

**THESIS**

**ANALYSIS OF BUSINESS COMPETITION AMONG  
GROCERY STORE OWNERS IN WAGE MARKET  
PURWOKERTO AN ISLAMIC BUSINESS ETHICS  
PERSPECTIVE**



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**1447 / 2025**

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GROCERY STORE OWNERS IN WAGE MARKET  
PURWOKERTO AN ISLAMIC BUSINESS ETHICS  
PERSPECTIVE**

**THESIS**

Presented to the University of Darussalam Gontor in Partial Fulfilment of the  
Requirement for Bachelor's Degree (S1) In the Department of Islamic Economics  
Law, Faculty of Sharia University of Darussalam Gontor

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**1447/2025**



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**ABSTRACT**  
**ANALYSIS OF BUSINESS COMPETITION AMONG GROCERY STORE**  
**OWNERS IN WAGE MARKET PURWOKERTO AN ISLAMIC BUSINESS**  
**ETHICS PERSPECTIVE**

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The market is a place where buyers and sellers interact to purchase certain goods or services. Business competition can occur anywhere, even in the Wage Purwokerto market. This happens because sellers do not want their competitors to be superior, so some sellers who have more capital lower the prices of their goods far below market prices to prevent jealousy or resentment among other grocery sellers. This price reduction is not solely to attract more consumers.

The research method used was a qualitative field approach with data collection techniques through observation, interviews, and documentation. The object of the study was a grocery store in the Wage Purwokerto market. Data sources were obtained from interviews with grocery store vendors Anyar and Tasirah, as well as from supporting documents and relevant literature. The data were analyzed using qualitative methods, including data reduction, data presentation, and concluding each analysis.

The results of trade practices show that the problems between Anyar and Tasirah wholesalers at the Wage Market in Purwokerto are not only related to sales locations. The forms of competition that arise among wholesalers at the Wage Market in Purwokerto generally include price competition and customer service. This competition arises naturally due to the large number of merchants selling similar goods in the same market area. From the perspective of Islamic Business Ethics, some of the competition among merchants is in accordance with Islamic principles, such as maintaining honesty in measurement and competing fairly by increasing customer satisfaction.

**Keywords:** *Islamic Business Ethics, Business Competition, Wage Purwokerto Market, Islamic Law, Islamic Economic Law.*

## ABSTRAK

### ANALISIS PERSAINGAN USAHA ANTAR PEDAGANG SEMBAKO DI PASAR WAGE PURWOKERTO MENURUT ETIKA BISNIS ISLAM

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Pasar adalah tempat di mana pembeli dan penjual berinteraksi untuk membeli barang atau jasa tertentu. Persaingan bisnis dapat terjadi dimana saja, bahkan di pasar Wage Purwokerto. Hal ini terjadi karena tidak ingin pesaingnya lebih unggul, sehingga beberapa penjual yang memiliki modal lebih banyak menurunkan harga barangnya jauh dibawah harga yang terjadi dipasar dan agar tidak terjadinya rasa iri atau dengki antar pedagang sembako lainnya. Penurunan harga ini bukan semata-mata untuk menarik lebih banyak konsumen.

Metode penelitian yang digunakan adalah pendekatan kualitatif lapangan dengan teknik pengumpulan data melalui observasi, wawancara dan dokumentasi. Objek penelitian adalah toko Sembako di pasar Wage Purwokerto. Sumber data diperoleh dari wawancara dengan pedagang sembako toko Anyar dan Tasirah, serta dari dokumen pendukung dan literatur yang relevan. Data dianalisis menggunakan kualitatif yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan di setiap analisa.

Hasil dari praktik perdagangan menunjukkan bahwa masalah antara pedagang grosir Anyar dan Tasirah di Pasar Wage Purwokerto tidak hanya terkait dengan lokasi penjualan. Bentuk persaingan yang muncul di antara pedagang grosir di Pasar Wage di Purwokerto umumnya meliputi persaingan harga dan pelayanan pelanggan. Persaingan ini muncul secara alami karena banyaknya pedagang yang menjual barang serupa di area pasar yang sama. Dari perspektif Etika Bisnis Islam, sebagian persaingan di antara pedagang sesuai dengan prinsip-prinsip Islam, seperti menjaga kejujuran dalam pengukuran dan bersaing secara adil dengan meningkatkan kepuasan pelanggan.

**Kata kunci:** *Etika Bisnis Islam, Persaingan Usaha, Pasar Wage Purwokerto, Hukum Islam, Hukum Ekonomi Syariah.*

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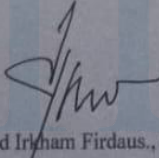
It has been processed and corrected to meet the practical requirement to obtain the Bachelor's Degree (S1) in the Islamic Economics Law Department, Sharia Faculty University of Darussalam Gontor. Therefore, we hope this thesis could be examined.

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

*Wassalamu'alaikum Warahmatullahi Wabarakatuh*

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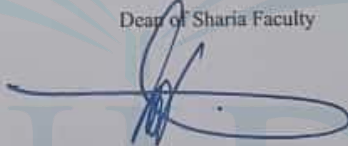
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## DEDICATION

بسم الله الرحمن الرحيم

Praise be to Allah, Lord of the Worlds. I express my deepest gratitude to Allah SWT for His blessings and grace, which have enabled me to complete the stages of writing this thesis with ease and strength. I also send my prayers and greetings to the Prophet Muhammad SAW, who has given light to this life. May the intercession of the Prophet Muhammad SAW always be with me and all of us. Aamiin. This thesis is dedicated with love to:

1. My beloved parents, Kadkis Matdoan and Puji Astuti, who have always supported me from afar, prayed for me without ceasing, granted their blessings, and provided full support and hard work to ensure the best for me.
2. To my beloved siblings Abdul Karim Matdoan, Aryanti Maryam Matdoan, and Muhammad Zaenal Matdoan, who have always provided prayers, comfort, attention, and support to the author, enabling the author to remain motivated in everything, especially in completing this thesis.
3. To my friends and companions who have always been there in times of joy and sorrow, always willing to listen to my concerns, and always providing support, motivation, and prayers so that the author can complete this thesis.

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## MOTTO

إِنْ أَحْسَنْتُمْ أَحْسَنْتُمْ لِأَنْفُسِكُمْ ۖ وَإِنْ أَسَأْتُمْ فَلَهَا

“If you do good, you do good for yourselves. And if you do evil, it is against yourselves.”

(Q.S Al-Isra: 7)



## ACKNOWLEDGEMENTS

With the blessings of guidance and grace from Him, the author was able to complete this thesis. This study examines Islamic business ethics and business competition in the Wage Purwokerto market, where the author took the title "Analysis of Business Competition Among Grocery Traders in the Wage Purwokerto Market According to Islamic Business Ethics." The author conducted this research to fulfill the requirements for completing his education in Sharia Economic Law at Darussalam Gontor University.

In the process of completing this thesis, the researcher received significant assistance, guidance, and encouragement from various parties. Therefore, the author would like to express gratitude to:

1. To the esteemed Director of Pondok Modern Darussalam Gontor, Al-Ustadz KH. Hasan Abdullah Sahal, Prof. Dr. K.H. Amal Fathullah Zarkasyi, M.A., Drs. K.H. Akrim Mariyat, Dipl.A.Ed.
2. To the esteemed Rector of Darussalam Gontor University, Al-Ustadz Prof. Dr. K.H. Hamid Fahmy Zarkasyi, M.A.E.d., M.Phil. Vice Rector I for Academic Affairs, Research, and Innovation, Al-Ustadz Assoc. Prof. Dr. Abdul Hafidz bin Zaid, M.A. Vice Rector II for Human Resources and Institutional Development, Al-Ustadz Assoc. Prof. Dr. Setiawan bin Lahuri, M.A., Vice Rector III for Boarding School Affairs, Student Affairs, Cooperation, and International Affairs Al-Ustadz Assoc. Prof. Dr. Khoirul Umam, M.Ec, Vice Rector IV for Finance, Assets, and Family Welfare, Al-Ustadz Royyan Ramdhani Djayusman, Ph.D.
3. To the esteemed Dean of the Faculty of Sharia, Al-Ustadz Dr. Imam Kamaluddin, Lc., M. Hum. And Head of the Sharia Economic Law Program, Al-Ustadz Abdul Aziz M.A.
4. To the honorable Muhammad Irkham Firdaus, S.H., M.H., as my academic advisor, who patiently and sincerely took the time, effort, and thought to guide, advise, and support me in the preparation and completion of this thesis.
5. To the honorable Al-Ustadz Muhammad Abdul Aziz, S.H.I., M.Si, as the Academic Advisor of the Sharia Economics Law Program in the 9th semester.

6. To the honorable parents and extended family who have always provided support and prayers for me, it is through their prayers that I have been able to persevere until this point.
7. My classmates of the 2021 cohort of the Islamic Economics Law Program, who have always provided encouragement and prayers.
8. The owners and merchants of Sembako Anyar Store, Mrs. Puji Astuti, and Sembako Tasirah Store, Mrs. Tasirah, who have assisted in the completion of this thesis.
9. All informants who were willing to be interviewed and participated in this research.
10. To everyone who has given encouragement, strength, and sincere prayers to the author throughout this process.

With the support from various parties, the author can only pray for blessings from Allah SWT every step of the way.

Ponorogo, August 18, 2025

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