

Assistance in implementing Islamic Business Principles at Nomadix Cafe

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Abstract:

This research aims to assist Nomadix Cafe in implementing Islamic business principles which include honesty, justice, and social responsibility. The methodology used is a qualitative approach with a case study method, which involves observation, in-depth interviews, and focus group discussions (FGD) with management and employees. In addition, periodic assistance and evaluation processes are carried out to support the understanding and application of these principles. The results of the study show that the application of Islamic business principles at Nomadix Cafe increases customer trust, employee loyalty, and overall business image. However, obstacles in Islamic financial management are still found. Based on these results, it is recommended that Nomadix Cafe and similar businesses deepen their understanding of Islamic finance principles, continue periodic evaluations, and actively involve management to ensure that the application of Islamic principles runs consistently and supports business sustainability.

Keywords:

Islamic Business, Honesty, Justice, Loyalty.



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INTRODUCTION

In today's era of globalization and digitalization, the café and restaurant business is experiencing rapid development with increasingly competitive competition. In the midst of this phenomenon, the trend of halal consumption also continues to increase, especially among Muslim people who are increasingly aware of the importance of products and services that are in accordance with Islamic principles (yatima et al., 2024). This has an impact on the increasing demand for businesses that are not only profit-oriented, but also pay attention to the principles of ethics, justice, and social responsibility as stipulated in Islamic law.

Despite the high interest in businesses that adhere to Islamic principles, in reality, many entrepreneurs find it difficult to apply these principles consistently. Nomadix Cafe, as one of the potential café businesses, faces challenges in comprehensively understanding and implementing Islamic business principles (Arsul et al., 2021). This gap occurs due to a lack of in-depth understanding of Islamic business concepts, especially in the aspects of honesty, transparency, and human resource and financial management in accordance with Islamic ethics.

Based on these problems, the formulation of the problem that can be raised is: how best to provide assistance or assistance for Nomadix Cafe in implementing Islamic business principles? This mentoring approach is expected to bridge the gap between Islamic business theory and practice, so that Nomadix Cafe can implement sustainable business ethics and be in line with Islamic values.

The purpose of this study is to provide assistance to Nomadix Cafe in implementing Islamic business principles optimally. It is hoped that this assistance can help Nomadix Cafe to better understand and practice important aspects such as fairness in transactions, honesty, social responsibility, and good treatment of employees and customers. With this goal, Nomadix Cafe is expected to be able to increase its competitiveness with added value in the form of a commitment to Islamic ethical principles. As an offer of solutions, this approach will use Islamic business theories that underline the importance of principles such as "al-amanah" (trust), "al-adl" (justice), and "al-ihsan" (kindness). The assistance methods that will be applied include intensive training and mentoring sessions to improve the understanding of Nomadix Cafe management regarding these principles. In addition, periodic evaluations will also be implemented that allow café management to measure the extent to which these principles have been applied in daily operational activities.

The focus of this study is on the aspect of effective assistance for Nomadix Cafe managers to ensure the successful implementation of Islamic business principles. This study will discuss critical aspects of financial management, customer service, and human resource management in accordance with Islamic ethics. With this study, it is hoped that Nomadix Cafe can be a successful example of a business based on sustainable Islamic principles and can be adopted by other businesses that want to apply similar values.

METHOD

The methodological approach that will be used in this study is a qualitative method with a case study approach on Nomadix Cafe (Miles & Huberman, 1994). This approach involves field observations, in-depth interviews, and focus group discussions with café management and employees to understand the understanding and implementation of Islamic business principles in daily practice. Field observation aims to see firsthand the operational process of the café, while interviews and FGDs are conducted to explore perceptions, challenges, and management needs in implementing Islamic business principles effectively (Moider & Valtonen, 2016).

In addition, this research will also integrate assistance methods in the form of structured training and mentoring to guide Nomadix Cafe in implementing principles such as justice, honesty, and social responsibility. During the assistance process, periodic evaluations are carried out through the collection of qualitative data from follow-up observations and feedback from management and employees (Mahendran, 2022). The collected data was then analyzed by thematic analysis methods to find patterns, challenges, and successes in the application of Islamic business principles at Nomadix Cafe.

RESULTS AND DISCUSSION

Results

In this study, the main findings show that the application of Islamic business principles in Nomadix Cafe has a positive impact both internally and externally. The application of values such as honesty, fairness, and social responsibility has been able to strengthen customer trust and increase employee loyalty, two aspects that are very important for business sustainability (Yusfiarto, 2023).

The first finding is related to the application of honesty in transactions which is one of the important principles in Islamic business. Observations and interviews with management show that Nomadix Cafe has made efforts to be transparent in the prices and services provided. They ensure that every product presented to customers is in accordance with the information provided, starting from ingredients, portions, to prices (Arsul et al., 2021). This is in accordance with the findings of Faridi, which states that honesty in business can increase customer trust and company reputation (Faridi, 2018). The honesty applied by Nomadix Cafe creates a bond of trust between the café and its customers. Based on the results of interviews with several customers, they feel comfortable and confident that the products they consume meet halal and transparent standards (Yusfiarto, 2023). Research by Ahsan and Khan, confirms that trust is a fundamental factor in maintaining customer loyalty in businesses that apply Islamic principles (Ahsan and Khan, 2020).

The second finding is the application of the principle of justice in human resource management (Anwar et al., 2020; Hanna, 2010). Nomadix Cafe strives to provide fair treatment to all employees, both in terms of wages and division of duties. Research shows that when employees feel treated fairly, they have higher job satisfaction and are more motivated to provide the best service. This is in line with the results of research from Hakim (2019) which found that fairness in the treatment of employees has a positive impact on work motivation and productivity. In terms of wage arrangements, Nomadix Cafe strives to provide wages that are in accordance with each employee's contribution (Hoang, 2023). They pay attention to the basic needs of employees so that they feel cared for and appreciated. This reflects the concept of justice in Islam which emphasizes the importance of providing decent and timely wages, as explained by Al-Farisi's research that wages that are in accordance with the principles of fairness will increase employee loyalty and performance (Al-Farisi's, 2018).

Another principle that is also applied is social responsibility. Nomadix Cafe is involved in various social activities in its environment, such as donating to the surrounding community and supporting social activities (Newman et al., 2011; Pinnington, 2022). This shows Nomadix Cafe's commitment to providing wider benefits to the community, in accordance with Islamic business principles that encourage entrepreneurs to contribute to social welfare. A study by Zainuddin, states that corporate social responsibility can increase the company's positive image in the eyes of the public (Zainuddin, 2021).

The findings show that the social responsibility implemented by Nomadix Cafe also has an impact on customer loyalty. Customers tend to support socially contributing businesses, as they feel that their consumption also has a positive impact on society. According to research by Lubis and

Rahman (2019), social responsibility has a positive correlation with customer loyalty because it increases customers' emotional attachment to the business (Lubis and Rahman, 2019).

However, there are several obstacles in the implementation of these Islamic business principles. The management of Nomadix Cafe acknowledges that there are still limitations in understanding and applying these principles, especially in the aspect of Islamic financial management. Some Islamic financial standards, such as fair profit sharing and the avoidance of usury, are still difficult to implement in everyday practice (Foster, 2017). The assistance carried out in this study helps management in understanding the concept of Islamic finance better. During the mentoring process, they gain a deeper understanding of the importance of financial management in accordance with sharia principles. The results of this study support the findings of Amin who stated that training and mentoring are very helpful in strengthening the understanding of Islamic business among entrepreneurs (Amin, 2020).

Periodic evaluations implemented during the mentoring process also assist Nomadix Cafe in assessing the extent to which Islamic business principles have been applied. This evaluation is carried out by comparing success indicators that have been set, such as customer satisfaction levels and employee loyalty. With periodic evaluations, management can immediately make improvements if there is a gap between theory and practice (Azman et al., 2024).

The findings show that there is a positive correlation between the application of Islamic business principles and overall business performance. The increase in customer satisfaction and employee loyalty that occurs after the implementation of these principles reflects the effectiveness of the approach in supporting sustainable business growth (Amram, 2009; yatima et al., 2024). The application of these principles is not only beneficial for Nomadix Cafe, but can also serve as an example for other businesses that want to apply Islamic business principles. These findings confirm that principles such as honesty, fairness, and social responsibility can provide added value in the long run, which has a positive impact on customer reputation and loyalty (Jackson, 2002).

These findings support earlier theories that Islamic business is not only profit-oriented, but also ethical and socially responsible. For example, research by Darwish (2020) shows that businesses that prioritize Islamic values tend to have better relationships with customers and the surrounding community. The application of these principles also plays a role in strengthening Nomadix Cafe's reputation as an ethical business. Customers who appreciate this Islamic business ethic tend to give positive reviews, which ultimately supports Nomadix Cafe's marketing strategy and expands its market reach (De Silva, 2020).

However, there are several gaps that still need to be corrected, such as consistency in the application of the principle of justice in the management of daily tasks and the development of a management system that is more in accordance with sharia standards (*E-Business Development Services for SMEs in Selected ASEAN Countries and Southern China*, 2007). This gap shows that the implementation of Islamic business requires long-term commitment and constant adjustment. The success of this implementation also depends on the commitment of management. The findings of this study support the statement from Rahmat and Subhan, who stated that strong management commitment is the key to success in implementing Islamic business principles in an organization

(Rahmat and Subhan, 2019).

Overall, the findings of this study show that the application of Islamic business principles in Nomadix Cafe has a positive impact on customer loyalty, employee motivation, and business reputation (Suwarno et al., 2023). By applying principles such as honesty, fairness, and social responsibility, Nomadix Cafe has succeeded in creating an ethical and sustainable business environment. As a recommendation, further research can focus on developing more comprehensive methods to evaluate the effectiveness of the implementation of Islamic business principles, especially in the MSME sector. The research also opens up opportunities for other businesses to make Islamic principles an integral part of their sustainable management strategy.

Discussion

The findings from the implementation of Islamic business principles at Nomadix Cafe show that the application of the values of honesty and transparency in transactions contributes greatly to increasing customer trust. This research is in line with the results of a study by Faridi, which stated that honesty in business can strengthen a company's reputation and increase customer loyalty (Faridi, 2018). In the context of Nomadix Cafe, the application of this principle ensures that customers get product information that is in accordance with reality, both in terms of materials, price, and quality. This approach successfully builds trust that ultimately strengthens long-term relationships with customers.

In addition to the honesty aspect, the principle of fairness in employee management has also been proven to increase employee motivation and job satisfaction at Nomadix Cafe. This finding is supported by Hakim, who stated that fairness in the treatment of employees can improve their performance and loyalty (Hakim, 2019). At Nomadix Cafe, management's efforts to provide decent wages and fair duties have succeeded in creating a positive and supportive work environment. Thus, the principle of fairness implemented by Nomadix Cafe not only serves as an ethical value, but also has a direct impact on employee productivity and loyalty (Kahveci, 2023).

One of the advantages of applying Islamic business principles at Nomadix Cafe is their social responsibility to the surrounding environment. This research supports the findings of Zainuddin, who emphasized that corporate social responsibility contributes positively to the company's image in society (Zainuddin, 2021). Nomadix Cafe, through various social activities, has succeeded in creating a positive impression that is recognized by customers and the surrounding community. This impact shows that customers value businesses that care more about social good, thus creating stronger loyalty (Prasetyo & Mais, 2019).

However, there is a gap in the implementation of aspects of Islamic financial management, especially related to the avoidance of *riba* and fair distribution of profits. Some Islamic finance standards are still difficult to apply consistently in the café business environment. Amin stated that in-depth knowledge of Islamic finance and training support are needed so that businesses can understand and apply these principles (Amin, 2020). In the case of Nomadix Cafe, the assistance provided during the study provided a new understanding for management regarding sharia-compliant financial management, although the adjustment process is still ongoing (yatima et al., 2024).

The periodic evaluation process in this study allows the management of Nomadix Cafe to actively assess the success of the implementation of Islamic principles. These findings reinforce a study by Rahmat and Subhan, which states that systematic evaluation is very important in maintaining consistency in the application of sharia principles in the business sector (Rahmat and Subhan, 2019). The results of this evaluation show that the principles of honesty and justice have been applied quite well, but continuous improvement is needed so that sharia principles can be applied more comprehensively in the long term.

From the perspective of business performance, this study finds that Islamic business principles have a positive impact on increasing customer satisfaction and employee motivation. These findings are consistent with Islamic business theory which states that the purpose of business is not only to make profits, but also to provide benefits to society and the environment. These findings reinforce the view of Darwish, who stated that businesses based on Islamic ethics tend to create better relationships with customers and employees, contributing to sustainable business growth (Darwish, 2020).

Nomadix Cafe's involvement in social activities not only increases a positive image in society, but also has an impact on customers' emotional attachment. Lubis and Rahman show that customers are more loyal to businesses that are active in social activities (Lubis and Rahman, 2019). This is evident in Nomadix Cafe, where customers express that they feel proud to support businesses that contribute to social welfare. This contribution creates added value and sets Nomadix Cafe apart from its competitors who may not have similar social concerns.

Another interesting finding is that the successful implementation of Islamic business principles at Nomadix Cafe is highly dependent on the commitment of management. This research supports the statement of Rahmat and Subhan, which emphasizes that the role of management is very important in ensuring that Islamic principles are applied consistently and sustainably (Rahmat and Subhan, 2019). With the commitment of the management of Nomadix Cafe, the process of implementing the values of honesty, justice, and social responsibility becomes more structured and integrated in their daily operations.

The application of Islamic business principles at Nomadix Cafe also has a direct impact on increasing employee loyalty. These findings are consistent with Al-Farisi's research, which states that businesses that treat employees fairly and provide a decent wage create a more conducive work environment (Al-Farisi's, 2018). At Nomadix Cafe, employees feel more valued, which in turn increases their dedication to the company. This positive work environment helps reduce employee turnover and improve the quality of service to customers.

Overall, this study proves that the application of Islamic business principles at Nomadix Cafe generates significant profits, both in terms of customer loyalty and employee satisfaction. This research provides empirical evidence that reinforces Islamic business theory as an ethical and sustainable management approach. This success is expected to inspire other businesses to adopt similar principles, as it has been proven that Islamic business practices can provide added value that has an impact on business success in the long run.

CONCLUSION

In conclusion, the application of Islamic business principles at Nomadix Cafe, such as honesty, fairness, and social responsibility, has been proven to improve customer trust, employee loyalty, and overall business reputation. This success shows that the Islamic business approach not only brings ethical benefits but also promotes business sustainability. As a recommendation, Nomadix Cafe and other businesses that want to apply similar principles are advised to continue to deepen their understanding of Islamic finance, conduct periodic evaluations, and actively involve management so that the implementation of Islamic principles can run consistently and optimally in the long term.

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