and gross domestic product (GDP). MSMEs contribute as much as 53% of Indonesia's total GDP, 20.52% to exports, and reduce the unemployment rate (Sinha et al., 2024; Yoana et al., 2024). Besides economic contributions, MSMEs also support community development by creating job opportunities, reducing economic inequality, and enhancing quality of life (Hidayat & Witta, 2024). However, with the rapid growth of MSMEs, there are serious challenges in maintaining ethical and integrity standards in business practices. This is especially crucial for Sharia-based businesses, which focus not only on material profits but also on moral and spiritual principles rooted in Islamic teachings. Markisa Syrup, as a Sharia-based MSME, faces challenges in integrating ethical values throughout its operations, from production to marketing. In this context, Islamic business ethics play a crucial role by providing guidelines that prioritize both financial success and a balance between business interests and moral responsibility (Meliza et al., 2023; Muhammad et al., 2019; Zaki et al., 2022). Principles such as honesty, transparency, fairness, and social responsibility

form the foundation for Sharia-based MSMEs to create sustainable businesses that benefit society.

This study aims to understand how Islamic business ethics are applied in the operations of Markisa Syrup and how these applications contribute to business sustainability and customer satisfaction. Through this study, practical guidelines are expected for Sharia-based MSMEs to consistently implement Islamic business ethics. Furthermore, this research also seeks to explore the impact of Islamic business ethics on consumer perceptions and the relationship between business actors and their partners. The primary goal of this research is to analyze the extent to which Islamic business ethics principles are applied in the business activities of Markisa Syrup and to explore the impact of this application on business sustainability and positive consumer perception. This research is expected to provide a clearer understanding of the importance of integrity and morality in business, especially in the MSME sector, which often faces resource limitations. The motivation behind this study is to encourage a transformation in business practices among MSMEs to align more closely with Sharia and Islamic ethics principles, helping MSMEs increase competitiveness and consumer loyalty. Additionally, this study addresses the challenges of the modern business world, where many companies focus solely on profit. In Islam, good business principles consider not only financial results but also the benefits to others. Thus, this research offers MSMEs, like Markisa Syrup, an opportunity to become role models in practicing consistent Islamic ethics, enabling positive societal impacts.

This study significantly contributes to the literature on Islamic business and MSMEs by offering a new perspective on applying Islamic business ethics in business practices. By focusing on the Markisa Syrup case study, this research aims to provide practical guidance for Sharia-based MSMEs in comprehensively implementing Islamic ethics in their business activities. Additionally, it strives to enhance understanding of the importance of honesty, transparency, and fairness as a foundation for businesses that are not only financially beneficial but also bring blessings to business actors, consumers, and society. Furthermore, this research is expected to serve as a reference for policymakers in formulating regulations that promote the application of Islamic business ethics in Indonesian MSMEs. With supportive regulations, Sharia MSMEs can more easily adopt principles that align with Islamic teachings, ultimately creating a healthier and more sustainable business sector. Overall, this research emphasizes the importance of Islamic business ethics as a guideline for operating in the MSME sector. Principles such as honesty, transparency, fairness, and social responsibility provide a comprehensive framework for MSMEs to create ethical and value-driven businesses. In the case study of Markisa Syrup, these principles are applied across various operational aspects, from production processes to interactions with consumers and business partners. This research is hoped to inspire other MSMEs to adopt Islamic business ethics more widely and consistently, thereby creating a sustainable positive impact on the economy and society.

In the context of Islamic-based business, Islamic ethical principles play a crucial role in establishing a strong moral foundation for entrepreneurs, including Micro, Small, and Medium Enterprises (MSMEs). Islamic business ethics, which encompass values such as honesty, fairness, transparency, and care, serve not only as a moral guide but also as vital pillars that help MSMEs build credibility and maintain positive relationships with consumers and business partners (AL-Hersh & Masron, 2023; Albar et al., 2023; Alqhaiwi et al., 2024). Each of these principles, drawn from Islamic teachings, positively impacts MSMEs' governance, especially in facing modern economic challenges.

Honesty (*ṣidq*) is a fundamental principle in Islamic business ethics that requires entrepreneurs to act honestly in all operational aspects, including production, marketing, and transactions. The Qur'an and Hadith emphasize the importance of speaking and acting with honesty as a primary characteristic of a Muslim. For MSMEs, honesty is demonstrated through transparent

product information, fair pricing, and assurance that the products sold align with the claims made. For instance, if passion fruit syrup is promoted as natural, the MSME must ensure that the product genuinely uses natural ingredients and contains no synthetic materials (Sulaiman et al., 2022; Tarjo et al., 2024). This not only builds consumer trust but also distinguishes a Shariah-based MSME from competitors that may lack ethical standards.

Justice (*'adl*) is an ethical principle in Islam that demands fair and balanced treatment of all stakeholders. This principle applies not only to product pricing relative to quality but also to fair employee wages, equitable profit-sharing with business partners, and fairness in task distribution. Justice in business extends beyond transactions; it encompasses equal treatment of consumers regardless of their status or background. For MSMEs, applying justice means striving to provide the same service to all customers and ensuring consistent product and service quality (Nambira et al., 2020; Sinha et al., 2024). By practicing fairness, MSMEs can build a positive reputation in the community, contributing to long-term customer loyalty.

Transparency (*bayān*) is a principle that encourages openness and honesty in sharing information about products, production processes, and pricing policies. In Islamic business ethics, transparency is essential because consumers have the right to know what they are purchasing and how the product is processed. Transparency in MSMEs can be reflected in clear information about raw materials used, production methods applied, and logical and open pricing policies. For example, an MSME producing passion fruit syrup can include detailed ingredient labeling, show production and expiration dates, and ensure information about the production process is accessible to consumers (Maheshkar & Soni, 2021). Transparency not only strengthens good relations with consumers but also builds trust and a positive reputation for MSMEs in the market.

Care (*ihsān*) in Islamic business ethics encompasses concern for the well-being of all stakeholders, including consumers, employees, the environment, and the surrounding community. This principle of care encourages MSME actors to be not only profit-oriented but also mindful of the social and environmental impact of their business operations. MSMEs that adopt this principle tend to minimize negative environmental impacts, for example, by using eco-friendly raw materials or reducing plastic packaging (Albar, 2023; Hidayat & Witta, 2024; Perdana & Habir, 2024). Additionally, concern for consumers is reflected in good after-sales service and a fair return policy. By running a caring business, MSMEs not only create a positive impact on the environment but also contribute to the development of a more just and harmonious society.

The application of Islamic business ethics principles in MSMEs provides significant benefits, both in the short and long term. Principles of honesty and transparency help MSMEs build stronger trust with consumers, thereby increasing public loyalty and trust. Fairness in business operations supports harmonious internal relationships, enabling MSMEs to conduct efficient and productive business activities. Furthermore, by fostering a culture of care, Shariah-based MSMEs can reduce negative environmental impacts and enhance their social reputation. In the long term, consistently applying Islamic business ethics can help MSMEs create a sustainable competitive advantage. Entrepreneurs who adhere to Islamic ethical principles tend to have better reputations and are more trusted by consumers, which in turn can increase the competitive edge of these MSMEs in the market. In an increasingly competitive era, Shariah-based MSMEs can attract more consumers seeking products that are not only high-quality but also ethically and responsibly produced and marketed. The application of Islamic business ethics, including principles of honesty, fairness, transparency, and care, has broad positive implications for MSMEs. These principles help MSMEs build solid relationships with consumers, business partners, and the surrounding community. Amid growing consumer awareness of the importance of ethical and sustainable products, Shariah-based MSMEs have great potential to grow as highly competitive business entities that contribute to more

inclusive and equitable economic development.

RESEARCH METHOD

This study adopts a qualitative research design with a case study approach to explore the implementation of Islamic business ethics within a Micro, Small, and Medium Enterprise (MSME), namely Sirup Markisaku. The qualitative approach is considered appropriate as it allows for an in-depth understanding of social phenomena and the meanings constructed by individuals involved in business practices (Köhler, 2024). The case study strategy enables the researcher to investigate the application of ethical principles—such as honesty, fairness, transparency, and care—within a real-life context, providing rich and contextualized insights into how these values are embedded in daily business operations.

Data were collected through multiple techniques to ensure data richness and credibility. Primary data were obtained through semi-structured, in-depth interviews involving key informants, including the business owner, employees, consumers, and business partners. These informants were selected using purposive sampling based on their direct involvement and knowledge of the business operations. In addition to interviews, direct observations were conducted to examine production processes, product handling, and distribution activities. Document analysis was also employed to review relevant business records, such as operational procedures, pricing policies, and internal guidelines, in order to complement and validate the findings from interviews and observations.

To enhance the validity and reliability of the data, this study applies triangulation by comparing information obtained from different sources and methods. The data analysis process follows an interactive model, including data reduction, data display, and conclusion drawing (Hirose & Creswell, 2023). Furthermore, secondary data from academic literature, previous studies, and relevant theoretical frameworks on Islamic business ethics were utilized to support the interpretation of findings. This systematic approach ensures that the analysis is comprehensive, credible, and grounded in both empirical evidence and established theory.

FINDINGS AND DISCUSSION

Implementation of the Principle of Honesty

The principle of honesty emerges as a foundational value in the business practices of Sirup Markisaku, shaping both internal operations and external relationships. Based on in-depth interviews, honesty is consistently reflected in the selection of raw materials, product quality assurance, and the disclosure of product-related information. The business owner emphasized that maintaining honesty is not merely a moral obligation but also a strategic approach to building long-term trust with consumers. This commitment is evident in the use of natural ingredients, the avoidance of artificial preservatives, and the consistency of product quality over time. Employees also confirmed that quality control processes are conducted carefully to ensure that products meet the standards communicated to consumers. Furthermore, honesty is embedded in daily operational routines, indicating that ethical values are not treated as abstract principles but are actively practiced in decision-making processes and business activities.

Honesty is particularly evident in the management of raw materials and product quality. The MSME ensures that only carefully selected passion fruits are used, maintaining consistency in taste, aroma, and overall quality. The absence of artificial additives aligns with the product claims communicated to consumers, reinforcing credibility. Consumers interviewed expressed a high level of trust in the product, highlighting that the natural flavor serves as tangible evidence of the business's integrity. This alignment between product claims and actual quality illustrates a strong

commitment to truthful representation. Moreover, the owner’s emphasis on maintaining authenticity in production reflects a broader ethical orientation that prioritizes consumer well-being over short-term profit maximization. Such practices demonstrate how honesty contributes to building a positive brand image and differentiates the MSME from competitors that may not uphold similar ethical standards.

In addition to product quality, honesty is also reflected in transparent and accurate information disclosure to consumers. The MSME provides clear information regarding ingredients, production processes, and product characteristics through labeling and digital platforms. Consumers reported that the information provided is reliable and helps them make informed purchasing decisions. This transparency reduces uncertainty and strengthens consumer confidence in the product. Furthermore, the use of social media as a communication tool enhances accessibility to information, allowing consumers to engage directly with the business. The consistency between communicated information and actual product experience reinforces perceptions of honesty and integrity. As a result, customers develop a sense of assurance regarding product safety and authenticity, which is crucial in fostering long-term relationships and repeat purchases.

The implementation of honesty also influences consumer loyalty and satisfaction. When consumers perceive a business as honest, they are more likely to develop trust and maintain long-term engagement. Interview findings indicate that customers of Sirup Markisaku are not only satisfied with the product quality but also appreciate the transparency and sincerity demonstrated by the business. This emotional connection strengthens brand loyalty and encourages positive word-of-mouth promotion. Additionally, honesty reduces the risk of conflict or dissatisfaction, as expectations are clearly communicated and consistently met. From a business perspective, this creates a stable customer base and enhances market competitiveness. Therefore, honesty functions not only as an ethical principle but also as a strategic asset that contributes to sustainability and growth in the MSME sector.

The practice of honesty extends beyond external interactions to internal organizational culture. Employees are encouraged to uphold honesty in their roles, particularly in handling production processes and communicating with customers. This shared commitment fosters a culture of integrity within the organization, where ethical behavior becomes a collective responsibility. Such an environment promotes accountability and reduces the likelihood of unethical practices. Moreover, the alignment between the owner’s values and employee behavior strengthens organizational cohesion and trust. This internal consistency is essential for maintaining the credibility of the business, as ethical values must be reflected not only in outward communication but also in internal practices.

Table 1. Implementation of Honesty Principle

Aspect	Implementation Description	Impact on Stakeholders
Raw materials	Use of natural and high-quality ingredients	Increased consumer trust
Product quality	Consistent taste and no artificial additives	Strong brand credibility
Information disclosure	Clear labeling and social media communication	Better consumer decision-making
Organizational culture	Emphasis on integrity among employees	Internal trust and accountability

The implementation of the principle of honesty in Sirup Markisaku demonstrates a comprehensive approach that integrates ethical values into multiple aspects of business operations. The consistency between product quality, information disclosure, and organizational behavior highlights the effectiveness of honesty as a guiding principle. However, continuous efforts are needed to maintain and enhance these practices, particularly in adapting to changing market

demands and increasing competition. Strengthening monitoring mechanisms and maintaining consistency in ethical practices will be crucial for sustaining consumer trust. The findings indicate that honesty plays a vital role in shaping business reputation, fostering customer loyalty, and ensuring long-term sustainability.

Implementation of the Principle of Justice

The principle of justice is a central component of ethical business conduct, emphasizing fairness, balance, and equitable treatment among all stakeholders. In the case of Sirup Markisaku, justice is reflected in internal management practices as well as external business relationships. Findings from in-depth interviews indicate that the MSME owner actively integrates fairness into decision-making processes, particularly in assigning responsibilities, determining compensation, and maintaining partnerships. Justice is not merely understood as equality, but rather as proportional fairness based on roles, contributions, and capacities. This nuanced understanding allows the business to maintain both operational efficiency and ethical integrity. Employees and business partners perceive these practices as evidence of a fair and respectful organizational environment, which strengthens trust and commitment. The consistent application of justice contributes to a stable organizational structure and supports the sustainability of business operations.

In terms of task distribution, the MSME demonstrates a structured and capability-based approach in assigning roles and responsibilities. Employees are allocated tasks according to their skills, experience, and workload capacity, ensuring that responsibilities are distributed fairly and efficiently. Interviewed employees expressed that this system prevents work overload and reduces potential conflicts within the organization. By aligning tasks with individual competencies, the MSME not only enhances productivity but also fosters a sense of professional recognition among employees. This approach reflects distributive justice, where resources and responsibilities are allocated based on merit and suitability rather than arbitrary decisions. Such practices contribute to a positive working environment and encourage employees to perform optimally, as they feel that their abilities are acknowledged and utilized appropriately.

The principle of justice is also evident in the wage system implemented by the MSME. Compensation is determined based on employees' performance, contribution, and level of responsibility. Employees reported that the wage structure is perceived as fair, as it reflects the effort and dedication invested in their work. This perception of fairness is crucial in maintaining motivation and job satisfaction. Moreover, the MSME owner emphasized the importance of ensuring that employees receive appropriate and timely compensation, which aligns with ethical business standards. Fair remuneration not only fulfills economic needs but also reinforces employees' sense of dignity and value within the organization. As a result, the wage system contributes to employee retention and organizational stability, which are essential for long-term business sustainability.

Justice is further reflected in the MSME's relationships with business partners. The findings indicate that partnerships are built on mutual agreement, clear roles, and equitable profit-sharing arrangements. Business partners expressed satisfaction with the fairness of these arrangements, noting that responsibilities and benefits are distributed transparently and proportionally. This fairness strengthens trust and encourages long-term collaboration. Additionally, the MSME maintains open communication with partners, ensuring that all parties are aware of their rights and obligations. Such practices reflect procedural justice, where fairness is embedded in decision-making processes and interactions. By fostering equitable relationships, the MSME enhances its credibility and creates a reliable network of partnerships that support business growth.

The implementation of justice also contributes to organizational harmony and conflict

minimization. When employees and partners perceive fairness in treatment and decision-making, the likelihood of disputes decreases significantly. The findings suggest that Sirup Markisaku has successfully created a work environment characterized by mutual respect and cooperation. This harmonious environment not only improves internal dynamics but also enhances overall productivity. Furthermore, fairness in external relationships strengthens the MSME's reputation as a trustworthy business entity. This reputation plays a critical role in attracting new partners and maintaining customer confidence. Therefore, justice serves as both an ethical principle and a strategic factor that supports organizational effectiveness and competitiveness.

Implementation of the Principle of Transparency

Effective

Transparency plays a critical role in shaping trust and accountability in the operations of Sirup Markisaku. The findings reveal that transparency is practiced through open communication, accessible product information, and efforts toward financial openness. The business owner emphasized that transparency is essential in maintaining credibility with both consumers and business partners. This openness is reflected in how the MSME communicates product details, operational processes, and business conditions. Transparency is not only seen as a moral obligation but also as a mechanism to reduce information asymmetry between the business and its stakeholders. Employees and partners confirmed that the business maintains open communication regarding operational challenges and future plans. This approach fosters a collaborative environment where stakeholders feel informed and valued. As a result, transparency contributes significantly to building trust and strengthening long-term relationships.

In terms of product transparency, Sirup Markisaku ensures that relevant product information is clearly communicated to consumers. This includes details about ingredients, production processes, and product quality. The information is made available through product labels and digital platforms, allowing consumers to access it بسهولة. Consumers reported that such openness enhances their confidence in the product and reduces uncertainty in purchasing decisions. The clarity of information enables consumers to evaluate the product based on accurate knowledge, which is particularly important in markets where trust plays a central role. Furthermore, transparency in product information aligns with ethical business practices, as it respects consumers' rights to be informed. This practice not only improves customer satisfaction but also strengthens the credibility of the business in a competitive market environment.

Financial transparency is another important dimension observed in the MSME's operations. The business owner stated that financial records are maintained systematically to monitor business performance and ensure accountability. Although financial reporting is primarily internal, relevant information is shared with business partners to maintain trust and fairness in collaborations. Partners expressed appreciation for this openness, as it provides clarity regarding profit distribution and operational costs. However, the findings also indicate that there is still room for improvement in formalizing financial reporting systems. Enhancing documentation and adopting more structured reporting practices could further strengthen transparency and accountability. Despite these limitations, the current practices demonstrate a commitment to openness that supports sustainable business relationships.

Transparency is also reflected in communication with business partners. The MSME maintains open discussions regarding business conditions, challenges, and strategic decisions. This approach ensures that partners are not only informed but also involved in the development of the business. Such inclusiveness fosters mutual trust and strengthens collaboration. Partners reported that this openness creates a sense of shared responsibility and encourages long-term cooperation.

Transparent communication also minimizes misunderstandings and conflicts, as expectations are clearly articulated. This practice highlights the importance of communication as a key component of transparency, particularly in small business environments where relationships are highly interpersonal.

The implementation of transparency has a direct impact on stakeholder trust and business reputation. Consumers feel more confident in purchasing products when they have access to clear and accurate information. Similarly, business partners are more willing to maintain long-term collaborations when they perceive the business as open and accountable. Transparency also contributes to operational efficiency by ensuring that information flows smoothly within the organization. Employees benefit from clear communication, which enhances their understanding of roles and responsibilities. As a result, transparency not only strengthens external relationships but also improves internal coordination and performance.

Table 2. Implementation of Transparency Principle

Aspect	Implementation Description	Impact on Stakeholders
Product information	Clear labeling and open communication	Increased consumer confidence
Financial management	Internal recording and sharing with partners	Trust in business collaboration
Partner communication	Open discussion of business conditions	Stronger cooperation
Internal communication	Clear information flow within organization	Better coordination

The principle of transparency is effectively integrated into various aspects of Sirup Markisaku's operations, including product information, financial management, and stakeholder communication. While current practices demonstrate a strong commitment to openness, further improvements in formal financial reporting and documentation could enhance overall transparency. The findings highlight that transparency is a key driver of trust, collaboration, and business sustainability. By maintaining and strengthening this principle, the MSME can continue to build a positive reputation and foster long-term relationships with its stakeholders.

Implementation of the Principle of Care

The principle of care represents a holistic ethical orientation that emphasizes concern for the well-being of all stakeholders, including employees, consumers, and the environment. In the case of Sirup Markisaku, care is not limited to symbolic values but is translated into concrete practices that shape the MSME's operational and social responsibilities. Findings from interviews indicate that the business owner prioritizes human-centered and environmentally conscious approaches in managing the enterprise. This principle reflects a broader understanding of business as a social institution that must balance economic objectives with ethical and social considerations. Employees, consumers, and community members perceive these practices as a demonstration of genuine concern, which strengthens emotional connections and trust. The integration of care into business operations highlights the MSME's commitment to creating value beyond profit generation.

Care for employees is demonstrated through efforts to ensure a safe, supportive, and motivating work environment. The MSME owner provides working conditions that prioritize safety and comfort, recognizing the importance of employee well-being in maintaining productivity. In addition, incentives are offered to employees who show strong performance and commitment, reflecting an appreciation for their contributions. Employees reported that such practices enhance their motivation and job satisfaction, as they feel valued and supported. This approach aligns with the concept of relational ethics, where interpersonal relationships are built on empathy and mutual respect. By fostering a caring organizational culture, the MSME not only improves employee performance but also strengthens loyalty and reduces turnover.

The principle of care is also evident in the MSME's approach to consumer relations. Sirup Markisaku demonstrates a strong commitment to maintaining product quality and ensuring customer satisfaction. Consumers reported that the business is responsive to feedback and complaints, providing timely and appropriate solutions when issues arise. This responsiveness reflects a proactive approach to customer care, where the business seeks to maintain positive relationships rather than merely addressing problems. Additionally, the consistency in product quality reinforces consumer confidence and trust. By prioritizing consumer well-being, the MSME enhances its reputation and fosters long-term loyalty. This customer-oriented approach illustrates how care can serve as a strategic asset in building sustainable market relationships.

Environmental responsibility constitutes another important dimension of care in the MSME's operations. The business owner has implemented practices aimed at reducing environmental impact, such as minimizing production waste and exploring the use of eco-friendly materials. Although these efforts are still developing, they demonstrate a clear awareness of environmental sustainability. The MSME recognizes that business activities have broader ecological implications and seeks to mitigate negative effects through responsible practices. This commitment aligns with global trends toward sustainable business models and reflects an ethical responsibility to the wider community. By integrating environmental considerations into its operations, the MSME contributes to a more sustainable and responsible business ecosystem.

The implementation of care also strengthens the MSME's social legitimacy and community relationships. Businesses that demonstrate genuine concern for stakeholders are more likely to gain acceptance and support from the community. The findings suggest that Sirup Markisaku is perceived as a responsible and ethical enterprise, which enhances its social reputation. This positive perception not only supports customer loyalty but also creates opportunities for collaboration and expansion. Furthermore, the emphasis on care fosters a sense of shared value, where business success is linked to the well-being of stakeholders. This perspective reflects a shift from profit-centered to value-driven business practices, which is increasingly relevant in contemporary economic contexts.

Discussion

The findings on the implementation of the principle of honesty indicate that Sirup Markisaku has successfully embedded truthful practices in product quality and information disclosure. This aligns with previous studies emphasizing that honesty enhances consumer trust and strengthens long-term relationships (Iqbal, 2024; Rahman et al., 2024). The consistency between product claims and actual quality reflects a high level of ethical congruence, which is critical in building credibility in competitive markets. Moreover, the use of transparent communication channels, such as labeling and digital platforms, reinforces the perception of integrity among consumers. This supports the argument that honesty is not only a moral obligation but also a strategic resource that contributes to customer loyalty and brand differentiation. Therefore, the case of Sirup Markisaku confirms that the practical application of honesty can create both ethical and economic value for MSMEs.

The implementation of justice in Sirup Markisaku demonstrates a balanced approach to internal management and external partnerships. The fair distribution of tasks, equitable wage systems, and transparent collaboration with business partners reflect both distributive and procedural justice. These findings are consistent with organizational justice theory, which suggests that fairness in processes and outcomes significantly influences employee satisfaction and organizational commitment (Astuti et al., 2020; Firdaus et al., 2024; Lubis et al., 2024). Employees' perceptions of fairness contribute to a positive work environment, while equitable partnerships enhance trust and long-term collaboration. This indicates that justice is a key driver of

organizational stability and performance. In the context of MSMEs, where relationships are often informal and interpersonal, the consistent application of justice becomes even more critical in maintaining trust and minimizing conflict.

Transparency, as identified in the findings, plays a crucial role in reducing information asymmetry between the business and its stakeholders. Sirup Markisaku demonstrates transparency through open product information, financial communication, and partner engagement. This supports prior research suggesting that transparency improves accountability and stakeholder trust (Chakraborty, 2024; Geletu & Mihiretie, 2023; Wijayanti et al., 2022). However, the study also reveals that financial transparency is still partially informal, indicating an area for improvement. Strengthening formal financial reporting systems could enhance credibility and support scalability. Nevertheless, the existing practices already contribute significantly to building trust among consumers and partners.

The principle of care is reflected in the MSME's attention to employee welfare, customer satisfaction, and environmental responsibility. These practices align with stakeholder theory, which emphasizes the importance of addressing the needs of all stakeholders in achieving sustainable business success (Hasanudin, 2023; Sutrisno et al., 2023; Thamrin et al., 2024). The provision of a supportive work environment and responsive customer service demonstrates a relational approach to business, where trust and emotional engagement are prioritized. Additionally, the MSME's efforts toward environmental sustainability, although still developing, indicate an awareness of broader social responsibilities. This suggests that care extends beyond immediate business interests to include long-term societal impact. Such practices not only enhance reputation but also position the MSME as a responsible and value-driven enterprise in an increasingly ethics-conscious market.

The implications of this study are both theoretical and practical. Theoretically, this research contributes to the literature by providing empirical evidence on how Islamic business ethics are operationalized in MSMEs, addressing the gap between conceptual frameworks and real-world practices. Practically, the findings offer actionable insights for MSME practitioners to integrate ethical principles into daily operations, particularly in areas such as transparency and employee development. For policymakers, the study highlights the importance of supporting ethical business practices through training programs and regulatory frameworks. Future research may expand this study by incorporating comparative analyses across multiple MSMEs or adopting mixed-method approaches to strengthen generalizability.

CONCLUSION

The findings show that these principles have been effectively integrated into business operations, particularly in maintaining product quality, ensuring fair employee management, fostering transparent relationships with stakeholders, and demonstrating concern for social and environmental aspects. These practices contribute to building trust, strengthening relationships, and supporting business sustainability. However, the study also identifies limitations, especially in financial transparency, which remains relatively informal and requires further improvement, as well as the limited scope of a single-case study that may affect generalizability. Despite these limitations, this research highlights that the integration of ethical values not only fulfills moral obligations but also enhances competitiveness and long-term sustainability. Future research is recommended to involve a broader range of MSMEs and to further explore challenges in implementing ethical practices, particularly in financial management.

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