

ABSTRAK

Penelitian ini bertujuan untuk menganalisis penerapan etika bisnis Islam oleh pedagang sembako di Pasar Anyar Tangerang dalam meningkatkan loyalitas pelanggan. Penelitian ini menggunakan metode kualitatif dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Teori yang digunakan dalam penelitian ini adalah empat aksioma etika Islam menurut Syed Nawab Haider Naqvi, yaitu tauhid (*unity*), keseimbangan (*equilibrium*), kehendak bebas (*free will*), dan tanggung jawab (*responsibility*). Hasil penelitian menunjukkan bahwa pedagang menerapkan nilai-nilai etika Islam seperti kejujuran, religiusitas, keadilan, pelayanan yang baik dalam memberikan kebebasan bertransaksi kepada pelanggan, dan tanggung jawab dalam menjaga kualitas dan kenyamanan pembeli. Penerapan nilai-nilai tersebut terbukti berperan dalam meningkatkan loyalitas pelanggan, yang tercermin melalui indikator seperti pembelian ulang, kepercayaan, dan kesediaan merekomendasikan kepada orang lain. Selain itu, meskipun mengalami tantangan akibat proses revitalisasi pasar, pedagang tetap berusaha mempertahankan prinsip etika Islam dalam berdagang, yang berdampak positif terhadap loyalitas pelanggan.

Kata Kunci : Etika Bisnis Islam, Loyalitas Pelanggan, Pasar Tradisional, Aksioma Naqvi

ABSTRACT

This study aims to analyze the application of Islamic business ethics by grocery traders in Pasar Anyar Tangerang in increasing customer loyalty. This study uses a qualitative method with data collection techniques through observation, interviews, and documentation. The theory used in this study is the four axioms of Islamic ethics according to Syed Nawab Haider Naqvi, namely tauhid (unity), balance (equilibrium), free will, and responsibility (responsibility). The results of the study show that traders apply Islamic ethical values such as honesty, religiosity, justice, good service in providing freedom of transaction to customers, and responsibility in maintaining the quality and comfort of buyers. The application of these values has been proven to play a role in increasing customer loyalty, which is reflected in indicators such as repeat purchases, trust, and willingness to recommend to others. In addition, despite the challenges due to the market revitalization process, traders continue to strive to maintain the principles of Islamic ethics in trading, which has a positive impact on customer loyalty.

Keywords : *Islamic Business Ethics, Customer Loyalty, Traditional Market, Naqvi's Axioms*