

Sharia Business Practice in the Span of Retail Business Franchises

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In this era of globalization, franchise expansion is one of the main strategies in the growth of the retail industry. In a business framework guided by Islamic values, the importance of business ethics is increasing. This article explores the role of Islamic Business Ethics in the context of the retail industry's franchise expansion, with a focus on the economic cycle and Islamic business practices. Through a literature review, this article outlines how Islamic business ethical values can guide franchise expansion measures, manage risk in fluctuating economic cycles, and implement sharia business methods that adhere to Islamic values. This study reviews the impact of Islamic business ethics principles in strengthening the foundations of sustainability and long-term success for the retail industry focusing on the principles of justice, social responsibility, and economic balance. The results of the study show that the application of Islamic business ethics in the franchise expansion of the retail industry can improve business performance, strengthen consumer trust, and promote business sustainability. This research highlights the importance of understanding and applying Islamic business ethics principles in the context of modern business, especially in the retail industry.

Keywords: Sharia Business, Waralaba, Retail Business.

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1. Introduction

The retail industry, especially franchising, is currently a global phenomenon in contemporary economic problems. The retail industry is one of the sectors that is active in the application of the franchise model as a business expansion strategy. This franchise model allows companies to expand their reach quickly through partnerships with local business owners and investors. However, in this expansion process, questions often arise related to adherence to the principles of business ethics, especially in a dynamic global context.

Fluctuating economic cycles play an important role in the franchise expansion strategy of the retail industry. Companies must be able to identify opportunities and manage risks that arise during the economic cycle to ensure the success of such expansion. The application of Islamic business ethics in the franchise expansion of the retail industry through the economic cycle and sharia business practices offers various advantages, including increasing competition between business people, prioritizing consumer satisfaction, increasing high trust in the eyes of the public, and minimizing sanctions from the government or higher laws. However, many franchises have not fully understood and applied Islamic business ethical values in carrying out their operations.

Previous research by (Noerchoidah, Nurdina 2022), this research was conducted to provide practical and theoretical insights on how small and medium enterprises (SMEs) adjust and further develop entrepreneurial competencies, product innovation and SME business performance in Surabaya. This study uses a quantitative method by using a questionnaire for data collection. The number of samples used was 119 respondents using the purposive sampling technique. Partial Least Square (PLS) is used for data

processing. Based on the results of data analysis, it is concluded that entrepreneurial competence has a significant effect on business performance, entrepreneurial competence has a significant effect on product innovation. However, product innovation does not have a significant effect on the performance of SMEs.

Previous research (Sari 2017) with research results, found that the application of business ethics for Muslim Traders in Business Competition has been running because from the results of research on traders, there are those who already know about ethics and apply it and there are also those who know but do not apply business competition carried out by traders at the Butung Makassar Wholesale Center can be said to be honest and healthy competition because traders are convinced that sustenance has been arranged by Allah SWT. and each has its share. Therefore, traders do not think too much about competition and consider that in trading there must be profits and losses and all of them must be accepted for risk. The purpose of this study is to evaluate the ways of integrating Islamic business ethics in the expansion of franchise business in the retail industry through the economic cycle and sharia business practices, as well as its influence on franchise performance and sustainability.

2. Methods

The research method used in this article is the library research method. This approach involves collecting data and information from a variety of relevant and reliable literature sources related to Islamic Business Ethics within the Scope of Welfare and Compliance with Moral Values in the context of hiring domestic helpers. Although it does not involve the collection of primary data, the library research method has the advantage of providing access to various perspectives, theories, and findings of pre-existing research. Thus this approach makes it possible to generate a comprehensive and informed understanding of the research topic without the need to conduct direct empirical research.

3. Results and Discussion

The Advantages of Islamic Business Ethics in the Expansion of Retail Industry Franchises

The advantage of Islamic Business Ethics in the franchise expansion of the retail industry is that the ethical principles upheld in Islam provide a solid foundation for building sustainable relationships between franchisors and franchisees (Suprpto et al. 2023). One of the key principles in Islamic Business Ethics is fairness, which ensures that every party in a business transaction is treated fairly and equally (Hidayat and Huda 2023). In the context of franchising, this means that the terms of the contract between the franchisor and the franchisee are designed with the utmost fairness, avoiding oppression or exploitation (Amirul Rizal and Aslami 2022). In addition, Islamic Business Ethics encourages transparency and honesty, which reduces the risk of conflict and increases trust between the two parties. By following these principles, retail industry franchises can develop a good reputation in the eyes of Muslim and non-Muslim consumers, thereby significantly expanding their market opportunities. In addition, Islamic Business Ethics also emphasizes social and environmental responsibility, which can help franchisees to contribute positively to the society and environment in which they operate, creating a sustainable long-term positive impact.

Building an Islamic Code of Ethics

Building an Islamic business code of ethics is an important process in running a business with Islamic religious principles (Ramadan and Rohman 2024). This code of ethics serves to regulate, develop, and launch business methods within the framework of religious teachings, becoming a symbol to protect business people from risks. This code of ethics is also the legal basis, resolving disputes, and improving Islamic ukhuwah, namely brotherhood and cooperation between business people and the community.

Islamic Business Ethics has advantages in building an Islamic business code of ethics conveyed by (Masykuroh 2020), including: a) Increasing competition between business people, so that businesses are more advanced, b) Prioritizing consumer satisfaction by regulating so that it is not selfish, c) Increasing high trust in the eyes of the public. d) Minimizing sanctions from the government or higher laws because it has binding rules between humans and Allah SWT. Business behavior that is prohibited in Islamic business ethics includes bringing usury, committing fraud, taking illegally, cheating, ihtikar or hoarding, and betrayal.

Improving Ukhuwah Islamiyah

Improving Islamic ukhuwah in business is an approach that focuses on building a sense of brotherhood and cooperation between business people and the community, as well as between parties involved in business (Fatkhullah 2023). Ukhuwah Islamiah, which means brotherhood in Islam, emphasizes the importance of maintaining good and harmonious relations with all parties involved in business, including customers, employees, and the surrounding community. Here are some ways to improve Ukhuwah Islamiah in business:

1. Appreciate and respect others. Q.S. Surah Al-Baqarah verse 83 teaches us to do good to others and treat them with kindness and attentiveness, in accordance with the teachings of Allah SWT. This includes maintaining fairness and fairness in business transactions, as well as treating customers and employees with respect and compassion.
2. Building positive relationships. French psychologists Copland and Schere state that having a brotherly relationship in a business context can create a positive and beneficial atmosphere, as well as potentially bring blessings. Building positive relationships between business people can be done by visiting and thanking others who have important meaning in the relationship.
3. Assess the results. Measuring the results of efforts to improve Ukhuwah Islamiah in business can help in evaluating the effectiveness of the strategies used. This includes measuring customer satisfaction levels, employee performance, and the social impact of the business.
4. Self-regulation, self-discipline are part of a sustained effort to find positive benefits of improving Islamic solidarity relations in a business context. This includes maintaining integrity in business operations and ensuring that all business activities are carried out in accordance with Islamic teachings.
5. Applying Islamic principles in business. The message from the Prophet PBUH is for Allah SWT to bestow His affection on people who are gentle when transacting, whether in buying, selling, or collecting their money. This demonstrates the importance of maintaining loyalty and fairness in all aspects of the business, including in transactions with customers and employees. By applying these principles, businesses can improve Ukhuwah Islamiah, which in turn can improve consumer confidence, employee satisfaction, and overall business success.

Freedom of Will

Islamic Business Ethics, which is rooted in the Qur'an and Hadith, emphasizes the importance of conducting business with principles that are in accordance with the teachings of Islam. Freedom of will in Islamic Business Ethics provides freedom for individuals and organizations to choose or act in accordance with ethics. This principle highlights the significance of making decisions that are in line with Islamic principles, which include financial and economic aspects, as well as moral and ethical aspects in various aspects of business.

In this context, freedom of will does not mean the freedom to do whatever one wants without considering the impact on others or society. Instead, this principle encourages individuals and organizations to consider

the social and moral impact of their decisions, as well as to choose actions that are in line with Islamic values, such as justice, loyalty, and social responsibility.

Fairness and Transparency

The application of the principle of justice in business is one of the aspects that is highly emphasized in Islamic business ethics. This principle stretches from the relationship between franchisor and franchisee to the treatment of employees and consumers. In the context of the retail industry's franchise expansion, fairness ensures that all parties involved obtain equal rights and obligations and fair treatment. Franchisors must provide franchisees with fair and transparent contracts, as well as provide the necessary support for the success of their business.

On the other hand, franchisees are also expected to abide by agreements that have been agreed upon and conduct their business with integrity. Fair treatment is also applied in the relationship between the company and the employee, where a decent salary, safe working conditions, and opportunities for advancement are priorities. In addition, fairness in service to consumers is also important, by providing quality products and services and reasonable prices. By creating a balanced and fair business environment for all parties involved, Islamic business ethics help build a solid foundation for the sustainable and competitive franchise expansion of the retail industry (Judijanto 2025).

Social Responsibility

Islamic business ethics emphasizes the importance of companies to ensure that their operations do not harm society or the environment. It covers a wide range of aspects, including resource management, financial management, and managing relationships with communities and the environment. In this case, companies are expected to manage their resources in a responsible way and have a positive impact on society, including ensuring that their investments do not harm others and that they are responsible for society and the environment.

In addition, Islamic business ethics also emphasize the importance of companies to be part of the wider society and contribute to the welfare of society. This includes various initiatives, such as social, educational, and health programs, that aim to improve the well-being of the community and the environment (Rahmawati and Bayangkara, . Ketut 2024).

Implementation of Islamic Ethics for Franchise Expansion in Production, Distribution, and Consumption

The implementation of Islamic ethics in production, distribution, and consumption has a significant impact on franchise expansion. At the production level, Islamic ethical principles such as justice, cleanliness, and quality guide the production process to conform to religious teachings, maintain the welfare of workers, and ensure high-quality products. On the distribution side, concepts such as honesty, transparency, and social responsibility are leading distribution practices to become more equitable, open, and sustainable, which in turn strengthens relationships with franchise partners and consumers.

In addition, in the aspect of consumption, Islamic values of frugality, non-mubadzir, and not harming others influence consumer behavior to be wiser in spending and prioritize products that are economically and spiritually beneficial. By applying these principles consistently across the entire value chain, franchise businesses not only gain consumer trust and loyalty, but also strengthen the foundations of sustainable business sustainability.

Therefore, the implementation of Islamic ethics in production, distribution, and consumption is the key to success in franchise expansion, which creates a sustainable positive impact for the company, business partners, and society at large. The implementation of Islamic ethics in production, distribution, and

consumption has a significant impact on franchise expansion, especially in the retail industry. Here are some of the ways in which Islamic ethics can be implemented in these three aspects:

1. Production

Resource management with Islamic ethical principles plays an important role in promoting economic sustainability and environmental protection. Principles such as environmental stewardship, social justice, and economic sustainability are values that are highly emphasized in Islam. When businesses or franchises adopt these principles, they not only contribute to the well-being of society and the environment, but also improve consumers' image and trust in their brand.

In the context of natural resource management, Islam encourages the use of natural resources wisely and responsibly. This includes practices such as water, soil, and energy conservation, as well as reducing waste and pollution. By implementing these practices, companies can gain long-term benefits by maintaining a healthy and productive environment for future generations (Mahdi et al. 2024).

2. Halal Products

Producing products that comply with halal standards is key in production. Franchises that produce halal products not only meet the needs of consumers who understand and support halal products, but also meet the needs of an increasingly large and diverse market. The production of products that comply with halal standards has a key role in the success of a franchise. By prioritizing the production of halal products, franchising not only meets the needs of consumers who understand and support halal products, but also responds to the growing and diverse market demands.

Halal products include not only certain aspects of the ingredients and production processes, but also pay attention to cleanliness, health, and overall well-being. Thus, franchising that focuses on the production of halal products not only opens up new market opportunities, but also builds a strong reputation for meeting consumer quality and diversity standards. This helps franchises to thrive and compete effectively in an increasingly competitive global market.

3. Distribution

a. Transparency and Accuracy

Islamic ethics emphasize the importance of transparency and accuracy in transactions. Franchising that applies these principles can increase consumer trust and strengthen relationships with them. It can also reduce the risk of inaccuracy and strengthen the franchise's reputation. Transparency and accuracy in transactions are values that are highly emphasized in Islamic ethics (Rosyidah and Rofiah 2024). Franchising that practices these principles plays an important role in building consumer trust.

Providing clear and accurate information about their products, services, and business processes, franchises create a more open and trustworthy environment for consumers. Measures such as providing clear information about prices, return policies, and contract terms allow consumers to make more optimal decisions and feel more comfortable in transactions.

b. Logistics Management

Responsible logistics management that has a positive impact on society and the environment plays a crucial role in sustainable distribution. This practice includes a number of strategies, from efficient energy management to waste reduction and the use of environmentally friendly transportation. In energy management, measures such as the use of energy-efficient technologies and optimization of shipping routes can help reduce carbon footprints and conserve resources.

Waste reduction involves the rigorous monitoring and management of all stages of the distribution process, prioritizing reuse, recycling, and waste reduction. In addition, the selection of environmentally friendly transportation, such as the use of electric vehicle fleets or the increased use of efficient marine transportation, is also an important part of a responsible logistics management strategy. By implementing these practices, companies can not only improve their operational efficiency, but also reduce negative impacts on the environment and society as a whole, while strengthening their brand image as a pioneer in sustainability.

Konsumsi

1. Customer Service

Good customer service is a highly emphasized value in Islamic ethics. Franchises that adopt these principles play a crucial role in building customer satisfaction and strengthening their relationships. By putting the needs and interests of the customer first, franchising creates a welcoming and responsive environment, which can improve the overall customer experience.

Principles such as honesty, politeness, and friendliness in interacting with customers are important cornerstones in providing quality service. Additionally, through effective communication and prompt problem resolution, franchisees can build strong trust and attachment with customers, which in turn can increase their loyalty. By prioritizing customer satisfaction, franchisees also strengthen their competitive position in the market by differentiating themselves as caring, customer-oriented service providers. This helps them to retain as well as attract new customers, while building a strong reputation in the industry they are running (Cahya et al. 2024).

2. Financial Management

Responsible financial management that has a positive impact on society is an important aspect of sustainable consumption (Susanti and Sirnawati 2023), financial management includes several principles, such as fair price management, responsible debt management, and sustainable investment management. First, fair price management involves pricing that reflects the true value of the goods or services, without unfairly benefiting consumers or society (Mas'ut et al. 2020).

Second, responsible debt management involves using debt wisely, taking into account the ability to repay and avoid falling into an unhealthy debt cycle. Finally, responsible investment management includes choosing to invest in projects or companies that have a positive impact on society and the environment, as well as avoiding investments that are detrimental or damaging (Sutaguna et al. 2023).

Challenges and Opportunities in the Implementation of Islamic Business Ethics

The implementation of Islamic business ethics in the franchise business faces various challenges and opportunities that need to be considered. One of the challenges is compliance with applicable regulations and policies in the country or region where the business operates. Franchises often operate in different countries with different regulations, creating challenges in applying consistent Islamic business ethics principles and in accordance with applicable laws.

In addition, aspects of cultural diversity and understanding of Islamic values are also factors that affect the implementation of Islamic business ethics in franchising. Nevertheless, there is a great opportunity in expanding the market by attracting consumers who are sensitive to the values of fairness, honesty, and sustainability championed by Islamic business ethics.

With the right approach, franchise businesses can leverage these principles as competitive differentiators that strengthen brand image and expand market share, thus providing long-term advantages for the business. The implementation of Islamic business ethics in the franchise business offers challenges and

opportunities (Munthe, Paramadhani, and Satrya 2019). Here are some of the challenges and opportunities associated with the implementation of Islamic business ethics:

1. Challenges in the Implementation of Islamic Business Ethics

Understanding and Applying Islamic Principles: One of the main challenges is ensuring that the principles of Islamic business ethics are understood and applied consistently by all parties involved in the business, be it entrepreneurs or employees. **Adaptation to Sharia Principles:** Adapting business operations to sharia principles, such as the prohibition of usury and gambling, as well as ensuring that the products and services offered are in accordance with halal standards, can be challenging. **Legal Supervision and Compliance:** Ensuring that sharia business practices are strictly conducted and in accordance with sharia principles, as well as meeting the supervision needs of institutions such as the Sharia Supervisory Board, can be challenging in the implementation of Islamic business ethics.

2. Opportunities in the Implementation of Islamic Business Ethics

By applying Islamic business ethics, franchising can increase customer trust, especially customers who understand and support sharia business practices. This can increase customer loyalty and strengthen the franchise's competitive position in the market. **Market Growth:** The implementation of Islamic business ethics can target markets that understand and support sharia business practices, which can boost the growth of the franchise market. This is because it has a stronger and loyal customer base.

Implementing sharia business practices can increase the economic benefits of the franchise, as it ensures that business operations are carried out in accordance with sharia principles that avoid riba and other prohibitions. The implementation of Islamic business ethics in the franchise business requires a comprehensive approach, which includes a deep understanding of Islamic principles, business operational adaptation, as well as adherence to sharia principles. Despite the challenges, the opportunities offered by the implementation of Islamic business ethics can help franchisees achieve success in their business expansion and growth.

Positive Impact and Sustainability in Islamic Business Practices

Islamic business practices in franchise expansion have a significant positive impact as well as contribute to the sustainability of the business. One of the positive impacts is to strengthen the relationship between franchisor and franchisee based on the principles of fairness, mutual benefit, and strong partnership. With the existence of an Islamic business ethics framework, the relationship becomes more sustainable and harmonious, bringing a positive impact on productivity and the quality of services offered.

In addition, sustainability principles in Islamic business, such as community empowerment, social responsibility, and environmental sustainability, are the cornerstones in franchise development and operations. This not only improves the business's reputation in the eyes of consumers and society, but also provides long-term benefits to the environment and surrounding communities.

Thus, Islamic business practices in franchise expansion not only create added value economically, but also socially and environmentally, making the business more sustainable and having a positive impact on all parties involved. Islamic business practices, particularly in the context of franchise expansion, have a significant positive and sustainability impact. Here are some of the positive impacts and sustainability aspects associated with the implementation of Islamic business practices:

a. Positive Impact and Sustainability in Islamic Business Practices

Increased Customer Trust: Customers who understand and support sharia business practices tend to feel more satisfied with the products and services offered, knowing that the products and services are in accordance with sharia principles. This can increase customer loyalty and strengthen the franchise's competitive position in the market. **Market Growth:** By targeting markets that understand

and support sharia business practices, franchisees can increase their market growth, as they have a stronger and loyal customer base. Economic Growth: Implementing sharia business practices can increase the economic benefits of the franchise, as it ensures that business operations are carried out in accordance with sharia principles that avoid riba and other prohibitions.

b. Aspects of Sustainability in Islamic Business Practices

Resource Management: Sharia business practices emphasize responsible resource management and positive impact on society and the environment. This includes financial management, human resource management, and relationship management with the community and the environment, all of which are essential for business sustainability.

Environmental Impact Reduction: By implementing sharia business practices, franchisees can minimize their environmental impact, whether through carbon emission reduction, the use of renewable energy sources, or waste reduction. This demonstrates their commitment to sustainability and social responsibility. Improvement of Community Well-Being: Sharia business practices also include social and community welfare initiatives, such as education, health, and community empowerment programs. This not only improves people's well-being, but also strengthens the franchise's reputation as a socially responsible company.

The implementation of Islamic business practices in franchise expansion not only provides a positive impact and significant sustainability aspects, but also creates a fairer, more responsible, and in line with Islamic principles. This includes increased customer confidence, market growth, and economic growth, as well as responsible resource management and environmental impact reduction.

4. Conclusion

The implementation of Islamic business ethics in the franchise expansion of the retail industry has a significant positive impact on the economic cycle of production, distribution, and consumption. Sharia business practices strengthen the relationship between franchisors and franchisees with the principles of fairness, mutual benefit, and strong partnerships, leading to increased productivity and service quality. In addition, sustainability principles in Islamic business, such as community empowerment, social responsibility, and environmental sustainability, are the cornerstones in franchise development and operations. This not only improves the business's reputation, but also provides long-term benefits to the environment and the surrounding community. Thus, Islamic business practices in the expansion of retail industry franchises not only create added value economically, but also socially and environmentally, making the business more sustainable and having a positive impact on all parties involved.

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