

ABSTRACT

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

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The main issue studied in this study is the implementation of Islamic business ethics principles in the Ayam Geprek Sa'i Restaurant and its impact on employee loyalty and performance. The principles applied by restaurants can be said to be good. However, in reality, in facing the challenge of implementing Islamic business ethics, there is a gap in the Ayam Geprek Sa'i Sragen Restaurant regarding the discrepancy between what is expected and the reality in the restaurant. Some employees, especially women, feel that they lack support in worship, even though there are rules that govern, but those rules are ignored which leads to injustice and disharmony. In addition, routine evaluations that too often reduce employee work motivation. As a result, employees feel unappreciated or supported, which has an impact on decreased loyalty and performance. This research aims to find out the application of Islamic business ethics principles in the Ayam Geprek Sa'i Sragen restaurant, as well as how the application 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 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 applied the principles of Islamic business ethics well so that it has succeeded in building employee loyalty and performance. Employees show high loyalty through obedience to rules, responsibility, cooperation, a sense of belonging, good relationships between people, and love of work. In addition, employee performance has also increased, as seen from the increase in knowledge, skills, productivity, and decreased turnover. Employees who do not understand and apply Islamic business ethics principles well, tend to be dissatisfied with their work so that they do not have maximum loyalty and performance to the company. The study recommends similar companies to consider applying 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: Islamic business ethics principles; 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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Masalah utama yang dikaji dalam penelitian ini mengenai implementasi prinsip etika bisnis Islam di Restoran Ayam Geprek Sa'i dan dampaknya terhadap loyalitas dan kinerja karyawan. Prinsip-prinsip yang diterapkan restoran bisa dikatakan baik. Namun, dalam kenyataannya dalam menghadapi tantangan penerapan etika bisnis Islam, terdapat kesenjangan di Restoran Ayam Geprek Sa'i Sragen terkait ketidaksesuaian apa yang diharapkan dan kenyataan di restoran. Beberapa karyawan, terutama wanita, merasa kurang mendapat dukungan dalam beribadah, meskipun ada aturan yang mengatur, tetapi aturan tersebut diabaikan yang menyebabkan ketidakadilan dan ketidakharmonisan. Selain itu evaluasi rutin yang terlalu sering menurunkan motivasi kerja karyawan. Akibatnya, karyawan merasa tidak dihargai atau didukung, yang berdampak pada penurunan loyalitas dan kinerja. 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 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. Adapun karyawan yang tidak memahami dan menerapkan prinsip etika bisnis Islam dengan baik, cenderung tidak puas terhadap pekerjaannya sehingga tidak memiliki loyalitas dan kinerja yang maksimal terhadap perusahaan. 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.