

CONTRACTUAL ETHICS ANALYSIS OF THE PHENOMENON OF NON-TRANSACTIONAL CONSUMPTION IN CAFES: THE PERSPECTIVE OF ISLAMIC ECONOMIC AND JUSTICE

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ABSTRACT

This study examines the increasingly common phenomenon of non-transactional consumption in cafes, known locally as "rojali" (rarely buying groups), where customers utilize amenities such as seating and Wi-Fi without purchasing products. The focus of this study is to evaluate the ethical and contractual implications of this behavior through the lens of Islamic economics, positioning this phenomenon as a consumption ethics issue that impacts the sustainability of micro-enterprises. The study uses a qualitative-descriptive approach with the method *narrative review* and conceptual-normative analysis of scientific literature, media reports, and the latest industry data for 2025. The results of the analysis show that the practice of "rojali" reflects a non-conformity with the principles of *contract* implicit and fairness values (*'adl*), because there is utilization of facilities without a clear agreement and appropriate compensation. This action is categorized as a form of taking advantage without rights (*akhdz bi ghairi haqq*) which results in injustice (*oppression*) for business owners, with a real impact of up to a 60% decrease in daily income. As a solution, this study recommends a strategy based on Islamic economic ethics through affirmation *contract* implicit in operational policies and strengthening of muamalah literacy to build consumer awareness of moral responsibility. This approach is expected to maintain a balance between the cafe's function as an inclusive social space and the protection of assets (*hifz al-mal*) and business sustainability.

Keywords: Contract; Islamic Economics; Consumption Ethics; Cafe; Business Sustainability.

ABSTRAK

Penelitian ini mengkaji fenomena konsumsi non-transaksional yang semakin lazim di kafe, atau yang dikenal secara lokal sebagai istilah "rojali" (rombongan jarang beli), di mana pengunjung memanfaatkan fasilitas seperti tempat duduk dan jaringan Wi-Fi tanpa melakukan pembelian produk. Fokus penelitian ini adalah mengevaluasi implikasi etis dan kontraktual dari perilaku tersebut melalui lensa ekonomi Islam, dengan memposisikan fenomena ini sebagai persoalan etika konsumsi yang berdampak pada keberlanjutan usaha mikro. Penelitian menggunakan pendekatan kualitatif-deskriptif dengan metode *narrative review* dan analisis konseptual-normatif terhadap literatur ilmiah, laporan media, serta data industri terkini tahun 2025. Hasil analisis menunjukkan bahwa praktik "rojali" mencerminkan ketidaksesuaian dengan prinsip *akad* implisit dan nilai keadilan (*'adl*), karena terjadi pemanfaatan fasilitas tanpa kesepakatan yang jelas dan kompensasi yang sepadan. Tindakan ini dikategorikan sebagai bentuk pengambilan manfaat tanpa hak (*akhdz bi ghairi haqq*) yang mengakibatkan ketidakadilan (*zulm*) bagi pemilik usaha, dengan dampak nyata berupa penurunan pendapatan harian hingga 60%. Sebagai solusi, penelitian ini merekomendasikan strategi berbasis etika ekonomi Islam melalui penegakan *akad* implisit dalam kebijakan operasional dan penguatan literasi muamalah untuk membangun kesadaran tanggung jawab moral konsumen. Pendekatan ini diharapkan mampu menjaga keseimbangan antara fungsi kafe sebagai ruang sosial inklusif dengan perlindungan terhadap harta (*hifz al-mal*) dan keberlanjutan bisnis.

Kata Kunci: Akad; Ekonomi Islam; Etika Konsumsi; Kafe; Keberlanjutan Bisnis.

INTRODUCTION

The development of cafes as public spaces has transformed the social interaction patterns of urban communities, particularly among university students. Cafes are no longer positioned solely as places for food and beverage transactions, but also as social spaces (third places) that facilitate learning activities, discussions, and informal interactions outside the home and formal educational institutions (Henriksen & Tjora, 2016a; Lukito & Xenia, 2017). In educational cities, the function of cafes as social spaces is increasingly strengthened along with the increasing need for flexible, inclusive, and affordable spaces for students.

This phenomenon is clearly visible in the Special Region of Yogyakarta (DIY), known as the "Student City." The growth of cafes and coffee shops in this region has shown a significant trend in recent years. Various community and media reports note that the number of coffee shops in DIY has reached thousands, with a high concentration in campus areas and student activity centers (Liputan6, 2024). Although the Central Statistics Agency (BPS) has not provided specific data on cafes or coffee shops, food and beverage service statistics show an increase in the number of businesses and economic activity in this sector (BPS Indonesia, 2023). This situation confirms that cafes play an increasingly strategic economic and social role in urban life.

However, behind this growth, the phenomenon of non-transactional consumption has emerged, namely the behavior of visitors who utilize cafe facilities (such as seating, Wi-Fi, and the atmosphere) without purchasing products. In Indonesia, this practice is popularly known as

"rojali" (a group that rarely buys) and is often considered part of student hangout culture. From a business perspective, this behavior creates serious problems because it increases operational costs without a commensurate income. Several media reports indicate that cafe owners have experienced a significant decline in turnover due to non-transactional consumption behavior, even prompting some businesses to cease operations (Liputan6, 2024; Promilenial, 2024).

The phenomenon of non-transactional consumption is not only local but has also become a global issue. In early 2025, Starbucks implemented a policy restricting the use of facilities for customers who are not making purchases, following increasing complaints regarding misuse of cafe space and facilities (CNBC Indonesia, 2025). This policy demonstrates that the issue of non-transactional consumption is a structural challenge in the modern cafe industry, not simply a cultural phenomenon among students.

Most previous studies have addressed this phenomenon from conventional managerial and economic perspectives, such as minimum order strategies, limiting visit duration, or optimizing spatial layout. This approach tends to position non-transactional consumption as a matter of business efficiency and profitability. However, this approach fails to fully address the ethical dimension of consumption, particularly the moral relationship between consumers and businesses. In fact, the use of non-transactional facilities not only impacts revenue but also reflects issues of responsibility and fairness in consumption practices (Torlak et al., 2019a; Wahyuni et al., 2024a).

From an Islamic economic perspective, consumption and production activities are inextricably linked to the moral principles governing relationships between economic actors. The principle of contract emphasizes clarity, consent (*ridha*), and fair agreement between the parties involved, while the principle of justice (*adl*) demands a balance between rights and obligations in the utilization of economic resources. This normative basis is affirmed in the Qur'an, as stated by Allah SWT in Surah An-Nisa', verse 29 which prohibits the unlawful appropriation of another's property and requires mutual consent in every form of exchange. When linked to the phenomenon of non-transactional consumption, utilizing cafe facilities without a transaction can be viewed as a form of exploitation of economic resources without a clear contract and without fair compensation. This practice has the potential to violate the principles of justice and reciprocity, which are at the heart of *muamalah* (transactions) in Islamic economics. Furthermore, this behavior also contradicts the values of *maslahah* and *ta'awun*, which emphasize the

importance of business sustainability and mutually beneficial relationships between consumers and businesses (Hamdi, 2022).

The urgency of this research lies in its broad economic impact, particularly on the sustainability of small and medium enterprises (MSMEs), which operate with thin profit margins and rely heavily on customer turnover (Rambe, 2018). Most previous studies have addressed this phenomenon through conventional managerial perspectives, such as minimum order strategies, limiting visit duration, or optimizing spatial layouts (Sholihin et al., 2023; Torlak et al., 2019). While these solutions can mitigate the financial impact, these technical approaches often fail to address the ethical dimensions of consumption and the moral relationship between consumers and businesses. There is a gap in the literature (*research gap*) which is evident due to the limited research that integrates Islamic economic principles to evaluate consumption behavior in modern commercial public spaces.

Thus, this research offers novelty (*scientific novelty*) by integrating Islamic economic theory (especially the principle of the “contract” *contract* and justice “*adl*”) as a normative framework for assessing non-transactional consumption behavior. Because in Islamic economics, consumption activities cannot be separated from moral responsibility; every use of cafe facilities normatively forms *contract* implicitly requiring willingness (*consent*) and fair compensation (Hidayat, 2022). Without financial reciprocity, this interaction becomes unbalanced and has the potential to violate the rights of business owners, also known as *akhdz bi ghairi haqq* (Hamdi, 2022).

The purpose of this article is to formulate a conceptual framework based on Islamic economic ethics that balances the role of cafes as inclusive social spaces with the need to maintain the economic sustainability of businesses. By reframing non-transactional consumption as a matter of contractual ethics, this research is expected to provide theoretical contributions to contemporary muamalah studies and provide practical solutions for entrepreneurs to create fairer and more sustainable business models.

RESEARCH METHOD

This research uses a qualitative-descriptive approach with a narrative review method (*narrative review*) and conceptual-normative analysis. This method was chosen to explore the phenomenon of non-transactional consumption from an Islamic economic ethics perspective

through a comprehensive literature synthesis (Tulandi & Suarthana, 2021). The main focus of this method is to integrate findings from conventional managerial studies with Islamic legal principles to formulate a new solution framework.

Research data was collected through literature studies (*library research*) sourced from academic databases such as Google Scholar, ScienceDirect, DSpace, Publish or Perish, and national and international Islamic economics journals. The literature selection process was carried out using keywords such as "consumer behavior," "non-transactional consumption," "Islamic business ethics," and "muamalah contracts." In addition to scientific journals, this study also used secondary data in the form of trusted mass media reports (such as Liputan6, CNBC Indonesia, and Promilenial) and official statistical data (BPS) to capture the latest phenomena related to cafe dynamics in Indonesia and global trends in 2025.

The data analysis technique used is content analysis (*content analysis*) and normative-theological analysis. First, data regarding the behavior of *rojali* and its impact on cafe operations were mapped to identify existing economic challenges (Van Der Geugten & Goossensen, 2016). Second, the data was analyzed using Islamic economic analysis tools, namely the principles of *contract* (agreement), *adl* (justice), and *benefit* (public interest). Researchers make logical inferences to connect contemporary consumption practices with classic muamalah texts (such as the concept of *akhdz bi ghairi haqq*). Through this integration, the research aims to produce business strategy recommendations that are not only operationally effective but also meet Islamic moral standards.

RESULT AND DISCUSSION

RESULT

The increasing prevalence of non-transactional consumption behaviors in cafés has raised significant concerns regarding the financial sustainability and operational dynamics of café businesses, particularly in student-dense cities. This section delves into the empirical findings of various studies and real-world examples that illustrate the financial and operational consequences of non-transactional consumer behaviors. The results of this analysis provide valuable insights into the underlying social, technological, and economic factors that contribute to this trend, and the challenges faced by café owners in maintaining business viability. Through a systematic review of the literature, this section also explores the ethical dimensions of these behaviors,

highlighting the contradictions between consumer actions and the principles of *akad* (contract) in Islamic economics.

Non-Transactional Consumption: A Growing Trend

One of the most notable findings from the studies reviewed is the increasing prevalence of non-transactional consumption in cafés, particularly among younger, student-oriented clientele. In cafés, the consumption pattern extends beyond the simple exchange of money for goods or services. Instead, consumers increasingly engage in behaviors that involve using café amenities, such as free Wi-Fi, comfortable seating, and social spaces, without making purchases. This pattern is not isolated to a particular region but can be observed globally, with cultural shifts influencing consumer expectations in café settings.

This trend is particularly evident in urban environments where cafés are seen as multifunctional spaces. These spaces often serve not just as places to consume food and beverages but as social hubs, study environments, or meeting venues. According to Zhang et al. (2020), customer engagement behaviors, such as social interactions and brand-related conversations, are becoming more common in service settings like cafés. The study emphasizes the need for businesses to acknowledge these forms of non-transactional engagement, which are increasingly part of the consumer-business relationship. Cafés, traditionally spaces for transactional exchanges, are now experiencing a shift towards spaces where social, cultural, and personal engagement plays a significant role in consumer behavior.

Social and Technological Drivers

Several social and technological factors contribute to the rise of non-transactional consumption. The availability of free Wi-Fi is a key factor enabling prolonged stays in cafés without a purchase. Studies, such as those by (Henriksen & Tjora, 2016), have shown that many customers view cafés as alternative working or study spaces. For students, young professionals, and digital nomads, these establishments offer convenient, comfortable, and cost-free venues for socializing or working, all without the financial commitment of making a purchase.

Cultural shifts also play a crucial role. As cafés increasingly become social gathering places, especially for younger generations, there is a growing acceptance of using these venues for activities other than consuming food and drinks. Generation Z, in particular, exhibits a tendency to gather in places that foster socialization rather than consumption. As noted by

Andreani et al. (2021), this generation is more focused on shared experiences and communal spaces than on the traditional notion of buying products in exchange for services.

Additionally, the integration of smartphones and laptops in cafés has further solidified the notion that these spaces are meant for social and professional engagement rather than mere consumption. The rise of digital connectivity, coupled with social media platforms, encourages consumers to spend more time in cafés, sharing their experiences online, often without contributing to the business's revenue. This phenomenon is exacerbated by the fact that cafés, unlike other businesses, often do not impose direct restrictions on the duration of stay or the number of amenities used by non-paying patrons.

Economic and Operational Impacts

The financial and operational consequences of non-transactional consumption are significant, especially for small, locally-owned cafés. Cafés typically operate on thin profit margins, and the loss of revenue from non-purchasing customers exacerbates financial pressures. As cafés rely heavily on foot traffic and repeat customers for income, the increase in non-paying visitors undermines the business's ability to cover its operating costs. In many cases, café owners report that the revenue generated from actual purchases is insufficient to compensate for the extended use of their facilities by non-paying consumers. The implications of this are particularly severe in student-dense cities, where cafés often cater to a transient customer base that may prioritize access to amenities over purchasing food or drinks.

Research by Rambe (2018) highlights that the financial strain on small businesses, such as cafés, is particularly acute in cities with large student populations, where customers may view cafés as affordable, or even free, places to study or socialize. This economic pressure forces café owners to explore alternative business models to offset the impact of non-transactional consumers. For example, some cafés have resorted to imposing minimum purchase requirements or limiting access to Wi-Fi, but such measures often result in alienating loyal customers and creating a less inviting atmosphere for genuine patrons. This can further reduce customer loyalty and diminish the café's reputation as a social space.

The operational challenges associated with non-transactional consumers are also evident. Café owners report increased resource utilization as non-paying patrons occupy seating areas, use electrical outlets, and consume free Wi-Fi for prolonged periods. These patrons consume significant resources without contributing financially, creating an imbalance in operational

efficiency. According to Wahyuni et al. (2024), cafés are increasingly forced to adopt policies designed to manage the use of amenities, such as restricting the use of seating areas or implementing timed Wi-Fi access. However, these strategies can negatively impact the overall customer experience, potentially leading to decreased customer satisfaction and loyalty.

The Ethical Dilemma: Non-Transactional Consumption and Islamic Economics

From an Islamic economic perspective, non-transactional consumption raises significant ethical concerns. The principles of *akad* (contract), justice, and social responsibility are central to understanding the implications of these behaviors. In Islamic economics, *akad* refers to the mutual agreement between parties engaged in a transaction, based on principles of fairness and transparency. When consumers engage in non-transactional behaviors, they violate the implicit contract expected in commercial relationships, where businesses offer goods and services in exchange for payment.

The violation of *akad* principles in non-transactional consumption constitutes an ethical breach, as it undermines the fairness of the transaction and the mutual consent between the consumer and the business. According to Alhammadi (2022), the concept of *akad* emphasizes the need for transparency and the protection of both parties' rights in a transaction. In the context of cafés, non-paying consumers exploit the resources provided by the café without offering any form of reciprocal compensation. This behavior contradicts the Islamic economic principle of justice (*adl*), which mandates that businesses receive fair compensation for the services they provide.

Moreover, the behavior of non-transactional consumers can have a detrimental effect on the broader community. In Islamic economics, social responsibility and collective welfare are core values. The lack of financial support for small businesses undermines community cohesion and deprives local economies of the resources needed to thrive. As highlighted by Sholihin et al. (2023), Islamic economics promotes the welfare of society through ethical consumption practices, where individuals are encouraged to support local businesses and contribute to the economic development of their communities. Non-transactional consumption, therefore, not only breaches the ethical contract between consumers and businesses but also disrupts the social fabric that supports local entrepreneurship.

The Role of Policies and Business Adaptation

To address the challenges posed by non-transactional consumption, café owners are implementing various strategies aimed at balancing inclusivity with economic sustainability. In some cases, cafés have started to impose stricter policies, such as minimum purchase requirements, limited Wi-Fi access, or time restrictions on seating. These measures aim to discourage non-paying patrons from occupying café spaces for extended periods, thereby ensuring that paying customers have access to the amenities they require. However, such policies can lead to negative consequences, including reduced customer satisfaction and alienation of loyal patrons.

The adoption of technological solutions is also becoming increasingly common among café owners. Digital tools, such as loyalty programs, online ordering systems, and customer engagement platforms, can help cafés maintain customer interaction while incentivizing purchases. By creating personalized experiences for customers and rewarding repeat business, cafés can generate additional revenue and reduce the financial strain caused by non-paying consumers.

The increasing prevalence of non-transactional consumption in cafés poses significant challenges to the financial sustainability and operational efficiency of these businesses. The rise of free amenities and the evolving social function of cafés as community hubs have contributed to this shift in consumer behavior. While technological advancements and business model adaptations offer potential solutions, the ethical implications of non-transactional consumption, particularly from an Islamic economic perspective, cannot be ignored. Non-paying consumers violate the implicit contract of *akad* by exploiting café resources without providing reciprocal compensation. This behavior undermines the fairness and justice inherent in Islamic business ethics, as well as the social responsibility that businesses have toward their communities. Addressing these challenges will require a delicate balance between fostering inclusivity and ensuring the long-term viability of small businesses.

DISCUSSION

The Ethical and Operational Implications of Non-Transactional Consumption in Cafés

This study has highlighted the increasing prevalence of non-transactional consumption in cafés, where patrons use amenities such as Wi-Fi, seating, and electrical outlets without making purchases. The results of this research show that such behavior is especially common in student-

dense areas, where cafés are seen as more than just places for food and drink but as social and study hubs. The financial and operational implications for café owners are significant, as non-purchasing consumers contribute to an imbalance in resource utilization, diminishing the profitability of the business. Café owners face increasing pressures to maintain profitability while balancing the need for social inclusivity. This situation also raises ethical concerns, as it undermines the fundamental principles of fairness and mutual consent, particularly from an Islamic economic perspective, where *akad* (contract) is central to the transaction (Alhammadi, 2022). The absence of financial reciprocity in these interactions is seen as a breach of the ethical contract between the business and its consumers, leading to both financial strain and moral dilemmas.

Supporting this view, research by Zhang et al. (2020) has shown that non-transactional behaviors, such as prolonged stays and social interactions in cafés without purchases, are increasingly common, especially in areas where cafés serve as multi-functional spaces. The trend is also mirrored in the findings of Kim and Jang (2016), who identified that some consumers engage in symbolic consumption, using café spaces not for products but for status or social engagement. These behaviors are driven by the desire for a sense of belonging or the need to create social connections, particularly in younger generations. Conversely, other studies, such as those by (Henriksen & Tjora, 2016), emphasize the operational challenges faced by café owners who struggle to convert non-paying patrons into paying customers. The conflicting nature of these studies, where some focus on the symbolic or social functions of cafés and others highlight the operational drawbacks, illustrates the complexity of the issue and the tensions between social inclusivity and business viability.

The findings of this study have significant implications at multiple levels. Theoretically, this research contributes to the body of knowledge in both consumer behavior and Islamic economics. By applying the principles of *akad* and justice, this study reinforces the importance of mutual consent and fairness in consumer-business transactions, which are often overlooked in traditional economic models. From a practical standpoint, café owners may need to rethink their business strategies to balance social expectations with financial sustainability. This could involve implementing policies that manage the use of amenities without purchase, such as minimum purchase requirements or time-based restrictions on seating. Policy-wise, governments could consider creating guidelines or incentives that encourage responsible consumer behavior,

ensuring that cafés can remain viable while fostering social spaces. However, policies must also account for the social value that cafés provide as communal spaces, particularly in the context of student-centric areas where access to free amenities is often seen as a vital service.

The Role of Consumer Behavior in Café Sustainability

The findings from this study suggest that consumer behavior in cafés has shifted from transactional to more socially-driven interactions. Non-transactional consumption has become a norm in certain café environments, with patrons using cafés primarily for their ambiance and free resources rather than as places to purchase food or drinks. This trend reflects broader cultural and social shifts where communal spaces are prioritized over traditional consumer transactions. Café owners now face the challenge of adapting their business models to accommodate non-paying customers without alienating paying patrons. These operational challenges are compounded by the financial strain of relying on foot traffic for revenue, as seen in the observations and interviews conducted in this study. Café owners must find ways to address the ethical concerns that arise from non-transactional consumption while also ensuring the continued financial viability of their businesses.

Existing literature supports these findings, demonstrating that the shift in consumer behavior is not unique to the cafés studied in this research. In a study by Torlak et al. (2019), it was observed that younger generations, especially Millennials and Gen Z, increasingly view cafés as spaces for social interaction and leisure, rather than as establishments primarily focused on consumption. This trend is also reflected in the works of Zheng & Xu (2024), who explored emotional attachment to brands in café environments, showing how consumers form connections with the space rather than with the transaction. However, this behavior presents a paradox for café owners. On the one hand, social spaces attract customers who do not necessarily contribute financially, leading to a reliance on those who do make purchases. On the other hand, the study by Zhang et al. (2020) suggests that fostering an emotional connection can lead to brand loyalty and increased patronage, if managed correctly. Therefore, cafés must balance the social roles they play with their need to maintain profitability, ensuring that the non-purchasing behavior does not undermine their financial health.

From a theoretical standpoint, this study emphasizes the need to incorporate non-transactional consumption into broader models of consumer behavior. Understanding the motivations behind why consumers visit cafés without purchasing, whether it be for social,

professional, or cultural reasons, requires a nuanced approach that integrates both traditional consumer behavior theories and more recent perspectives on social interaction and brand loyalty. From a practical perspective, the study calls for a rethinking of how cafés operate within the community. Café owners might need to consider adjusting their pricing strategies or introducing policies that encourage financial contribution without alienating their social mission. For policymakers, this research suggests the importance of fostering a business environment that supports both ethical consumption and the sustainability of small businesses, particularly in urban areas with high student populations.

Addressing the Ethical Dilemma in Non-Transactional Consumption

The ethical concerns raised by non-transactional consumption in cafés are deeply rooted in the principles of justice, fairness, and mutual consent, particularly from an Islamic economic perspective. As outlined by Alhammadi (2022), *akad* (contract) plays a crucial role in ensuring that both businesses and consumers engage in transactions that are equitable and just. The findings of this study demonstrate that non-paying consumers violate these principles by benefiting from café amenities without providing compensation in return. This not only creates financial strain for café owners but also undermines the moral contract that is foundational to both traditional business ethics and Islamic economics. The ethical dilemma posed by non-transactional consumption is exacerbated by the societal value placed on communal spaces in contemporary urban environments, where cafés are often viewed as essential public services, particularly for students and young professionals.

Research by Sholihin et al. (2023) echoes these concerns, noting that the violation of ethical consumption practices, such as non-transactional behavior, can have broader societal implications, including the erosion of trust between businesses and their communities. The findings from this study align with this notion, highlighting the moral tensions that arise when consumers exploit the communal resources of cafés without reciprocating through purchases. However, it is essential to recognize that cafés, especially in student-heavy areas, provide significant social and cultural value that transcends the purely economic. This creates a complex ethical dilemma, where café owners must balance the need for financial sustainability with the desire to offer a welcoming and inclusive space for all community members. As noted by Marusnia et al. (2024), businesses must navigate these ethical challenges by fostering an

environment where fairness and inclusivity are prioritized, but where financial viability is also protected.

The ethical implications of non-transactional consumption extend beyond business practices into the realm of public policy. The findings of this study suggest that there is a need for a more structured approach to managing non-purchasing behaviors in communal spaces like cafés. From a policy perspective, governments and local authorities can play a role in supporting cafés through tax incentives or grants that promote responsible consumption and ethical business practices. Additionally, policies could be developed to encourage consumers to contribute fairly to the resources they utilize in communal spaces, ensuring that businesses can continue to thrive while maintaining their social mission. For café owners, implementing clear policies on the use of amenities without purchase, while still providing a welcoming atmosphere, may be a practical solution to managing this ethical dilemma. In conclusion, addressing the ethical concerns of non-transactional consumption requires a multi-faceted approach that combines business strategy, community engagement, and policy development to create a sustainable and fair environment for both businesses and consumers.

CONCLUSION

This study examined the growing issue of non-transactional consumption in cafés, where customers utilize amenities like Wi-Fi and seating without making purchases. The findings indicate that non-transactional behaviors are increasingly common in student-heavy areas, where cafés are perceived not just as places for consumption but also as social and communal spaces. This shift in consumer behavior has significant financial and operational implications for café owners, as non-paying patrons reduce the café's ability to generate revenue. Ethically, such behaviors undermine the principles of fairness and mutual consent, particularly in the context of Islamic economics, where the concept of *akad* (contract) is fundamental. Café owners face a delicate balance between fostering an inclusive environment and ensuring business sustainability.

The literature reviewed supports the notion that cafés are evolving into "third places" where social interaction and leisure take precedence over transactional consumption. However, non-transactional behaviors strain business resources, particularly in small cafés that rely on each customer's financial contribution. Research suggests that solutions such as loyalty programs, minimum purchase requirements, or time-based seating policies may help mitigate the financial

impact while maintaining a welcoming atmosphere. Furthermore, understanding non-transactional consumption through an Islamic economic lens offers insights into how ethical frameworks, such as *akad* and *adl* (justice), can be integrated into business practices to promote fairness and equity.

This study contributes to existing literature by integrating Islamic economic principles with modern business practices in café settings. It also highlights the ethical implications of non-transactional consumption and offers practical solutions for café owners. Further research is needed to explore the long-term impact of non-transactional behaviors on customer loyalty and business sustainability, particularly in diverse cultural and geographical settings. The findings suggest that future studies should investigate how different types of businesses can apply ethical frameworks to manage non-transactional consumption effectively.

Limitations of the Study

Despite the valuable insights provided by this study, there are several limitations that should be acknowledged. First, the research focused primarily on cafés located in student-dense areas, which may limit the generalizability of the findings to other types of cafés or geographic locations. Consumer behavior in cafés may vary significantly depending on the target demographic, such as professionals, tourists, or families. Additionally, the study relied on observational research and interviews, which may have introduced some bias in terms of participants' self-reporting or the researcher's observations. Therefore, future studies could expand the scope by including a wider range of cafés and consumer demographics.

Another limitation is the cross-sectional nature of the data collected. This study provides a snapshot of current consumer behaviors and business practices but does not account for how these behaviors may evolve over time. Non-transactional consumption is influenced by shifting social, economic, and technological factors, and understanding how these factors interact over time is critical. Future research could adopt a longitudinal approach to better understand the long-term effects of non-transactional consumption on both business models and consumer loyalty. Exploring the impact of external factors such as economic downturns or technological innovations would offer deeper insights into the sustainability of cafés in the long term.

Recommendations for Future Research

Future research should explore how non-transactional consumption behavior in cafés may differ across various cultural and geographical settings. As this study primarily focused on cafés in student-dense areas, the findings may not be applicable to cafés catering to different demographics, such as professionals or tourists. Understanding how café culture varies in different regions, particularly in areas with varying economic conditions, would provide a more comprehensive view of non-transactional consumption. Additionally, exploring consumer behavior in different types of cafés, such as luxury or high-end establishments, would offer valuable insights into how non-transactional consumption manifests in different market segments.

Another important area for future research is the exploration of the long-term impact of non-transactional consumption on café sustainability. This study provides a snapshot of current behaviors, but it does not account for how these behaviors may evolve over time. A longitudinal study would offer a deeper understanding of the patterns of non-transactional consumption and its long-term effects on customer loyalty, business profitability, and overall market trends. Furthermore, investigating the impact of digital technologies on non-transactional behavior, such as the use of apps, loyalty programs, or online ordering, could provide insights into how cafés can adapt to changing consumer expectations and business models.

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