

Perspective of quranic verses of business ethics on justice and honesty in trade

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Abstract

This study examines the concept of business ethics from an Islamic perspective, highlighting two key principles: justice (*adl*) and honesty (*siddiq*), which are pertinent in addressing modern trade challenges. The digital era presents various issues, such as information manipulation and transparency concerns, often disadvantaging consumers. Employing a qualitative descriptive approach, the research utilizes thematic interpretation of Quranic verses, including QS. Al-Baqarah [2]: 282 and QS. Al-Mutaffifin [83]: 1-3, to explore how these principles can be applied in contemporary business ecosystems. The findings reveal that implementing justice and honesty strengthens consumer trust, enhances customer loyalty, and supports business objectives. The study proposes recommendations, including the integration of Islamic ethical values into digital business operations, strengthening of government regulations, improvement of Islamic financial literacy, and public education initiatives.

Keywords: Business ethics, Fairness, Honesty, Digital Commerce

Abstrak

Studi ini mengkaji konsep etika bisnis dari perspektif Islam, dengan menyoroti dua prinsip utama: keadilan (*adl*) dan kejujuran (*siddiq*), yang relevan dalam menghadapi tantangan perdagangan modern. Era digital menghadirkan berbagai isu, seperti manipulasi informasi dan kekhawatiran transparansi, yang seringkali merugikan konsumen. Dengan menggunakan pendekatan deskriptif kualitatif, penelitian ini menggunakan interpretasi tematik ayat-ayat Al-Qur'an, termasuk QS. Al-Baqarah [2]: 282 dan QS. Al-Mutaffifin [83]: 1-3, untuk mengeksplorasi bagaimana prinsip-prinsip ini dapat diterapkan dalam ekosistem bisnis kontemporer. Temuan penelitian mengungkapkan bahwa penerapan keadilan dan kejujuran memperkuat kepercayaan konsumen, meningkatkan loyalitas pelanggan, dan mendukung tujuan bisnis. Studi ini mengusulkan rekomendasi termasuk integrasi nilai-nilai etika Islam ke dalam operasi bisnis digital, penguatan regulasi pemerintah, peningkatan literasi keuangan Islam, dan inisiatif edukasi publik.

Kata Kunci: Etika bisnis, Keadilan, Kejujuran, Perdagangan Digital

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1. Introduction

In the global economic landscape, dishonest business practices and unfairness often overshadow trade activities, hindering the development of a sustainable ecosystem. This phenomenon is evident in Indonesia, where there has been a rise in cases of unfair trading conditions. According to data from the Indonesian E-Commerce Association (idEA) in 2023, 35% of all complaints regarding digital transactions stem from instances of product information manipulation, price fraud, and other related incidents ("IdEA - Indonesian E-Commerce Association," 2023). At the internasional level, research conducted by Global Financial Integrity (2023) indicates that the state



of global trade, including aspects related to measurement and quantification, results in annual losses amounting to 2 trillion US dollars (“Global Financial Integrity,” 2023).

In the digital age, financial technologies such as e-commerce and fintech present novel challenges in the application of business ethics. For instance, research indicates that whilst these technologies facilitate transactions, transparency often becomes an issue, as business operators can easily conceal information or manipulate data for personal gain (Sulaiman & Yusuf, 2024). This underscores the significance of implementing robust ethical principles, such as fairness and integrity, in all business operations.

This study offers a unique perspective by focusing on the integration of Quranic principles of justice (*adl*) and honesty (*siddiq*) into modern business practices, particularly in the context of digital commerce. Unlike previous research that often generalizes ethical considerations, this study delves into the practical application of Islamic business ethics in addressing challenges such as data manipulation, lack of transparency, and unfair trading practices in e-commerce. By employing a thematic interpretation of Quranic verses and integrating Islamic ethical values into digital business frameworks, the research provides actionable insights for establishing a fair, transparent, and sustainable halal trading ecosystem. This approach not only fills a gap in the literature but also contributes to the development of ethical digital commerce aligned with Islamic principles.

As a universal faith, Islam offers a comprehensive solution through business ethics principles rooted in fairness (*adl*) and honesty (*siddiq*). These principles serve not only as moral guidelines but also as crucial elements in establishing an equitable trading system. QS. Al-Baqarah [2]: 282 emphasises the importance of recording transactions to avoid disputes, while QS. Al-Mutaffifin [83]: 1-3 strongly condemns inaccuracies in measurements and weights. The implementation of fairness in commerce enhances trust and social cohesion among market participants, thereby strengthening a sustainable business ecosystem.

Furthermore, Islam recognises honesty as a fundamental principle for business success. A hadith of Prophet Muhammad (peace be upon him) states that truthful merchants will be elevated to a noble status alongside prophets and martyrs in the afterlife (HR. Tirmidzi). Studies have also demonstrated that companies which embrace honesty as a core business value tend to enjoy higher levels of customer loyalty and an enhanced reputation in the global marketplace (Adrai & Perkasa, 2024).

Another pertinent phenomenon is the growing emphasis on social responsibility and aspirations within the business realm. Research indicates that Islamic business ethics not only provides solutions to ethical challenges but can also serve as a framework for equitable and sustainable commerce, aligning with global trends such as corporate social responsibility (CSR) (Sain & Bahri, 2024).

In the era of globalization, the halal industry has emerged as one of the fastest-growing sectors, not only in Muslim-majority countries but also in the global market. This growth is driven by increasing consumer awareness of the importance of products that meet not only quality standards but also ethical values. However, the challenges in developing the halal industry have become increasingly complex, including the need

to maintain product integrity, supply chain transparency, and consumer trust. Business ethics serve as a crucial foundation for building and strengthening the halal industry. The concepts of justice (*adl*) and honesty (*siddiq*) embedded in Islamic teachings offer a holistic approach that aligns with the needs of modern industries. Justice demands equitable treatment for all stakeholders, from producers to consumers, while honesty ensures transparency and integrity in every business process. These principles aim not only to achieve material profit but also social and spiritual sustainability, positioning the halal industry as a globally appealing sector. Nonetheless, the implementation of business ethics in the halal industry faces various challenges, especially in the digital era. Data manipulation, lack of transparency in product information, and insufficient regulatory support are among the main obstacles. Therefore, it is essential to explore how Islamic ethical values can be integrated into the halal business framework to address these challenges and create a sustainable business ecosystem. This approach not only enhances consumer trust but also strengthens the competitiveness of halal products in international markets.

This study aims to examine the relevance of justice and honesty values from the Quranic perspective in modern business practices, particularly within the realm of digital commerce. Through a qualitative approach utilising interpretative analysis, the research seeks to explore how these values can be applied to address contemporary business ethics challenges. The investigation is expected to offer both theoretical and practical contributions towards establishing an ethical, sustainable, and fair business ecosystem.

2. Literature review

Social Justice Theory

Rawls proposes the concept of justice as fairness, which encompasses two primary elements: (1) every individual is entitled to equal fundamental liberties, and (2) the allocation of economic and social resources should maximise benefits for the least advantaged members of society (the difference principle) (John Rawls 1971). Sen expanded upon this theory through the Capability Approach, highlighting the significance of enhancing individual freedoms and capacities to attain a life of purpose and value (Amartya, 1999). This theoretical framework is pertinent in upholding Islamic principles of fairness in commerce, such as equitable treatment of customers and price transparency, while in the realm of digital business, social justice ensures both the equitable dissemination of information and the safeguarding of consumer rights.

Al-Ghazali introduced five primary objectives of sharia: safeguarding religion (*din*), life (*nafs*), intellect (*aql*), lineage (*nasl*), and wealth (*mal*). These five aspects must be fulfilled to achieve human well-being and justice in life, including in business activities. (Al-Ghazali 1993) Expanding on Al-Ghazali's ideas, Asy-Syatibi elucidated that the objective of Islamic law is to attain public welfare (*maslahah ammah*), encompassing the safeguarding of both individual and societal rights. (Al-Ghazali 1993)

Maqashid Syariah offers an ethical framework that incorporates principles of fairness and integrity in commerce, including digital trade. In practice, this theory

demands openness, equitable profit sharing, and safeguarding of consumer interests. This approach utilises the Maqashid Syariah framework as a foundation for evaluating and enhancing ethical business practices. Within this context, every facet of business should be encouraged to safeguard and fulfil fundamental human needs: faith, life, intellect, lineage, and wealth. This approach evaluates business success not only in financial terms but also from social and ethical perspectives, in accordance with Islamic principles.

The connection to Islamic Business Ethics lies in fairness and honesty. Fairness (*adl*) ensures that all business transactions and practices are conducted equitably, safeguarding the rights of all involved parties. Meanwhile, honesty (*siddiq*) promotes transparency and integrity in every aspect of business dealings, from information disclosure to price agreements.

The Concept of Business Ethics in Islam

Islamic business ethics aims not only to achieve material gains but also to incorporate moral and spiritual values into all commercial activities. Fundamental principles of Islamic business ethics, such as fairness (*adl*) and honesty (*siddiq*), offer guidance for establishing an ethical business framework. Islamic ethics emphasises a balance between worldly and spiritual needs, stressing the importance of mutually beneficial relationships among all parties involved in trade.

This concept is rooted in the Quran and Hadith. The Quran, in Surah Al-Baqarah [2]: 282, underscores the significance of recording debts to prevent injustice and unfairness. Surah Al-Mutaffifin [83]: 1-3 issues a stern warning to those who cheat in measurements, viewing it as a violation of the principle of justice. These tenets provide a robust moral foundation for creating a fair and sustainable business ecosystem (Zulhikam et al. 2024). In line with this, Adrai et al. suggest that incorporating ethical values and social responsibility can enhance a business's reputation in the global marketplace. It is pertinent to explore strategies for implementing Islamic principles in international business operations (Adrai & Perkasa, 2024).

Justice in Trade

Justice (*adl*) in Islam is a universal principle governing all aspects of life, including business activities. In the context of trade, justice implies the absence of exploitation or deception that could harm either party. This is elucidated in QS. Al-An'am [6]: 152, which states, "And give full measure and weight in justice." This verse emphasises the importance of ensuring that the rights of all parties are fulfilled in transactions.

The article by Nasution et al. highlights the significance of justice and moral responsibility in safeguarding consumers. This is particularly relevant for understanding consumer protection in the digital age, where transparency often becomes an issue (Nasution & Siregar, 2024). Hamid explores the concept of justice through governance, highlighting how Sharia-based governance principles can foster fairness and accountability in business practices. This serves as a pertinent example of how implementing Islamic governance can contribute to the sustainability of business operations (Hamid 2024). Furthermore, research indicates that fairness in commerce not only prevents conflicts but also enhances trust amongst market

participants, which is a crucial component in establishing a robust trading ecosystem (Permana & Nisa, 2024). In contemporary commerce, this concept of fairness is manifested through practices such as price transparency, equitable customer treatment, and the implementation of just contractual agreements.

Honesty in Trade

Honesty (siddiq) forms the ethical foundation and serves as the primary pillar in Islamic business ethics, as it fosters trust, which is essential for establishing long-term business relationships. The Quran, in Surah Al-Baqarah [2]:42, emphasises the importance of avoiding the mixing of truth with falsehood, including in commercial transactions. In line with this principle, the view of (Santoso et al. (2024) that transparency and honesty are crucial factors in developing sustainable customer relationships is pertinent to the analysis of consumer loyalty in Sharia-based e-commerce. Business operators who prioritise honesty tend to garner higher consumer trust, which directly influences customer loyalty and business aspirations, and in the contemporary landscape, honesty can be implemented through product information transparency, risk disclosure, and commitment to quality standards.

Relevance of Islamic Business Ethics in the Modern Context

In the digital age, new challenges have emerged in the application of business ethics, including data manipulation, conditions in e-commerce, and market exploitation. Research indicates that the principles of fairness and honesty remain pertinent in addressing these challenges, particularly in establishing integrity within digital-based businesses (Muzakki, 2023). In this regard, Islamic business ethics align with the global trend towards social responsibility, and research further shows that these principles can serve as a guide in developing business models that prioritise not only profit but also social welfare (Mu'min & Muin 2024).

Sharia Principles as a Solution for Business Sustainability

Sharia principles offer a comprehensive approach to conducting business, emphasising a balance between individual and societal interests. These principles extend beyond mere financial gain, taking into account social and environmental impacts, as well as long-term business considerations. In the context of modern commerce, the application of Sharia principles encompasses the prohibition of usury, conditions, and manipulation, while promoting social responsibility through concepts such as zakat, infaq, and waqf. Studies highlight that implementing principles of fairness and honesty in Sharia-based businesses can enhance a company's competitiveness, particularly in global markets that increasingly prioritise transparency and accountability. This is supported by findings which indicate that integrating Sharia principles into company operations can establish a robust business reputation, boost consumer trust, and foster market loyalty (Adri et al. 2024).

In the digital age, Sharia principles remain pertinent in governing technological innovations such as fintech and e-commerce. Research indicates that implementing Sharia principles can assist in addressing challenges like data manipulation, damage, and consumer exploitation, thereby fostering a more equitable and ethical digital trading ecosystem (Rosyidah & Rofiah, 2024). Beyond regulatory aspects, Sharia

principles also encourage business practitioners to prioritise values related to poverty alleviation, such as responsible resource management, consumer rights protection, and equitable wealth distribution. According to studies, implementing these principles can help strike a balance between economic efficiency and social justice, thereby offering solutions to increasingly complex global business challenges (Kusuma 2023).

3. Research Methods

This study employs a qualitative descriptive approach utilising the thematic interpretation (*maudhu'i*) analysis method. Its aim is to delve into the business ethics values found in the Quran, with a particular focus on the principles of justice (*adl*) and honesty (*siddiq*), and to examine their relevance in the context of modern digital commerce. The qualitative approach was selected due to the research's emphasis on an in-depth exploration of Quranic texts, Hadith, and pertinent scholarly views, as well as its proximity to contemporary business challenges and phenomena.

The research design follows a qualitative text analysis model, aiming to analyse, comprehend, and interpret the ethical values embedded in Quranic verses. This approach is used to explore how Islamic business ethics principles can be applied in the digital commerce context, enabling researchers to grasp the profound meaning of religious texts and their relevance to modern socio-economic phenomena. The primary sources for this research are derived from the Quranic text, the Hadith of Prophet Muhammad, and Quranic exegesis. In contrast, the secondary data is obtained from relevant academic journals and books.

The data collection methodology encompasses Documentary Analysis, examining the Qur'an, Hadith, and related exegeses concerning principles of justice and truth, and Literature Review, scrutinising pertinent prior research findings from reputable journals (Scopus and Sinta) and scholarly books. A data triangulation approach is employed to ensure the validity of research outcomes, as elucidated in the concept of comparing various data sources (Hamid 2024).

This study employs content analysis methodology with a thematic approach to identify and classify the primary themes within the text. The analytical process encompasses the following steps: Main Theme Recognition, locating Quranic verses and Hadith passages that are pertinent to justice and truth; Classification, grouping themes based on the principles of fairness and honesty in commerce; and Interpretation, analysing the significance of these verses within the framework of contemporary business practices. This document analysis enables researchers to systematically extract in-depth information from both primary and secondary texts (Miles & Huberman, 2014).

The reliability of the data is ensured through triangulation techniques, which involve comparing interpretations of Quranic texts and Hadith, scientific literary analyses, and contemporary phenomena documented in official journals and reports. This triangulation approach aims to produce valid and trustworthy findings, as recommended by (Creswell 2009; Miles & Huberman, 2014)

This research focuses on analyzing ethical values in contemporary commerce, particularly in the digital sector. This focus is based on the increasing practice of

electronic commerce which often faces ethical challenges, such as price manipulation, transparency and maintenance.

4. Results and Discussion

4.1 Results

Justice in the Perspective of Islamic Business Ethics

Justice (*adl*) is the main pillar in Islamic business ethics that regulates the relationship between business actors with customers, trading partners, and the wider community. In QS. Al-An'am [6]: 152, Allah SWT says:

"Make certain that measurements and scales are carried out with precision and fairness. We do not place demands on people beyond what they can manage. When you communicate, be impartial, even regarding your own family members, and honour your commitment to Allah. These are the directives Allah has given you, so that you might bear them in mind."

This verse underscores the significance of fairness in all aspects of transactions, particularly in maintaining accurate measurements and weights. This principle aims to safeguard the rights of those involved in trade, ensuring no party is disadvantaged. Islam strongly condemns injustice, such as the manipulation of measurements or information, as it can erode trust and harm others. The Quran reinforces this principle in Surah Al-Mutaffifin [83]: 1-3, which states:

Calamity awaits those who practise deception, particularly individuals who demand their full measure when receiving goods from others, but deliberately short-change others when it is their turn to measure or weigh out items.

This verse issues a stern caution against conditional practices in commerce. It emphasises that fairness in transactions is not merely a moral obligation but also a spiritual responsibility that must be upheld by every business participant.

Relevance to Modern Business Practices

In the realm of contemporary commerce, fairness remains a pertinent principle that can thwart exploitation and enhance consumer trust. For instance, in e-commerce, price manipulation and information concealment are commonplace practices. A study by Global Financial Integrity (2023) indicates that international trade practices result in annual losses of up to 2 trillion dollars for developing nations. ("Global Financial Integrity," 2023)

Fairness principles can be implemented in contemporary commerce through price transparency, accurate product information disclosure, and equitable contract execution. Research indicates that fairness in trade contributes to enhanced consumer trust, ultimately fostering loyalty and business desire (Hidayati, Fasa, and Susanto 2024). This demonstrates that justice is not only morally beneficial but also carries substantial economic significance.

Fair Trade Practices

The fair trade movement exemplifies the application of justice in contemporary commerce. This initiative aims to ensure that producers, particularly those from

developing nations, receive equitable compensation for their goods. Such principles align with Islamic values, which emphasise fairness in profit distribution and equal treatment as core elements.

For instance, companies that embrace fair trade practices not only foster healthy trading relationships but also enhance their standing in the global marketplace. Studies indicate that consumers tend to display greater loyalty towards businesses that adhere to principles of fairness, perceiving them as more ethical and socially responsible (Nasution & Siregar, 2024)

Justice, as a cornerstone of Islamic business ethics, extends beyond mere normative principles to practical applications in modern commerce. This tenet fosters transparency, trust, and mutually beneficial relationships in business dealings. In the digital age, the implementation of justice has become increasingly crucial in addressing challenges such as data manipulation and consumer exploitation. Consequently, the concept of justice is not only theoretically relevant but also serves as a practical guide that can enhance business competitiveness in the global marketplace.

Honesty as the Main Pillar of Business Ethics

Analysis of Qur'anic Verses on Honesty

Honesty (*siddiq*) is the main foundation in Islamic business ethics which becomes the benchmark of trust between business actors and consumers. QS. Al-Baqarah [2]: 42 states:

"Do not mix truth with falsehood, nor conceal the truth whilst you are aware of it."

This verse emphasises the significance of openness in all commercial dealings. The prohibition against mixing truth with falsehood indicates that any form of information manipulation or concealment of facts goes against the principle of honesty. In the realm of trade, this implies that business operators must provide comprehensive and precise details about the products or services they offer.

The importance of honesty is also highlighted in a hadith of Prophet Muhammad (peace be upon him) narrated by Tirmidhi, wherein the Messenger of Allah (peace be upon him) stated:

"In the afterlife, honest and trustworthy merchants shall be alongside prophets, righteous individuals, and martyrs."

This hadith elevates honest merchants to a noble status, illustrating that Islam greatly values integrity in economic activities.

Honesty in the Digital Context

In the realm of digital commerce, honesty has become increasingly crucial, as transparency of information often poses a challenge. Instances of product data manipulation, fake reviews, and concealment of product defects are some examples of dishonesty frequently encountered on e-commerce platforms. According to a Bank Indonesia report (2023), complaints related to digital transaction fraud have risen by 15% over the past five years.

Studies indicate that companies incorporating principles of honesty into their business strategies tend to achieve higher levels of customer loyalty compared to their counterparts (Adrai & Perkasa, 2024). In the digital realm, honesty can be implemented

through product information transparency, offering quality assurances, and establishing easily accessible complaint mechanisms for consumers.

Implementation of Product Transparency in E-commerce

E-commerce offers significant opportunities for the halal industry to expand its global reach but also presents challenges such as transparency issues, data manipulation, and unclear halal standards. Integrating Islamic business ethics—justice (*adl*) and honesty (*siddiq*)—can address these challenges by ensuring fair pricing, accurate product information, and transparent transactions. Technologies like blockchain can enhance traceability and authenticity of halal certifications, while government regulations and public education can further support the industry's growth. These measures will bolster consumer trust, improve competitiveness, and align halal commerce with ethical principles in the digital economy.

A tangible application of the honesty principle in contemporary business is the product transparency implemented by leading e-commerce platforms. Some platforms offer consumer review features designed to prevent fake reviews, as well as providing comprehensive product information to assist consumers in making informed decisions. These measures not only enhance consumer trust but also bolster the platform's market reputation.

Research indicates that transparency in business communication, including the disclosure of product risks or shortcomings, enhances consumers' perception of a company's integrity. This, in turn, leads to increased customer loyalty (Prayuti, 2024).

In Islamic teachings, honesty is not merely a moral value but also a crucial business strategy for establishing enduring customer relationships. In the digital age, implementing honesty through transparency, complaint management, and service promise fulfilment has become essential for enhancing competitiveness and halting business information. Consequently, honesty not only builds reputation but also generates positive economic impacts for both businesses and consumers.

Strengthening the Halal Industry in E-Commerce

E-commerce presents an opportunity for the halal industry to expand its global reach while facing challenges such as transparency, authenticity, and consumer trust. The integration of Islamic business ethics—justice (*adl*) and honesty (*siddiq*)—into e-commerce operations can address these challenges by ensuring equitable practices and enhancing traceability. Studies have shown that the application of halal principles in the supply chain, such as through transparent product information and fair treatment of producers and consumers, contributes to the sustainability of the halal industry (Tieman, 2012)

Furthermore, halal product perception among global consumers indicates a growing demand for ethical products that align with Islamic values. Research by Hanzaee and Ramezani highlights how consumer intention to purchase halal products is influenced by trust in the certification process and compliance with halal standards. This underscores the importance of e-commerce platforms adopting clear and verifiable halal certifications to maintain consumer confidence (Hanzaee, 2011)

Technological innovations such as blockchain offer potential solutions to ensure transparency and authenticity throughout the halal supply chain. As Ali and Suleiman

suggest, the integration of blockchain can strengthen trust by creating an immutable ledger of halal certification and product origins, addressing key issues in digital halal trade. By leveraging such technologies and adhering to Islamic ethical values, the halal industry can enhance its competitiveness and establish a robust presence in global e-commerce markets (Ali & Suleiman, 2016).

Challenges and Solutions in Implementing Islamic Business Ethics in the Digital Age

Key Challenges

a. Lack of Transparency in Digital Transactions

In the digital age, commercial activities are often hindered by a lack of transparency regarding products, services, and pricing information. Consumers frequently encounter issues such as product review manipulation, price fraud, and risk dissemination. For instance, Bank Indonesia (2023) reported a 15% increase in consumer complaints related to manipulation within the e-commerce information sector. (Bank Indonesia, 2023)

b. Data Manipulation and Information Fraud

The manipulation of data on digital platforms, such as concealing crucial information or removing negative reviews, goes against the Islamic principles of fairness and honesty. Studies have shown that these practices undermine consumer trust and diminish customer loyalty towards specific brands (Herman 2024).

c. Lack of Sharia Regulation in Financial Technology

The regulatory framework for Islamic finance has not yet fully addressed the advancements in financial technology (fintech), such as peer-to-peer lending and crowdfunding. This gap in Sharia-compliant regulations creates opportunities for usury and consumer exploitation. Research indicates that addressing these challenges requires a comprehensive regulatory approach that aligns with Islamic principles (Mas'ut et al. 2023).

Sharia Principle-Based Solution

a. Implementation of Regulations that Support Business Ethics

The government and regulatory bodies must establish regulations that promote fairness and honesty in digital commerce. For instance, they should require e-commerce platforms to offer transparent product information and implement effective complaint mechanisms. Studies indicate that regulations supporting transparency enhance consumer trust and foster a more equitable trading ecosystem (Sudrajat et al., 2023).

b. Sharia Financial Education and Literacy

Enhancing Islamic financial literacy amongst the populace can aid consumers in comprehending their rights and obligations within digital transactions. This educational effort may also encourage businesses to incorporate Islamic principles into their operations. Research indicates that knowledge of Islamic business ethics can strengthen consumers' positive perceptions of Sharia-based products, thereby boosting competitiveness in the global marketplace (Syahbudi et al., 2024).

Implications of Fairness and Honesty Principles on Business Sustainability

Impact on Business Ecosystem

a. Increase Consumer and Trading Partner Trust

The principles of fairness and honesty in Islamic business practices can enhance relationships between market participants, including consumers and trading partners. Providing accurate and equitable information during transactions ensures that all parties receive their due, which in turn strengthens trust within the business ecosystem. Research indicates that companies adhering to principles of fairness and honesty tend to be more respected by consumers, as they feel valued and not exploited (Adrai & Perkasa, 2024).

The establishment of a sustainable business ecosystem is fostered by fairness manifested through price transparency, product information disclosure, and equal rights provision for both consumers and workers. For instance, the implementation of fair trade practices in business not only cultivates healthy trading relationships but also yields broader social benefits for both producers and consumers.

b. Increase Customer Loyalty and Retention

When companies operate on principles of fairness and honesty, they approach customers not only with material value but also with integrity and social responsibility. Consumers are more likely to choose brands they perceive as honest and transparent, which in turn enhances customer loyalty levels. Studies indicate that in the modern business world, customer loyalty has become a crucial factor contributing to a company's long-term success (Santoso et al., 2024).

Implementation in Modern Business Models

a. Integration of Islamic Business Ethics in Business Strategy

Organisations can incorporate fairness and honesty into their business strategy principles to establish a business model that prioritises both profit and desire. This involves implementing transparent information systems, avoiding manipulative practices, and ensuring equitable profit distribution among all stakeholders. In the digital realm, an example of this implementation is the use of blockchain technology to guarantee honesty and openness in transactions.

The adoption of Sharia principles in modern business can enhance a company's reputation, as evidenced by research indicating that firms with strong ethical principles are more trusted by consumers and possess greater competitiveness in the global marketplace (Adrai & Perkasa, 2024).

b. Improving Business Reputation in the Global Market

The principles of fairness and honesty also play a crucial role in enhancing a company's standing in the global marketplace. In today's increasingly interconnected world, reputation has become an invaluable asset. Organisations that demonstrate transparency in their operations and fairness in their dealings with customers and business partners are more likely to gain respect and trust in international markets. Research highlights that implementing Islamic principles in business practices not only supports long-term aspirations but also fosters mutually beneficial business relationships on a global scale (Nasuka, 2020).

Implications for Economic Sustainability

By embracing the principles of fairness and honesty, businesses can achieve not only material gains but also blessings in spiritual and social aspects. Islamic business ethics guide entrepreneurs to consider overall social welfare and economic desires, rather than solely pursuing personal profit. Implementing these principles fosters a healthy business environment where market participants mutually benefit, ultimately contributing to more sustainable and equitable economic growth.

For instance, companies that operate with fairness in profit-sharing and refrain from exploiting consumer or worker vulnerabilities build strong trust. This approach not only generates customer loyalty but also enhances long-term economic stability for the business. Fadillah asserts that an economic system founded on fairness and honesty will create a balance between economic efficiency and social justice, ultimately supporting overall economic well-being (Fadillah, 2021).

4. Conclusion

The Quranic perspective on business ethics underscores the significance of fairness (*adl*) and honesty (*siddiq*) as universal moral foundations in all commercial endeavours. The principle of fairness, encompassing proportional rights and transparency, alongside honesty, which emphasises truthfulness and openness, are not merely ethical requirements but also serve as the basis for enduring business relationships. The application of these values remains pertinent not only in traditional settings but also in the current digital age, where challenges such as information manipulation and lack of transparency are primary concerns. Quranic verses like QS. Al-Baqarah [2]: 282 and QS. Al-Mutaffifin [83]: 1-3 offer practical guidance for business practitioners to establish a more equitable and sustainable trading system. By implementing fairness and honesty, business operators can achieve success that extends beyond material gains to include spiritual blessings.

This research provides several recommendations. For business operators, it is advised to incorporate principles of fairness and honesty into every facet of business operations, including digital transactions, through product information transparency, implementation of equitable pricing, and open as well as accountable management of consumer complaints. For government and regulatory bodies, it is crucial to strengthen regulations concerning digital commerce by emphasising Islamic ethical principles such as fairness and honesty, ensuring that digital platforms adhere to transparency standards and preventing information manipulation that could harm consumers. For academics and researchers, further investigation is necessary to explore more deeply the application of Islamic business ethics within the digital realm, including case studies that examine the implementation of these principles in e-commerce or financial technology sectors. Finally, for society, it is important to enhance education about the significance of Islamic business ethics in order to improve public literacy regarding rights and obligations as consumers and business operators, thereby fostering a more equitable and sustainable trading ecosystem.

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