

## ABSTRAK

**Ina Agustina (2022): “Pengaruh Penerapan Etika Bisnis Islam Terhadap Kepuasan Konsumen Pada Toko Kelontong Di Desa Karyamukti.**

Penelitian ini terdapat beberapa pelaku bisnis yang mengabaikan etika dalam menjalankan bisnisnya. Perilaku pedagang kelontong yang menyimpang antara lain: Perbedaan harga yang ditawarkan toko kelontong, pedagang kelontong tidak bersikap murah hati, terlalu tinggi harga yang ditawarkan dan ada yang menjual dengan harga yang sangat rendah.

Tujuan penelitian ini untuk Mengetahui Penerapan Etika Bisnis Islam Pada Toko kelontong Di Desa Karyamukti, mengetahui Kepuasan Konsumen Pada Toko Kelontong Di Desa Karyamukti, dan mengetahui Pengaruh Penerapan Etika Bisnis Islam Terhadap Kepuasan Konsumen Pada Toko Kelontong Di Desa Karyamukti.

Penelitian ini merupakan jenis penelitian kuantitatif pendekatan deskriptif yaitu metode survei. Sumber data primer dan data sekunder, populasinya, konsumen yang berbelanja di toko kelontong sebanyak 50 responden, sampel penelitian ini menggunakan (*qouta sampling*). Subjek penelitiannya seluruh konsumen yang berbelanja di toko kelontong sedangkan objek penelitiannya adalah pengaruh penerapan etika bisnis Islam terhadap kepuasan konsumen.

Etika Bisnis Islam yaitu landasan normatif yang bersumber dari ajaran Islam yaitu Al-Qur'an dan As-Sunnah Nabi Muhammad SAW, sebagai acuan bagi para pelaku bisnis untuk menjalankan bisnis secara alami. Kepuasan Konsumen yaitu hasil penilaian pelanggan terhadap apa yang diharapkan dengan membeli dan mengkonsumsi suatu produk.

Hasil penelitian, diketahui bahwa penerapan etika bisnis Islam berpengaruh positif dan signifikan terhadap kepuasan konsumen. Hal ini dibuktikan pengujian regresi linear sederhana terdapat kedua variabel diperoleh siginifikansi  $0.000 < 0.05$ , diketahui nilai  $f_{hitung} 14.488 > f_{tabel} 4.04$  maka  $H_a$  diterima dan  $H_0$  di tolak. Hasil nilai  $t_{hitung} >$  dari  $t_{tabel}$  ( $3.806 > 2.010$ ) dengan signifikansinya ( $0.000 < 0,05$ ). Maka :  $H_0$  ditolak dan  $H_a$  diterima (berpengaruh positif dan signifikan). Penerapan etika bisnis Islam pada toko kelontong yaitu belum berpengaruh. Pengaruh kepuasan konsumen ditoko kelontong yaitu sangat puas. Pengaruh penerapan etika bisnis islam terhadap kepuasan konsumen pada toko kelontong di Desa Karyamukti yaitu berpengaruh.

## **ABSTRACT**

***Ina Agustina (2022): "The Influence of the Application of Islamic Business Ethics on Consumer Satisfaction in Grocery Stores in Karyamukti Village.***

*In this study, there are several business people who ignore ethics in running their business. The deviant behavior of grocery traders include: Differences in prices offered by grocery stores, grocery traders are not generous, prices are too high and some sell at very low prices.*

*The purpose of this study was to determine the application of Islamic business ethics to grocery stores in Karyamukti village, to determine consumer satisfaction at grocery stores in Karyamukti village, and to determine the effect of applying Islamic business ethics to consumer satisfaction at grocery stores in Karyamukti village.*

*This research is a type of quantitative research with a descriptive approach, namely the survey method. Sources of primary data and secondary data, the population, consumers who shop at the grocery store as many as 50 respondents, the sample of this study uses (quota sampling). The research subject is all consumers who shop at the grocery store while the object of research is the influence of the application of Islamic business ethics on consumer satisfaction.*

*Islamic Business Ethics is a normative foundation that comes from Islamic teachings, namely the Qur'an and As-Sunnah of the Prophet Muhammad SAW, as a reference for business people to run a business naturally. Consumer Satisfaction is the result of customer assessment of what is expected by buying and consuming a product.*

*The results of the study, it is known that the application of Islamic business ethics has a positive and significant effect on consumer satisfaction. This is evidenced by a simple linear regression test where both variables are obtained with a significance of  $0.000 < 0.05$ , it is known that the  $f_{count}$  value is  $14,488 > f_{table}$   $4.04$  then  $H_a$  is accepted and  $H_0$  is rejected. The result of  $t_{count} >$  from  $t_{table}$  ( $3,806 > 2,010$ ) with significance ( $0.000 < 0.05$ ). So:  $H_0$  is rejected and  $H_a$  is accepted (positive and significant effect). The application of Islamic business ethics in grocery stores is not yet influential. The influence of consumer satisfaction at the grocery store is very satisfied. The influence of the application of Islamic business ethics on consumer satisfaction at the grocery store in Karyamukti Village is influential.*