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# Analysis Of Sales Strategies At Ummah Izqi Café From The Perspective Of Islamic Business Ethics

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Sales Strategy, Islamic Business Ethics, Culinary MSME, Consumers, Islamic Business.

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**Abstract**

*Sales strategy is important for sustaining culinary businesses in an increasingly competitive market. From an Islamic perspective, however, sales performance cannot be separated from the ethical manner in which transactions are conducted. This study aims to analyze the sales strategies implemented at Ummah Izqi Café and examine them through the principles of Islamic business ethics. The study employs a qualitative field-research approach using observation, semi-structured interviews, and documentation. Data were analyzed through data reduction, data display, and conclusion drawing/verification. The findings identify product diversification, product-quality maintenance, pricing, customer service, promotion, and consumer relationship management as the main sales strategies described in the field data. These strategies are interpreted through shiddiq (honesty), amanah (trustworthiness), al-'adl (justice), responsibility, transparency, and mutual consent. The analysis shows that ethical considerations are embedded in product quality, price communication, promotional information, customer service, and consumer relationships. The study contributes a practice-oriented account of how sales activities in a local culinary MSME can be examined through an Islamic ethical framework. Because the study focuses on a single business and uses a qualitative design, its findings are contextual rather than statistically generalizable.*

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**Kata kunci:**

Strategi Penjualan, Etika Bisnis Islam, UMKM Kuliner, Konsumen, Bisnis Islam.

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**Abstrak**

*Strategi penjualan merupakan bagian penting dalam mempertahankan keberlangsungan usaha kuliner di tengah persaingan yang semakin kompetitif. Dalam perspektif Islam, kinerja penjualan tidak dapat dipisahkan dari cara transaksi dilaksanakan secara etis. Penelitian ini bertujuan menganalisis strategi penjualan yang diterapkan pada Kedai Ummah Izqi dan mengkajinya berdasarkan prinsip etika bisnis Islam. Penelitian menggunakan pendekatan kualitatif dengan jenis penelitian lapangan melalui observasi, wawancara semi-terstruktur, dan dokumentasi. Data dianalisis melalui reduksi data, penyajian data, serta penarikan dan verifikasi kesimpulan. Hasil penelitian menunjukkan bahwa strategi penjualan meliputi diversifikasi produk, pemeliharaan kualitas produk, penetapan harga, pelayanan konsumen, promosi, dan pengelolaan hubungan dengan konsumen. Strategi tersebut dianalisis melalui prinsip shiddiq, amanah, keadilan (al-'adl), tanggung jawab, transparansi, dan kerelaan dalam transaksi. Analisis menunjukkan bahwa pertimbangan etis melekat pada kualitas produk, penyampaian harga, informasi promosi, pelayanan, dan hubungan dengan konsumen. Penelitian ini memberikan pemetaan praktis mengenai hubungan strategi penjualan dengan etika bisnis Islam pada UMKM kuliner lokal. Karena penelitian berfokus pada satu usaha dan menggunakan desain kualitatif, temuan bersifat kontekstual dan tidak dimaksudkan untuk generalisasi statistik.*

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## INTRODUCTION

The development of the business world in the modern era has resulted in increasingly intense competition. Business actors, including micro, small, and medium-sized enterprises (MSMEs), are required to formulate strategies that respond to changing consumer needs while maintaining the continuity of their businesses. The culinary sector is particularly dynamic because consumer choices are influenced by taste, price, product variety, service, lifestyle, and current trends. In this context, sales strategy becomes important not only for attracting consumers but also for maintaining the competitiveness and continuity of a business. Previous research has also emphasized the importance of strengthening MSME competitiveness through appropriate business strategies (Amalia et al., 2026). A sales strategy refers to a set of planned activities used by business actors to offer products and facilitate transactions with consumers. In practice, such activities may involve product diversification and quality, pricing, customer service, promotion, and the use of digital media. However, sales strategies cannot be evaluated solely from their ability to generate transactions. The manner in which products are described, prices are communicated, promotions are delivered, and consumers are treated also raises ethical questions. Practices such as inaccurate product information, unclear pricing, misleading promotion, or inadequate fulfillment of consumer rights may create unfair transactions and weaken consumer confidence.

From an Islamic perspective, business and trade are part of muamalah and are permissible when conducted through lawful means and in accordance with Sharia principles (Antonio, 2001). Profit is legitimate, but the pursuit of profit is accompanied by moral responsibility toward consumers and other parties involved in business activities. Accordingly, business conduct should reflect honesty (shiddiq), trustworthiness (amanah), justice (al-'adl), responsibility, and concern for the interests of others. These principles place ethical limits on the way commercial objectives are pursued and require business actors to consider both the rights of consumers and the consequences of their business practices.

Islamic business ethics provides a framework for evaluating the moral quality of economic activities. Honesty requires business actors to communicate product and price information accurately; amanah requires the fulfillment of commitments; justice requires fair treatment; responsibility requires attention to the consequences of business practices; and transparency supports informed decision-making. In sales activities, these principles are relevant because consumers make purchasing decisions on the basis of information, price, service, and interaction provided by the business. Thus, sales performance should be examined not only through the number of transactions or the amount of profit but also through the processes used to achieve those outcomes.

Ummah Izqi Café is a culinary business that offers a variety of contemporary food and beverage products, including bakwan, jihu or jigor, tahu walik, mie gacor, sausages, jasuke, various fried snacks, and beverages. The diversity of products provides a relevant context for examining how a local culinary business responds to consumer preferences through its sales activities. At

the same time, the café's interactions with consumers, pricing practices, product information, service, and promotional activities provide a basis for examining the ethical dimensions of sales strategy.

Previous studies have discussed Islamic business ethics in marketing and buying-and-selling activities (Irianti & Aslan, 2025; Rahmida et al., 2023; Rofi & Sriwahyuni, 2025). However, the present study focuses specifically on how several concrete sales strategies at a local culinary MSME can be examined through an integrated Islamic ethical framework. The contribution of this study is therefore to connect product, price, service, promotion, and consumer-relationship practices with shiddiq, amanah, al-'adl, responsibility, transparency, and mutual consent. Accordingly, this study aims to analyze the sales strategies implemented by Ummah Izqi Café and examine their consistency with Islamic business ethics. The study is expected to contribute a practice-oriented understanding of ethical sales activities in a local culinary business without assuming that ethical practices automatically produce measurable increases in sales or loyalty.

## RESEARCH METHOD

This study employed a qualitative approach using field research. The qualitative design was selected because it enables an in-depth understanding of how sales strategies are implemented and how their ethical dimensions are interpreted in the natural setting of the business. The research focused on product offerings, product quality, pricing, customer service, promotion, consumer relationships, and the implementation of Islamic business ethics at Ummah Izqi Café. The café was selected because its business activities are directly relevant to the focus of the study and involve routine interactions between sellers and consumers.

Informants were selected purposively based on their knowledge of and direct involvement in the business activities of Ummah Izqi Café. The informant categories comprised the owner or business manager, employees, and consumers who had direct experience with the sales and transaction processes. These groups were used to obtain perspectives from business management, service providers, and consumers. Primary data were obtained through observation and interviews, while secondary data were obtained from relevant documents, business records when available, promotional materials, photographs, menu information, social-media content, books, scientific journals, and previous research. The exact number and characteristics of informants should be reported in the final manuscript according to the actual field records.

Data collection was conducted through observation and semi-structured interviews. Observation focused on the sales process, interactions between sellers and consumers, customer service, product offerings, pricing practices, promotional activities, and transaction procedures. Semi-structured interviews with the owner or business manager, employees, and selected consumers explored product strategy, pricing, promotion, customer service, consumer relationships, and the understanding and implementation of Islamic business ethics. The interviews specifically addressed honesty (shiddiq), trustworthiness (amanah),

justice (al-'adl), responsibility, transparency, and mutual consent in transactions. The semi-structured format enabled the researcher to maintain consistency with the research objectives while allowing relevant issues emerging from the field to be explored.

Documentation was used to support and cross-check information obtained through observation and interviews. The documentation included photographs of business activities, product information, promotional materials, menu lists, transaction records when available, social-media content, and other relevant documents. Data were analyzed using the interactive qualitative analysis model of Miles, Huberman, and Saldaña (2020), which involves data condensation, data display, and conclusion drawing or verification. Relevant information was first selected and organized, then displayed according to the research focus, and finally interpreted by identifying patterns and relationships between sales practices and Islamic business ethics.

The credibility of the findings was strengthened through source and technique triangulation. Source triangulation involved comparing information from the owner or business manager, employees, and consumers. Technique triangulation involved comparing information obtained from interviews with observations and documentation. The analysis then examined the consistency of the identified sales practices with the principles of shiddiq, amanah, al-'adl, responsibility, transparency, and mutual consent (an-taradin). This process was intended to distinguish statements about business practice from the normative interpretation provided by the Islamic ethical framework.

Through this methodological approach, the study develops an empirically grounded interpretation of the sales strategies implemented at Ummah Izqi Café and their ethical dimensions. The findings are interpreted contextually because the study focuses on one culinary business and uses a qualitative design; therefore, the results are not intended to represent all culinary businesses statistically.

## **RESULTS AND DISCUSSION**

### **Result**

#### **Overview of Ummah Izqi Café**

Ummah Izqi Café is a culinary business that provides various contemporary food and beverage products to consumers. The products identified in the study include bakwan, jihu/jigor, tahu walik, mie gacor, sausages, jasuke, various fried foods, and a variety of beverages. The diversity of products forms part of the café's effort to provide consumers with alternatives according to their preferences and purchasing capacity. Based on the field observations described in the study, sales activities involve direct interaction between sellers and consumers, including product selection, communication regarding product availability and price, ordering, payment, and product delivery.

The findings indicate that Ummah Izqi Café applies several interconnected sales strategies: product diversification, product-quality maintenance, pricing, customer service, promotion, and consumer relationship management. These strategies are not independent of one another. Product variety is accompanied by attention to quality; pricing is communicated in the transaction process; service

shapes the consumer experience; promotion introduces products; and consumer relationships are maintained through interaction and service. Taken together, the findings show that the café's sales strategy is multidimensional and combines product, price, service, communication, and relationship activities.

Product quality is an important component of the sales strategy. The field material identifies taste, cleanliness, and the quality of food and beverages as relevant considerations in serving consumers. Maintaining these aspects is important because the product delivered to consumers should correspond to the quality represented by the business. From an Islamic ethical perspective, quality maintenance is closely related to amanah and responsibility because the business has an obligation to fulfill what is offered to consumers.

Customer service represents another element of the sales strategy. The practices described in the study include friendly communication, politeness, responsiveness, and respect for consumers. Promotional activities are carried out through direct communication, recommendations from existing consumers, and digital or social-media platforms. Consumer relationships are therefore connected with both service and communication. These practices also create an ethical dimension because promotional information should be truthful and consumer interactions should respect the rights and dignity of the parties involved.

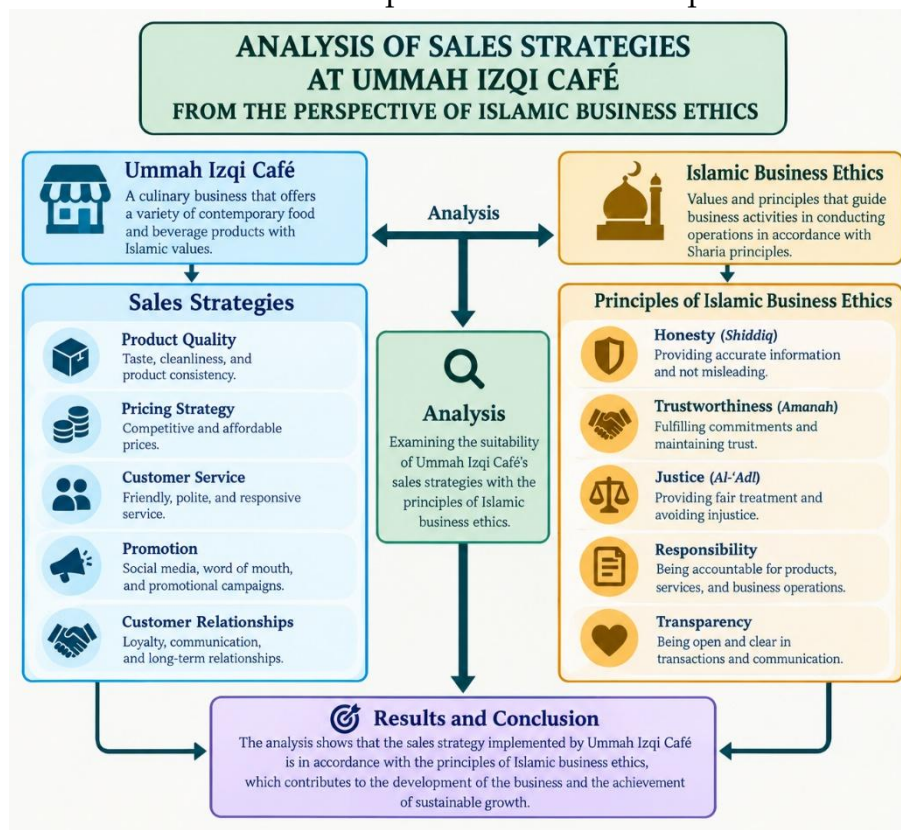
### **Application of Islamic Business Ethics in Sales Activities**

The sales strategies identified at Ummah Izqi Café were analyzed through six ethical dimensions: honesty (shiddiq), trustworthiness (amanah), justice (al-'adl), responsibility, transparency, and mutual consent. Shiddiq requires product and price information to correspond to actual conditions. Amanah concerns the fulfillment of commitments and the provision of products that correspond to the information offered. Al-'adl concerns fair pricing and appropriate treatment of consumers. Responsibility concerns product quality, service, and responses to consumer concerns. Transparency requires relevant information about products, prices, and transactions to be communicated clearly. Mutual consent requires consumers to make purchasing decisions voluntarily and without coercion.

These ethical principles are connected to specific sales practices rather than functioning only as abstract values. In product strategy, amanah and responsibility require the business to maintain the quality of what it offers. In pricing, al-'adl and transparency require prices to be communicated clearly and applied fairly. In promotion, shiddiq and transparency require information to represent the product or offer accurately. In customer service and relationship management, amanah, responsibility, and mutual consent emphasize respectful treatment and voluntary transactions.

Strategies at Ummah Izqi Café through the perspective of Islamic business ethics. The framework connects product quality, pricing, customer service, promotion, and consumer relationships with shiddiq, amanah, al-'adl, responsibility, transparency, and mutual consent. The framework is used as an analytical lens for interpreting the field findings; it does not constitute quantitative

evidence of a causal relationship between ethical practices and business



performance.

## Figure 1 illustrates the analytical framework used in this study to examine sales Discussion

The findings demonstrate that the sales strategy of Ummah Izqi Café consists of several mutually related practices rather than a single promotional activity. Product diversification provides consumers with choices, while product quality, pricing, service, promotion, and consumer relationships determine how those choices are presented and experienced. This finding is relevant to the context of culinary MSMEs because consumer decisions are shaped by a combination of product characteristics, affordability, service, and communication. At the same time, the findings indicate that these practices need to be examined through ethical principles when the business operates within an Islamic framework.

Product diversity alone is not sufficient to establish an ethically sound sales strategy. Product quality must be maintained so that what consumers receive corresponds to what the business offers. Taste, cleanliness, and product presentation are therefore not only matters of consumer satisfaction but also relate to amanah and responsibility. This interpretation is consistent with the broader principle that business actors should fulfill their commitments and avoid practices that may harm consumers.

Pricing is another important component of the sales strategy. From the perspective of Islamic business ethics, pricing should be implemented fairly and transparently. Business actors have the right to obtain profit, but profit should not be pursued through practices that disadvantage consumers unfairly. The communication of price before a transaction is therefore relevant to transparency

and informed choice. This interpretation is consistent with discussions of fairness and ethical marketing practices in Islamic business contexts (Irianti & Aslan, 2025; Rofi & Sriwahyuni, 2025).

The principle of shiddiq is particularly important in sales activities because consumers rely on information when deciding whether to purchase. Product and price information should correspond to actual conditions, while promotional messages should avoid misleading representations. Amanah is reflected in maintaining product quality and fulfilling commitments to consumers. Al-'adl is reflected in fair pricing and appropriate treatment of consumers. These principles indicate that ethical sales practices concern both the content of the transaction and the manner in which the transaction is conducted.

Transparency and mutual consent are also essential to sales transactions. Consumers need clear information before making purchasing decisions and should be free to decide whether to proceed with a transaction. Customer service, promotion, and consumer relationship management therefore have an ethical dimension in addition to their commercial function. The findings support the view that Islamic business ethics can serve as a practical framework for examining everyday sales practices, while the present study does not statistically establish that ethical practices cause higher consumer trust, satisfaction, loyalty, or sales performance.

The integration of Islamic business ethics into sales strategies shows that business activity can pursue legitimate commercial objectives while maintaining moral responsibility toward consumers. Business success in an Islamic perspective is therefore not reduced to profit or sales volume but also concerns fairness, trustworthiness, responsibility, and consumer welfare. Nevertheless, this study is limited to one culinary business and uses a qualitative approach. The findings are consequently contextual and cannot be generalized statistically to all culinary businesses. Future studies may compare several culinary businesses or employ quantitative or mixed methods to examine relationships between Islamic business ethics and consumer trust, satisfaction, loyalty, and sales performance.

## CONCLUSION

This study concludes that the sales strategies implemented at Ummah Izqi Café include product diversification, product-quality maintenance, pricing, customer service, promotion, and consumer relationship management. These strategies are implemented through product offerings, transaction processes, interpersonal service, and promotional communication. The findings show that sales strategy in the café is multidimensional and should be understood together with the way business actors communicate with and serve consumers.

From the perspective of Islamic business ethics, the implementation of sales strategies is connected with shiddiq, amanah, al-'adl, responsibility, transparency, and mutual consent. These principles require accurate information, fulfillment of commitments, fair treatment, responsible product and service practices, clear communication, and voluntary transactions. Thus, ethical considerations are embedded in the implementation of sales strategies rather than treated as an additional activity after the sale.

The study further shows that the ethical evaluation of sales practices should

consider the rights and interests of both sellers and consumers. Profit is permissible, but the process of obtaining it should avoid deception, unfair treatment, unclear information, and practices that may harm consumers. Mutual consent is meaningful when consumers receive sufficient and truthful information before making a decision (Oktaviyanti et al., 2025).

The main contribution of this study is its practice-oriented mapping of sales strategies to Islamic business-ethics principles in a local culinary MSME. However, because the study focuses on one business and uses qualitative data, it does not establish causal effects on sales, consumer loyalty, or business sustainability. Future research can extend the analysis through comparative cases or quantitative measures of consumer trust, satisfaction, loyalty, and sales performance.

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