

IMPLEMENTATION OF ISLAMIC BUSINESS ETHICS IN LAUNDRY SERVICES AT TARIM LAUNDRY SYARIAH JOHOR

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ABSTRACT

The purpose of this study is to look at how Islamic business ethics are being implemented in Islamic laundry services, using Tarim Laundry Syariah Johor as an example. Islamic business ethics plays a crucial part in the operation of businesses, especially laundry services. The descriptive qualitative research method was utilized, along with interview techniques, to gather information from company actors about the washing process, price transparency, and customer service. The findings revealed that Tarim Laundry Syariah is extremely concerned with honesty (*As-Sidq*) in protecting the sanctity of customer clothing and price transparency. Laundry Syariah can develop a healthy and mutually beneficial relationship with clients by committing to maintaining responsibility (*Al-Amanah*). Tarim Laundry Syariah always prioritizes a fair attitude (*al-'adl*) when dealing with consumers. Tarim Laundry Syariah is committed to employing environmentally friendly goods out of concern for the environment, or *tazkiyah*. Customers who receive good service (*Ihsan*) not only obtain what they need, but they also feel deeply satisfied since they interacted with a business that operates on strong ethical standards.

Keywords: Ethics; Islamic Business Ethics; Laundry Services.

ABSTRAK

Penelitian ini bertujuan untuk mengkaji implementasi etika bisnis Islam pada layanan laundry syariah, dengan studi kasus pada Tarim Laundry Syariah Johor. Etika bisnis Islam memiliki peran yang sangat penting dalam menjalankan sebuah usaha, termasuk di bidang jasa laundry. Metode penelitian yang digunakan adalah kualitatif deskriptif dengan teknik wawancara untuk menggali informasi dari pelaku usaha mengenai proses pencucian, transparansi harga, dan pelayanan kepada konsumen. Hasil penelitian menunjukkan Tarim Laundry Syariah sangat memperhatikan kejujuran (*As-Sidq*) dalam menjaga kesucian pakaian pelanggan dan transparansi harga. Dengan komitmen untuk menjaga tanggung jawab (*Al-Amanah*), Laundry Syariah mampu membangun hubungan yang kuat dan saling menguntungkan baik itu pelanggan. Tarim Laundry Syariah selalu mengutamakan sikap adil (*al-'adl*) dalam berinteraksi dengan pelanggan. Tarim Laundry Syariah berkomitmen menggunakan produk yang ramah lingkungan sebagai bentuk kepedulian terhadap lingkungan atau (*tazkiyah*). Dengan pelayanan yang baik (*Ihsan*), pelanggan tidak hanya mendapatkan apa yang mereka butuhkan, tetapi juga merasakan kepuasan yang mendalam atas interaksi mereka dengan bisnis yang dijalankan dengan prinsip etika yang kuat.

Kata Kunci : Etika; Etika Bisnis Islam; Jasa Laundry.

INTRODUCTION

Indonesia has the world's largest Muslim population, accounting for approximately 87.02% of its 281.6 million inhabitants in 2024 (Bps, 2024). This figure demonstrates the importance of learning and executing Islamic business ethics among the country's business actors. With so many alternative products and services accessible, consumers have the freedom to choose based on their interests. These changes not only influence customer behavior, but also demand businesses to constantly adapt and develop strategies in order to remain relevant. In this context, service quality is one of the keys to attracting and retaining consumers (Al-Bara & Nasution, 2018). The development of the national economy has far-reaching consequences for many aspects of life, including the small and medium enterprise (SME) sector. Changes in economic conditions prompt business actors to be responsive to market dynamics and plan the appropriate strategy (Diarga, 2020). Human Resources (HR) is a vital aspect in every organization, where the success of a firm depends on the quality and skill of its employees (Hayati & Fitria, 2018).

Various sorts of service-related enterprises have emerged in response to increasingly diverse community requirements and the density of human activity. One type of business in the form of services that is never empty of customers, especially if it is established in the heart of a busy city where people tend to be very active. One of the rapidly growing sectors is the service industry, which includes laundry services, where people prefer efficient services to meet their daily needs (Fernos & Putra, 2019). Laundry services, which provide a convenient way to wash clothes, are becoming increasingly popular as people's lifestyles get more hectic. Technological advancements and people's needs for rapid and excellent services motivate laundry businesses to increase their service quality (Priadi & Utomo, 2021). This has led to increasingly fierce competition, making business actors must have an advantage in competing in the industrial realm (Mayadi *et al.*, 2020). Today, many laundry service business actors are careless and are not held accountable for production errors. Problems include clothes becoming faded, ripped, lost, mistaken with other customers' possessions, and not effectively purifying clothes (Bisri & Husni, 2020). As a result, management based on Islamic business ethics is critical in increasing the competitiveness of all company actors.

One factor that influences consumer trust and happiness is Islamic business ethics. Islamic business ethics plays a crucial part in the operation of businesses, especially laundry services. The essential principles of Islamic business ethics include honesty, responsibility, fairness, and transparency. Tarim Laundry Syariah Johor strives to embody these ideals in all aspects of its

business According to Arif (2023), the values of Islamic business ethics emphasized by Rasulullah Shalallahu'alaihi Wasallam and can be a guideline include honesty (*al-sidq*), responsibility (*al-amanah*), justice (*al-'adl*), concern for the environment (*tazkiyah*), and good service (*ihsan*). However, in this case it is important to know how the value of Islamic business ethics can be implemented in the sharia laundry business.

However, society is currently experiencing a fall in the use of corporate ethics. The high degree of competition causes certain business actors to disregard ethics, resulting in suspicious behaviour, a lack of social responsibility, a lack of honesty, and a variety of other undesirable aspects that should be avoided when running a firm. Sharia business requires all company activities to be founded on sharia principles. Every applicable law and guideline tries to ensure that businesses receive halal sustenance and are blessed by Allah SWT (Zamzam & Aravik, 2020).

Previous research has shown that Islamic business ethics and service quality play a crucial role in the laundry industry, impacting consumer trust and satisfaction (Istiqomah & Nurhidayati, 2023). Islamic laundry services in Indonesia continuously use Islamic economic principles, such as fairness and transparency, which contribute to local economic development (Agustiar & Billah, 2024). However, some Islamic laundry services face challenges in fully complying with Islamic law and consumer protection regulations, particularly regarding service quality and transparency (Ramadani *et al.*, 2023). The use of ijarah contracts in laundry enterprises is largely consistent with Islamic economics, although there are still some issues about cleaning techniques (Amalia, 2015). Emphasizes the importance of continuous improvement in service quality and adherence to religious and legal standards, while this study focuses on honesty (*al-sidq*), responsibility (*al-amanah*), justice (*al-'adl*), environmental concern (*tazkiyah*), and good service (*ihsan*) in the tarim laundry sharia business.

Businesses frequently encounter obstacles such as limited resources, trouble meeting high demand, and technological issues that can disrupt the washing process, such as clean water or washing machine tubes that have not been mixed with other consumers. Furthermore, external variables such as fierce competition and shifts in consumer behaviour can have an impact on organizations' capacity to meet customer expectations. Customer satisfaction is fundamental to economic theory, particularly in the service industry, which includes laundry firms. According to the theory of expectations and performance, customer happiness is determined by the contrast between the expectations that consumers have before utilizing the service and the performance

they receive later (Soemitra, 2021). In this setting, customers want laundry services that are not only clean and high-quality, but also adhere to Sharia standards. As a result, the goal of this research is to discover and analyze the implementation of Islamic business ethics in laundry services at Tarim Laundry Syariah Johor, with a focus on how sharia principles are applied in daily business operations and determining the extent to which the laundry business can maintain hygiene standards in accordance with Islamic guidance. And how Tarim Laundry Syariah ensures the quality of its services. Based on the description above, the researcher wishes to do research under the heading "Implementation of Islamic Business Ethics in Laundry Services at Tarim Laundry Syariah Johor".

RESEARCH METHOD

This study employs a descriptive qualitative method with a field research approach to discuss in detail how Islamic business ethics are used in a sharia laundry service firm. Field study was chosen because it allows researchers to directly observe and collect information from the primary source at the research site, Tarim Laundry Syariah Johor. Going directly to the field allows researchers to see and comprehend the operational background as well as the application of Islamic business ethics values in the real environment (Siregar & Imsar, 2022).

Data was gathered through interviews with the owner, employees, and customers of Tarim Laundry Syariah Johor. These interviews were performed to acquire information about the practical application of Islamic business ethics values such as honesty, fairness, responsibility, and transparency in daily business operations. In addition to interviews, direct observation was performed to gain a better understanding of the business processes used, particularly how this Islamic washing service is handled in accordance with Sharia standard.

Data analysis was carried out using descriptive methodologies, including data gathered from interviews and field observations that were thoroughly interpreted. The purpose of this analysis is to identify the key patterns of business ethics application in laundry operations, as well as to compare the findings to pertinent Islamic business ethics theories.

RESULT AND DISCUSSION

Tarim Laundry Syariah's primary role as a sharia laundry business is to prioritize hygiene. This is obviously consistent with consumer expectations of Islamic services, which are always known for their high levels of cleanliness. Consumers want sharia-based businesses to provide

services that are not only physically clean, but also meet purity criteria based on Islamic values. This idea is the basic foundation of Tarim Laundry's operations, where every garment laundered is insured to be free of uncleanness and returned in a clean condition according to religious beliefs (Az-Zahra *et al.*, 2024). As a result, it is critical to determine whether the value of Islamic business ethics can be found in the Tarim Laundry industry. Also, how Tarim Laundry Syariah maintains its service quality.

1. Honesty (*Al-Sidq*)

Honesty is a key element in Islamic business ethics. Laundry business operators must be truthful when offering information regarding services, rates, and turnaround times. Maintaining openness is vital for making clients feel comfortable and trusting the services supplied (Anindya & Mindhayani, 2021). In business, when this honesty is fulfilled, trust will arise, and the business will run well (Khairani *et al.*, 2023). As in the Koran, Al-Jumu'ah verse 11:

Meaning: When (some of) them see trade or play, they immediately disperse (towards) it and leave you (Prophet Muhammad) standing (preaching). Say, "What is with Allah is better than games and trade." Allah is the best provider of sustenance.

Rasulullah SAW's trait, *Ṣiddiq*, refers to honesty or truth. Honesty is a mentality that every businessperson must have, because it reflects the Prophet Muhammad. Islam also teaches that honesty is essential in economic transactions. It is one of the most important principles in Islamic business ethics, notably in the context of Islamic laundry services Tarim Laundry Syariah, as a concrete form of service excellence, demonstrates the existence of honesty through clear costs and washing techniques that adhere to the Islamic idea of *thaharah*. One of Tarim Laundry Syariah's honest attitudes is price, as stated by the Laundry's owner, Mr. Julianto:

"We set our prices transparently by placing a price banner at the front and stating the services required as well as the processing time."

According to an interview with the owner of Tarim Laundry Syariah, pricing reflects our dedication to honesty and fairness. A balanced price policy that is neither too expensive nor too cheap, ensuring affordability for a wide range of clients. According to Tjiptono (2012), price is one of the sales mix factors that generate revenue for a firm. Prices are more than simply digits on a price tag. Prices also take different forms and serve many functions. Price is something that can be managed, and it determines whether or not a product is

obtained by the client. The notion of honesty in pricing is critical, reflecting the sharia principles that are maintained. Honesty guarantees that each consumer receives service and quality that is comparable to the price they pay. Honesty is vital in company execution to ensure client satisfaction. Based on discussions with clients, Mrs. Wahda expressed the following:

“I prefer doing laundry here since the prices are reasonable and the processing time is timely. Also, the cleaning operations are carried out appropriately, in accordance with Islamic law, and transparently”.

In this regard, honesty in Islamic business ethics is critical in the operation of a business. It is one of the most important principles in Islamic business ethics, notably in the context of Islamic laundry services. Tarim Laundry Syariah embodies honesty as a tangible form of service excellence through a transparent washing procedure and in accordance with the Islamic idea of *thaharah*, which is the preservation of purity and cleanliness. According to an interview given by a Tarim washing Sharia employee:

“I always wash according to Islamic law, beginning with the separation of garments and the amount of soiling of clothes; consumers can watch this process directly”.

According to the interviews with the workers, many washing stages are done to ensure that the clothing received from customers are handled appropriately and in accordance with Sharia standards. First, during the washing process at Tarim Laundry Syariah, children's and adult garments are separated to guarantee that the washing process is done more carefully, given the differing conditions and hygienic needs of the two types of clothes. Second, separate one family's clothes from another's. This distinction is done to avoid combining garments from different clients. Third, garments are classified into dirty and unclean categories to prevent contamination, in accordance with Islamic purity requirements. Fourth, separating clothing based on the level of soiling. Very dirty clothes are separated from less dirty clothes to guarantee that the washing process is carried out effectively and according to the level of soiling of each (Hamka & Hamid, 2022). Fifth, before being placed in the washing machine, the clothing are washed under running water. This process ensures that all contaminants on the clothes are entirely cleansed, in accordance with Islamic *thaharah* standards. Running water is considered helpful in cleaning since it may totally remove dirt from fabric fibres. After washing, the clothing are soaked individually to verify that all contaminants have been eliminated before being cleaned with the rest of the items. Finally,

the soaked clothing are placed in the washing machine after soaking. The clothes are then washed with running water and machine washed to ensure a clean and pure result in compliance with Sharia standards. This approach demonstrates Tarim Laundry Syariah's strong commitment to honesty in protecting the quality and sanctity of its clients' garments. The transparency at every level of the washing process demonstrates that the company is devoted to protecting consumer security in compliance with Sharia requirements.

2. Responsibility (*Al-Amanah*)

Amānah's attitude is the foundation of trust, and business principles include trust, responsibility, transparency, and timeliness. The values of doing business include trust, responsibility, openness, and timeliness. Honesty and *amānah* are closely linked in business, as being honest implies being trusted. The term “*amānah*” refers to returning a right to its owner without taking more than it is entitled to or exceeding the rights of others. Tarim Laundry Syariah is responsible for safeguarding the privacy of each consumer's clothing. Based on a conversation with Mr. Julianto, proprietor of Tarim Laundry Syariah:

“We are constantly responsible for delivering the greatest service to our customers by ensuring that garments are returned clean, aromatic, and undamaged; if there is damage, we are willing to pay our consumers”.

In the business environment, ethics is an essential foundation for establishing trust between businesses and customers. One of the ethical principles respected in Islamic business is trustworthiness. *Amanah* represents trust and accountability, which must be upheld by every individual or company. In the realm of laundry services, this approach is abundantly visible in the operation of Sharia Laundry. Laundry Syariah is more than just a location to clean clothes; it also demonstrates a strong commitment to ethical business practices. Here, trust is taken seriously, and every clothing received from consumers is assured to be handled with care. They ensure that every laundered clothing is returned in the finest possible condition, clean, aromatic, and undamaged, and they are also prepared to face the penalties if an error occurs. This is obvious evidence that customer pleasure is more than just a slogan; it is a reality reflected in their company practices. This demonstrates not only their commitment to service excellence, but also their appreciation for the trust placed in them by their clients. Based on a conversation with Mrs. Wahda, a customer of Tarim Laundry Syariah, as follows:

“I always receive my clothes clean and without any damage”.

Based on the results of interviews by customers that Tarim Laundry Syariah runs the trust well therefore, Islamic business ethics based on trust not only benefits the company in the long run, but also provides satisfaction and peace of mind for customers and is always careful in washing and realizing it well, Based on interviews with employees to Mrs. Ana as follows:

“To avoid disappointing consumers, we always ensure that our work is good and right”.

With a commitment to maintaining trust, Sharia Laundry is able to build a strong and mutually beneficial relationship between them and their customers. Tarim Laundry is responsible for ensuring that the returned clothes are clean and pure in accordance with Islamic teachings, and that the washed clothes are returned with the same amount (Papilaya *et al.*, 2021). As a result, Islamic business principles founded on integrity help the organization in the long run while also providing customers with happiness and peace of mind. This promotes a healthy company climate, which can be beneficial to all involved. As Allah SWT says in the Al-Quran surah An-Nisa, verse 58, namely:

Meaning: "Verily Allah tells you to deliver the mandate to those entitled to receive it, and (tells you) when determining the law among men that you set it fairly. Indeed, Allah gives you the best teaching. Verily, Allah is All-Hearing and All-Seeing" (Q.S. An-Nisa 4: 58).

The verse instructs every human being to deliver the mandate to the one who is entitled to receive it. Every time a Tarim Laundry Syariah customer complains about inadequate workmanship or not getting the intended washing results, Tarim Laundry Syariah personnel must forward the complaint to employees or owners. This will help Tarim Laundry Syariah improve its services or supply services that clients require. This is one sort of duty at Tarim Laundry Syariah.

3. Justice (*Al-'adl*)

Tarim Laundry Syariah demonstrates justice by not hiding damaged garments throughout the washing process, but instead conveying them straight to the consumer. As stated by Mr. Julianto, proprietor of Tarim Laundry:

“We are always fair, therefore if there are any damaged clothes, you will be held accountable and told explicitly how to resolve the issue. We also properly inform clients about the price of soap, deodorizer, and any additional fees to avoid future surprises”.

Tarim Laundry Syariah constantly values fairness when working with customers. By following corporate principles based on fairness in all transactions. Tarim Laundry Syariah demonstrates this ideal by being transparent and accountable. Customers will receive direct communication of clothing damage, as well as explanations and solutions. The disclosure of the price of soap, deodorizer, and other additional fees demonstrates a willingness to act honestly and avoid practices that damage customers.

4. Care For The Environment Or *Tazkiyah*

Producers are becoming more selective in their use of production materials that do not harm the environment as a result of their awareness of the necessity of environmental preservation. The company does the same thing with its production method, such as using ecologically friendly items. According to an interview with the proprietor of Tarim Laundry Syariah, Mr. Julianto:

“We are here to always protect the environment, even if it is not perfect. We use environmentally friendly items such as biodegradable soap and do not litter”.

Products created from natural materials also have the advantage of not contaminating the environment because they do not generate negative waste, so conserving the ecosystem, which includes the lives of living creatures. This is a major worry at Tarim Laundry Syariah. According to the interview, they understand that preserving cleanliness and environmental sustainability is part of their social and moral responsibilities. Tarim Laundry Syariah is committed to employing environmentally friendly chemicals in the washing process, such as biodegradable soaps and safe scents. Furthermore, they effectively manage waste disposal, ensuring that wastewater from washing machines is not disposed of recklessly and that proper processes are followed. Tarim Laundry claims to endeavor to limit its negative environmental impact, contribute to the wishes of others, and build a cleaner environment. This worry pertains to service quality and reliability, which provides clients with peace of mind that their garments will be washed properly and in accordance with the agreement.

5. Good Service (*Ihsan*)

Services are numerous activities or interactions performed by individuals or organizations to suit the wants and desires of customers or consumers, whether directly or indirectly. Services can take the shape of products, services, or information delivered with the goal of boosting client happiness. Quality service must pay attention to the demands of the customer, deliver clear and precise information, be polite, and provide solutions or ways

to solve problems as needed (Rohaeni & Marwa, 2018) Tarim Laundry Syariah operates on the concept of providing an excellent and ethical laundry service. Based on discussions with the owner, Mr. Julianto, and supported by Tarim Laundry Syariah employees:

“That's where we endeavour to serve every customer with quick, pleasant, and time-saving service”.

The washing process is precise, and every detail is taken care of to ensure client satisfaction. Consumer interviews suggest that good service and transparency about the process and pricing make Tarim Laundry more familiar and identical to other laundromats. From the perspective of service quality, this is undoubtedly very much tied to timeliness (assurance), as evidenced by how fast queries and requests from customers are answered, and how clearly the procedures and completion times are stated (Fitri *et al.*, 2024). To guarantee that clients feel safe and comfortable while using this service, assurance is provided through price transparency and washing methods. Tarim Laundry confronts certain common issues in its service sector, such as growing demand, which can result in long service waits (Fauzi *et al.*, 2023). To address this, they are increasing operating capacity by hiring more personnel and updating washing machines. Furthermore, they manage their time well to guarantee that each washing procedure runs smoothly and that consumers are satisfied with the service they provide. Tarim Laundry Syariah employs this method in an attempt to maintain service quality despite a number of challenges.

In today's competitive economic environment, Islamic business ethics are critical. One of the fundamental principles of Islamic business ethics is the provision of good service, often known as *ihsan*. *Ihsan* is more than just offering products or services; it is about giving services that go above and beyond what customers anticipate. The interview with the customer, Mrs. Wahda, went as follows:

“Here, the personnel are courteous and kind, prepared to explain everything I don't understand about the washing procedure”.

Friendliness and patience while serving. Customers might enjoy a great experience when they receive friendly and welcoming treatment. Good manners are highly valued in Islam, thus all employees must be nice and patient while dealing with client concerns or complaints. In today's competitive economic environment, Islamic business ethics are critical. One of the fundamental principles of Islamic business ethics is the provision of good service, often known as *ihsan*. Implementing *ihsan* in service is more than simply a moral

requirement; it is also a path to ultimate success that takes into account the spiritual and social components of company operations. Customers who receive good service not only obtain what they need, but they also feel a deep sense of satisfaction from their relationships with firms that adhere to strong ethical standards.

CONCLUSION

This technique demonstrates Tarim Laundry Syariah's strong commitment to honesty (*As-Sidq*) in maintaining the quality and purity of its clients' garments. Transparency throughout the washing process, as well as receiving the best service and quality for the money paid. This demonstrates that this company is devoted to maintaining consumer security in compliance with Sharia requirements. Sharia Laundry may develop a strong and mutually beneficial relationship with both consumers thanks to its commitment to maintaining accountability (*Al-Amanah*). Tarim Laundry is responsible for ensuring that the clothing returned are clean and pure in accordance with Islamic principles, and that cleaned items are returned in the same quantity. Tarim Laundry Syariah constantly values fairness when working with customers. Tarim Laundry Syariah demonstrates this ideal by being transparent and accountable. Tarim Laundry Syariah is committed to employing ecologically friendly materials as a form of environmental care, also known as *tazkiyah*. Customers might enjoy a great experience when they receive friendly and welcoming treatment. Good manners are highly valued in Islam, thus all employees must be nice and patient while dealing with client concerns or complaints. Customers who receive good service (*Ihsan*) not only obtain what they need, but they also feel deeply satisfied by their contacts with firms that adhere to strong ethical standards.

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