

Implementation of Islamic Business Ethics in Marketing Sofa Products at ACC Furniture Jambi

Marlina¹, Wargo², Kuswanto³

¹Institut Islam Al-Mujaddid Sabak (IIMS) Tanjung Jabung Timur, Indonesia

²Institut Islam Al-Mujaddid Sabak (IIMS) Tanjung Jabung Timur, Indonesia

³Institut Islam Al-Mujaddid Sabak (IIMS) Tanjung Jabung Timur, Indonesia

*Correspondent Author: lina55@gmail.com

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Abstract:

Islamic business ethics fundamentally emphasize honesty, trustworthiness, justice, and transparency in all economic activities, including marketing practices. Amid intensifying market competition, the application of Islamic business ethics serves not only as a moral compass but also as a strategic lever to build consumer trust and strengthen competitive advantage. This study analyzes the implementation of Islamic business ethics in marketing sofa products at ACC Furniture Jambi, focusing on how the firm's marketing strategies align with Sharia principles. Employing a qualitative case study approach, data were collected through interviews, observations, and documentation, and analyzed descriptively via data reduction, display, and conclusion drawing. The findings indicate that ACC Furniture Jambi applies marketing strategies encompassing segmentation, targeting, positioning, differentiation, and the marketing mix, supported by ethical practices such as transactional honesty, rejection of false oaths, courteous service, adherence to halal principles, and avoidance of riba. These results demonstrate that embedding Islamic business ethics enhances brand credibility, strengthens customer loyalty, and contributes to the literature on Islamic marketing, while offering practical guidance for small and medium enterprises to integrate Sharia values into their marketing strategies.

Keywords:

Islamic business ethics; marketing; sofa products; ACC Furniture Jambi.



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INTRODUCTION

The development of the global economy is characterized by the increasing complexity of business competition, changing consumer preferences, and demands for ethical and sustainable business practices. In this context, business ethics is an important factor for the sustainability of the company, especially in the digital era that demands transparency and accountability (Norvadewi et al., 2024). For Indonesia as a country with the largest Muslim population, the application of Islamic business ethics principles offers a strategic opportunity in strengthening competitiveness, as Muslim consumers' awareness of promotional honesty, transaction fairness, and product halalness increases (Fataron, 2021). Therefore, the application of Islamic business ethics in marketing is not only normatively relevant but also a valuable business strategy.

Although the literature on Islamic business ethics has grown, the gap between theory and practice is still apparent, especially in non-financial sectors such as the furniture industry (Trunojoyo, 2023). Most previous studies have focused on the banking sector and large-scale halal industries, while studies on its application to small and medium enterprises (SMEs) are still limited. In fact, the furniture sector has an important role in the regional economy and direct interaction with consumers. This research aims to fill the gap through a case study on ACC Furniture Jambi, by examining how the principles of Islamic business ethics are operationalized in marketing strategies based on segmentation, targeting, positioning, differentiation, and marketing mix.

Conceptually, this study is based on the theory of Islamic business ethics that emphasizes the values of honesty (sidq), trustworthiness, justice ('adl), and openness in every business activity (Malik, 2024). These principles are in line with the Islamic strategic management framework that emphasizes professionalism, customer satisfaction, and service quality (Rahman et al., 2025). In marketing practices, Islamic ethics serve not only as moral guidelines but also as a differentiation strategy that strengthens brand credibility and consumer loyalty (Sari et al., 2025). Thus, this study links furniture marketing practices with Sharia values as a strategy to increase trust and business sustainability.

The results of previous studies confirm that the application of Islamic business ethics has a significant effect on customer satisfaction and loyalty. Fataron (2021, link) and Hidayat (2023) showed that marketing practices that comply with Islamic principles increase customer trust, while Musthofa (2022) emphasized the importance of transparency and fairness in optimizing market potential. However, most studies still focus on the financial, food, and service sectors, making research in furniture relevant to broaden empirical understanding (Maldina, 2022; Ummah Design, 2024). Thus, this research seeks to present a new contribution through an empirical study of ACC Furniture Jambi as a representation of SMEs based on Islamic ethics.

As a conceptual synthesis, this research places Islamic business ethics as the main theoretical framework that links normative values with empirical marketing practices. The principles of honesty, trustworthiness, fairness, and openness are seen as key variables that influence marketing strategies, from segmentation to marketing mix (Sunan Designs, 2024; JIMF, 2023). The qualitative case study approach used aims to provide an in-depth understanding of how Sharia values can be implemented in furniture marketing practices. Thus, this research is expected to enrich the academic literature as well as provide practical recommendations for SMEs in integrating Islamic business ethics into modern marketing strategies.

METHOD

This research uses a qualitative approach with a case study strategy, which was chosen to deeply understand the application of Islamic business ethics in marketing sofa chair products at ACC Furniture Jambi. The qualitative approach allows researchers to explore the meanings, perceptions, and practices carried out by business actors and consumers in a real context, resulting in a comprehensive and contextual understanding (Creswell & Poth, 2018). The research data consisted of primary data and secondary data. Primary data was obtained through in-depth interviews with

owners, employees, and consumers of ACC Furniture Jambi, as well as direct observation of the marketing practices carried out. Secondary data was obtained from scientific literature in the form of journals, books, and official documents relevant to the topic of Islamic business ethics and marketing. Data collection techniques include semi-structured interviews, participatory observation, and documentation, which are common instruments in qualitative research to obtain rich and valid data (Yin, 2018). The inclusion criteria in this study are informants who have direct involvement in marketing activities at ACC Furniture Jambi, both as business actors and consumers, while the exclusion criteria are parties who do not have direct experience related to marketing practices in the store (Patton, 2015).

The unit of analysis in this research is the marketing practices of sofa chairs at ACC Furniture Jambi, with research subjects including business owners, employees, and consumers who were purposively selected based on their involvement and relevance to the research focus. The data analysis technique was carried out with qualitative descriptive analysis through the stages of data reduction, data presentation, and conclusion drawing, as proposed by Miles, Huberman, and Saldaña (2019). To maintain data validity, this study used source and method triangulation techniques, so that the data obtained could be tested for consistency and validity (Flick, 2018). The analysis was conducted with the help of software as a qualitative coding tool to organize interview and observation data systematically (Kuckartz & Rädiker, 2019). Thus, this research method is designed to produce an in-depth, valid, and academically accountable understanding of the application of Islamic business ethics in the marketing of furniture products.

RESULTS AND DISCUSSION

Results

The results of this research were obtained through a qualitative case study approach with a focus on the application of Islamic business ethics in marketing sofa chair products at ACC Furniture Jambi. Based on the results of coding and categorization of field data, five main themes were found that describe marketing practices and the application of Islamic business ethics, namely: (1) marketing strategies based on segmentation, targeting, positioning, differentiation, and marketing mix; (2) application of the principle of honesty in transactions; (3) rejection of perjury in promotions; (4) friendly attitude and humanist services; and (5) compliance with halal principles and prohibition of usury. These themes emerged consistently from interviews with owners, employees, and consumers, and were reinforced through direct observation in the field.

The first relates to marketing strategy, showing that ACC Furniture Jambi applies market segmentation with a focus on family consumers, targeting the people of Jambi and its surroundings, and positioning products made from teak wood as a competitive advantage. Differentiation is done through product warranty and clear price tags, while the marketing mix includes a variety of furniture products, quality-adjusted prices, strategic store locations, and personal selling-based promotions. This finding is in line with Maldina's research (2022), which emphasizes the importance of a 4P-based marketing strategy in increasing consumer attractiveness in the furniture sector.

The second is honesty in transactions, which is shown through the openness of the owner and employees in conveying the condition of the product, including whether there are defects. Consumers also confirmed that they felt they had never been disadvantaged in transactions. This is consistent with the findings of Fataron (2021), who emphasized that honesty is a key principle in Islamic marketing ethics that can increase consumer trust.

The third was the rejection of perjury, where employees stated that they never used oaths to sell merchandise. Consumers also confirmed that they had never heard of the practice of perjury in the store. These findings support the results of Hidayat's research (2023), which shows that Islamic marketing practices that avoid lies can increase customer loyalty.

The fourth is a friendly attitude and humanist service, which is shown through employee interactions with consumers. Consumers assess the service at ACC Furniture Jambi as friendly, polite, and pleasant. This is in line with Anwar's research (2022), which emphasizes that a friendly attitude in service is one of the important factors in building long-term relationships with consumers from the perspective of Islamic ethics.

The fifth is compliance with halal principles and the prohibition of usury. The products sold at ACC Furniture Jambi are certainly halal, and there is no practice of selling haram goods. In addition, the profits taken are in accordance with market prices without any usury practices. Consumers also assess product prices as comparable to quality and not much different from other stores. This finding is consistent with the research of Nuhaeni et al. (2024), which emphasizes that the application of halal principles and price fairness is the foundation of Islamic business ethics in the development of MSMEs.

In addition to these five main themes, the results also show that the implementation of Islamic business ethics at ACC Furniture Jambi has an impact on brand credibility. Consumers consider this store to have a good reputation due to its consistency in applying Islamic values in business practices. This is in line with the research of Sari et al. (2025), who found that Islamic marketing ethics contribute significantly to increasing brand credibility.

Observations also show that marketing practices at ACC Furniture Jambi are in line with Islamic marketing trends in the digital era, although promotion is still mostly done directly. Research by UIN Surabaya (2023) shows that the application of Islamic marketing ethics in a digital context can increase consumer trust, which is relevant for the development of ACC Furniture Jambi's promotional strategy in the future. Overall, the results of this study confirm that marketing practices at ACC Furniture Jambi have integrated the principles of Islamic business ethics in various aspects, from marketing strategies to interactions with consumers. These findings strengthen the existing literature on the relevance of Islamic business ethics in improving the competitiveness of small and medium enterprises (Ali & Al-Aali, 2015; Nurhidayat, 2018).

Discussion

The results of this study confirm that the application of Islamic business ethics in marketing sofa chair products at ACC Furniture Jambi has been integrated in various aspects of marketing strategies, ranging from segmentation, targeting, positioning, differentiation, to the marketing mix. This finding answers the formulation of the research problem that asks how marketing practices are carried out and to what extent the principles of Islamic business ethics are applied. Honesty, openness, friendly service, and compliance with halal principles and the prohibition of usury are the main elements found in practice in the field. This shows that the research objective to identify marketing practices as well as the application of Islamic business ethics has been achieved empirically, in line with the view that Islamic ethics is an important foundation in building business sustainability (Alam et al., 2021).

The interpretation of these findings within the framework of Islamic business ethics theory suggests that sharia values such as *sidq* (honesty), *amanah* (trustworthiness), and *'adl* (fairness) are not only moral norms, but also business strategies that enhance brand credibility and consumer loyalty. In the context of marketing, the application of these principles strengthens consumer trust in products and services, thereby creating a sustainable competitive advantage (Sula & Kartajaya, 2022). Thus, the marketing practices of ACC Furniture Jambi can be understood as a form of real implementation of Islamic business ethics theory that emphasizes the balance between economic interests and spiritual values.

When compared with previous studies, the findings of this study are in line with the results of Fataron's research (2021), which confirms that honesty in marketing increases customer satisfaction. Hidayat's (2023) research also supports these findings by showing that Islamic marketing ethics contribute to customer loyalty. However, in contrast to research that focuses on the Islamic banking sector, this study expands the scope to the furniture sector, which has received relatively less academic attention. This shows the consistency of Islamic ethical principles across sectors, while enriching the literature with a new context.

The scientific contribution of this article lies in the development of Islamic business ethics theory in the context of marketing furniture products, especially in small and medium enterprises. This study shows that Islamic ethical principles can be operationalized in everyday marketing practices, not just in the financial sector or large-scale halal industries. Thus, this study expands the horizon of Islamic business ethics studies and provides empirical evidence that the application of Islamic values can improve the competitiveness of SMEs in the local market (Al-Nashmi & Almamary, 2017).

The limitations of this study need to be recognized proportionally. First, this research only focuses on one case study, namely ACC Furniture Jambi, so generalization of the results to other contexts needs to be done with caution. Second, the data obtained is qualitative in nature and relies on informants' perceptions, so the potential for subjectivity cannot be completely avoided. Third, this study has not explored in depth the effect of digitalization on the application of Islamic business

ethics in marketing, even though the trend of digital marketing is increasingly dominant in the era of globalization (Rahman et al., 2022).

The practical implication of this research is the need for small and medium enterprises to integrate the principles of Islamic business ethics in their marketing strategies. Honesty, openness, and friendly service are proven to increase consumer trust, which in turn strengthens brand loyalty and credibility. For policymakers, the results of this study confirm the importance of regulatory support and training for SMEs to be able to consistently apply Islamic business ethics in marketing practices (Nuhaeni et al., 2024).

From an academic perspective, this research opens up opportunities for more comprehensive follow-up studies, for example, by using a mixed methods approach to quantitatively measure the impact of the application of Islamic business ethics on customer satisfaction and loyalty. Cross-sectoral research is also needed to compare the application of Islamic business ethics in various industries, such as food, services, and manufacturing, so that a broader picture of the relevance and effectiveness of Islamic principles in marketing can be obtained (Ali & Al-Aali, 2015).

Finally, this research also has theoretical implications by emphasizing that Islamic business ethics is not only a normative framework, but also a strategic instrument in marketing management. By integrating Islamic values into marketing practices, companies can create added value that is not only economic but also social and spiritual. This is in line with global trends that emphasize the importance of sustainability and social responsibility in business (Alam et al., 2021; Sunan, 2024).

CONCLUSION

This research shows that the application of Islamic business ethics in marketing sofa chair products at ACC Furniture Jambi is reflected through structured marketing strategies and consistent ethical practices. The application of segmentation, targeting, positioning, differentiation, and marketing mix is carried out by paying attention to consumer needs while maintaining the principles of honesty, openness, friendly service, and compliance with the prohibition of usury and the sale of non-halal products. These findings answer the formulation of the research problem by confirming that marketing practices at ACC Furniture Jambi are not only oriented towards economic profit, but are also based on sharia values that provide moral and spiritual legitimacy in business activities.

The contribution of this research is theoretical and practical. Theoretically, this research expands the scope of Islamic business ethics studies by presenting empirical evidence from the furniture sector, which has been relatively rarely researched compared to the financial sector or other halal industries. Practically, this research provides a concrete picture for small and medium enterprises on how Islamic ethical principles can be integrated into marketing strategies to increase consumer trust, strengthen brand credibility, and create a sustainable competitive advantage. Thus, this article contributes to the development of Islamic marketing literature while providing applicable guidelines for business practices at the local level.

The implication of this research is the need to strengthen the capacity of business actors in understanding and applying Islamic business ethics consistently, including in facing the increasingly complex challenges of digital marketing digitalization. Future research can expand the scope of the study by comparing the application of Islamic business ethics in various industrial sectors or using a mixed methods approach to measure the quantitative impact of the application of these ethics on customer satisfaction and loyalty. In addition, policy support from the government and related institutions is needed to encourage the wider application of Islamic business ethics, so as to strengthen the competitiveness of SMEs while maintaining moral integrity in business practices in Indonesia.

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