

THESIS

**IMPLEMENTATION OF ISLAMIC BUSINESS ETHICS
PRINCIPLES TO IMPROVE LOYALTY AND
PERFORMANCE ON EMPLOYEE AT AYAM GEPREK SA'I
SRAGEN RESTAURANT**



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PRINCIPLES TO BUILD LOYALTY AND PERFORMANCE
ON EMPLOYEE OF AYAM GEPREK SA'I SRAGEN
RESTAURANT**

THESIS

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ABSTRACT

Implementation Of Islamic Business Ethics Principles To Build Loyalty And Performance On Employee Of Ayam Geprek Sa'i Restaurant

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Ayam Geprek Sa'i Restaurant is a restaurant that has a sharia concept, this restaurant implemented Islamic business ethics principles in its operations. Thus, Human Resources in this case are employees who are targeted in the form of implementing Islamic business ethics principles. In facing the challenges of implementing Islamic business ethics, there is a gap related to the incompatibility between the religious values applied and the reality on the restaurant. Some employees, especially women, feel unsupported in carrying out worship, which has an impact on their loyalty and performance decline. This research aims to find out the implementation of Islamic business ethics principles at the Ayam Geprek Sa'i Sragen restaurant, as well as how the implementation of these principles can build employee loyalty and performance. The research method used is qualitative. Data sources consist of primary and secondary data. Data collection is carried out through interviews, observations and documentation. Data analysis is carried out by collecting, reducing, presenting data, and drawing conclusions. To check the validity of the data, the source triangulation technique was used. The results of this study show that the Ayam Geprek Sai Sragen restaurant has implemented the principles of Islamic business ethics well so that it has succeeded in building employee loyalty and performance on employee. Employees show high loyalty through obey to rules, responsibility, cooperation, a sense of belonging, good relationships between people, and work holic. In addition, employee performance has also increased, as seen from the increase in knowledge, skills, productivity, and decreased turnover. This study recommends similar companies to consider the implementation of Islamic business ethics principles as an effort to build loyalty and improve employee performance. As well as contributing to a deeper understanding of the application of Islamic business ethics principles in modern business.

Keywords: principles of Islamic business ethics; employee loyalty; employee performance.

ABSTRAK

Implementasi Prinsip Etika Bisnis Islam Untuk Membangun Loyalitas Dan Kinerja Karyawan Restoran Ayam Geprek Sa'i Sragen

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Restoran Ayam Geprek Sa'i merupakan restoran yang memiliki konsep syariah, restoran ini menerapkan prinsip etika bisnis Islam dalam operasionalnya. Dengan demikian, Sumber Daya Manusia dalam hal ini adalah karyawan menjadi sasaran dalam wujud penerapan prinsip etika bisnis Islam. Dalam menghadapi tantangan penerapan etika bisnis Islam, terdapat kesenjangan terkait ketidaksesuaian antara nilai-nilai agama yang diterapkan dan kenyataan di lapangan. Beberapa karyawan, terutama wanita, merasa tidak didukung dalam menjalankan ibadah, yang berdampak pada menurunnya loyalitas dan kinerja mereka. Penelitian ini bertujuan untuk mengetahui penerapan prinsip etika bisnis Islam di restoran Ayam Geprek Sa'i Sragen, serta bagaimana penerapan prinsip tersebut dapat membangun loyalitas dan kinerja karyawan. Metode penelitian yang digunakan adalah kualitatif. Sumber data terdiri dari data primer dan sekunder. Pengumpulan data dilakukan melalui wawancara, observasi dan dokumentasi. Analisis data dilakukan dengan cara mengumpulkan, mereduksi, menyajikan data, dan menarik kesimpulan. Untuk memeriksa keabsahan data, digunakan teknik triangulasi sumber. Hasil penelitian ini menunjukkan bahwa restoran Ayam Geprek Sai Sragen telah menerapkan prinsip etika bisnis Islam dengan baik sehingga telah berhasil membangun loyalitas dan kinerja karyawan. Karyawan menunjukkan loyalitas yang tinggi melalui taat pada peraturan, tanggung jawab, kerja sama, rasa memiliki, hubungan baik antar pribadi, dan kesukaan terhadap pekerjaan. Selain itu, kinerja karyawan juga meningkat, terlihat dari peningkatan pengetahuan, keterampilan, produktivitas, dan penurunan turnover. Studi ini merekomendasikan perusahaan-perusahaan sejenis untuk mempertimbangkan penerapan prinsip etika bisnis Islam sebagai upaya dalam membangun loyalitas dan meningkatkan kinerja karyawan. Serta memberikan kontribusi terhadap pemahaman yang lebih mendalam tentang penerapan prinsip etika bisnis Islam dalam bisnis modern.

Kata Kunci: prinsip etika bisnis Islam; loyalitas karyawan; kinerja karyawan.

DECLARATION



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DECLARATION

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Sragen Restaurant

I sincerely declare that this thesis belongs to my work and not to other researchers for a different degree. Furthermore, this thesis is never published before, except for some parts with their original references.

Otherwise, if it is found that this thesis is plagiarism, I am ready to be ceased academically.

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SUPERVISOR DECISION LETTER



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SUPERVISOR DECISION LETTER

Honourable to
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Bismillahirrahmanirrahim
Assalamua'alaikum Warahmatullah Wabaraktuh

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It has been processed and corrected to meet the practical requirement to obtain the Bachelor's Degree (S1) in Islamic Economic Law Departement, Sharia Faculty University of Darussalam Gontor. Therefore, we hope this thesis could be examined.

Hopefully, this thesis will be useful for religion, nation, and the development of an educational institution.

Wassalamu'alaikum Warahmatullahi Wabarakatuh

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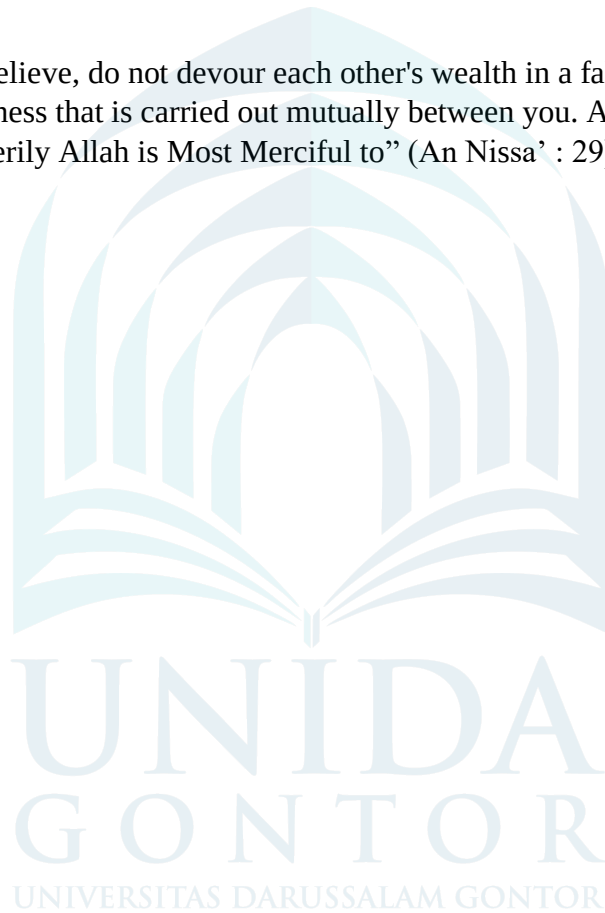
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MOTTO

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُم بَيْنَكُم بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً
عَنْ تَرَاضٍ مِنْكُمْ ۖ وَلَا تَقْتُلُوا أَنْفُسَكُمْ ۚ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا

(سورة النساء آية ٢٩)

“O you who believe, do not devour each other's wealth in a false way, except by means of business that is carried out mutually between you. And do not kill yourselves; Verily Allah is Most Merciful to” (An Nissa' : 29)



DEDICATION

Alhamdulillah rabbil alamin, I would like to thank Allah SWT for his guidance, the author was able to complete the writing of this thesis. I offer my prayers and greetings to the Prophet Muhammad SAW who brought light to what it is today.

This thesis is presented by the author to:

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May Allah SWT give the best reward to all parties both in the world and in the hereafter. Aamiin.

The author is very aware that this thesis still has many shortcomings far from perfect. Therefore, the author hopes to receive suggestions and criticisms that are constructive and corrective, so that this thesis will be useful for the author in particular and all parties.

Mantingan, 7 February 2025

Researchers

Laila Fuzi Sa'adah

42.2021.328063

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