



Application Of Islamic Business Ethics Case Study Of Waroeng Steak And Shake A.H Nasution Medan Johor

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui konsep etika bisnis Islam yang diterapkan di Waroeng Steak and Shake Cabang A.H Nasution Medan. Waroeng Steak and Shake merupakan salah satu bisnis kuliner yang mendasari setiap kegiatan bisnisnya sesuai dengan aturan Al-Quran dan Sunnah. Penelitian ini menggunakan metode kualitatif dengan pendekatan fenomenologi. Metode pengumpulan data yang digunakan adalah wawancara, observasi dan dokumentasi. Analisis data menggunakan pengumpulan data, reduksi data, display data dan verifikasi data. Hasil penelitian dapat diketahui dan dirasakan oleh peneliti adanya nuansa religius yang berbeda dibandingkan dengan bisnis kuliner pada umumnya. Waroeng Steak telah menjalankan tugas sesuai SOP yang ada dan telah menerapkan etika bisnis Islam dengan baik dengan menggunakan konsep shiddiq, tabligh, amanah dan fathanah yaitu menjamin bahan yang baik dan halal serta kejujuran dalam bertransaksi, penyampaian dakwah melalui bisnis, dan kejujuran dalam laporan keuangan. Namun, Waroeng Steak and Shake perlu adanya peningkatan pelayanan dan kecerdasan spiritual. Maka disarankan untuk menjalankan dengan baik SOP yang telah ditetapkan perusahaan termasuk program Senyum, Salam, dan Sapa, dalam meningkatkan pelayanan dalam mengantarkan pesanan dan kegiatan sholat berjamaah secara bergantian untuk meningkatkan kecerdasan spiritual.

ABSTRACT

This research aims to find out the concept of Islamic business ethics implemented at Waroeng Steak and Shake Branch A.H Nasution Medan. Waroeng Steak and Shake is one of the culinary businesses that underlies every business activity in accordance with the rules of the Al-Quran and Sunnah. This research uses a qualitative method with a phenomenological approach. The data collection methods are interviews, observation and documentation. The data analysis uses data collection, data reduction, data display and data verification. The results of the study can be known and felt by researchers of the existence of different religious nuances compared to the culinary business in general. Waroeng Steak has carried out tasks according to existing SOPs and has implemented Islamic business ethics well using the concepts of Shiddiq, tabligh, amanah and fathanah, namely guaranteeing good and halal ingredients and honesty in transactions, the delivery of da'wah through business, and honesty in financial reports. However, Waroeng Steak and Shake needs to have improved services and

spiritual intelligence. So it is recommended to run well the SOP that has been set by the company including the Smile, Salam and Sapa program, in improving services in delivering orders and alternating congregational prayer activities to improve spiritual intelligence.

INTRODUCTION

Business is something very important in human life. Business has been impressed as an effort to make as much profit as possible, even if it has to be pursued in an unethical way. Islam does not just allow a person to work as he pleases to achieve his desires by legalizing all means such as committing fraud, cheating, riba and other immoral acts. But in Islam, there is a limit or dividing line between what is allowed and what is not, what is right and what is wrong and what is halal and what is haram. Allah swt has set certain limits on human behavior so that it benefits one individual without sacrificing the rights of other individuals. This boundary or dividing line is known as the term Ethics. The effective implementation of ethics in Islamic trade and services leads to a pattern of building noble morals in the behavior of entrepreneurs or human resources, by implementing the principles and standards of business ethics, including: Honesty, not cheating and not lying, integrity, holding principles, sincere and full of faith, keeping promises, full of commitment and worthy of trust. loyalty, carrying out the obligation to perform duties, justice, virtue and commitment to justice, love to help others and cooperation, respect for others, respect for freedom and the right to determine fate, responsibility, obey the law, social awareness and democracy. (Trisnawati et al., 2021, p. 178). Research (Setiyowati, 2019) is the main focus in this study. With the title "The Concept of Islamic Economic Culture and Empowerment in Waroeng Steak and Shake Yogyakarta" using qualitative research methods. Previous research stated that Waroeng Steak and Shake became the author's priority, because during WS's observation, it is indeed a business or money business that is not labeled sharia or Islamic, but in its business application it is loaded with Islamic values. However, this time the researcher wants to develop in terms of the application of Islamic business ethics at Waroeng Steak and Shake A.H Nasution. According to research also conducted by (Lubaba & Prasetyoningrum, 2019) with the title "Islamic Business Ethics: Implementation in MSMEs of Tayamum Cracker Entrepreneurs in Sari Rejo Village, Kaliwungu District" using a descriptive qualitative analysis research method. Previous research stated that entrepreneurs in carrying out business ethics in production by realizing several aspects including honesty, fairness, keeping promises and cleanliness in the production process. According to (Ahmad Syafiq, 2019) Business ethics is also the embodiment of a set of normative ethical principles into business behavior. Simply put, studying ethics in business means learning about what is good or bad, right or wrong, in the business world based on the principles of morality. Culinary businesses in Indonesia have adopted Islamic economic principles, one of which is Waroeng Steak And Shake. Founded in 2000, Waroeng Steak And Shake has grown to 97 outlets with more than 1,000 employees. Waroeng Steak And Shake applies the concept of a spiritual company centered on da'wah and Islamic education. Meanwhile, Islamic education is realized through activities such as routine tausyiah at outlets and offices, monthly publications, and learning programs to read and memorize the Quran. Waroeng Steak and Shake A.H Nasution implements written Standard Operating Procedures (SOPs) and also implements unwritten regulations that remain in force in employee performance operations. Employees who show discipline and performance in accordance with the SOPs have the potential to be promoted to deputy manager or outlet manager when opening a new outlet. Sanctions are given to employees who do not comply with the SOPs that have been set. This research was carried out in one of the branches of Waroeng Steak and Shake in Indonesia, namely at Waroeng Steak and Shake in the A.H Nasution Medan branch. Established in 2019. Waroeng Steak and Shake is a culinary business that is not labeled sharia but in its application uses the principles of Islamic business ethics, because Waroeng Steak and Shake is a spiritual company. The author chose this object as a research because the

author saw several complaints from consumers related to the service provided was lacking, such as in terms of ordering and menu input errors without apologizing for the mistakes they made. It should be manners and ethics that must be applied, especially for a Muslim. The purpose of this research is to explain the application of Islamic business ethics which is one of the elements of Islamic business management, where it should be applied both from the process, planning, processing, service, to evaluation so that the achievement of Islamic business goals which is not solely seeking profits but enforcing obligations as a Muslim can be achieved. Ethics comes from the Greek word "Ethos" meaning custom or habit. This means that ethics is related to values, good living procedures, good rules of life, and all habits that are embraced and inherited from one person to another or from one generation to another. (Ahmad Syafiq, 2019, p. 98) The word business in Indonesian is absorbed from the word business from English which means busy. Busyness is specifically related to profit or profit reversal. Bsnis in a broad sense is a general term that describes all activities and institutions that produce goods and services in daily life. A business is an organization that provides goods and services that aim to make a profit. (Rahmah, 2020, p. 248) Based on the definition of ethics and business above, it can be concluded that business ethics is a set of moral rules related to good and bad, right and wrong, lying and honesty. This ethics is intended to control human behavior in carrying out business activities, namely the exchange of goods, services or mutually beneficial ones to obtain profits. (Ahmad Syafiq, 2019, p. 98)

LITERATURE REVIEW

Ethics

Ethics is a science of morality and human behavior in their interactions with others that involves principles and rules of correct behavior. In other words, ethics is the moral obligation and responsibility of every person in behaving in society.

Islamic business

Islamic business ethics are a number of business ethics behaviors (Akhlaq Alislamiyah) which is wrapped with sharia values that prioritize halal and haram. So ethical behavior is behavior that follows Allah's commands and stays away from his prohibitions. In Islam, business ethics has been widely discussed in various literatures and the main sources are the Qur'an and sunnat Rasulullah. Trust, fairness and honesty are the main elements in achieving the success of a business in the future. (Rahmah, 2020, p. 249) In doing business, he also has ethics as has been done or exemplified by the Prophet where in his youth he did business by paying attention to trust, honesty, sincerity of heart and karma. Then over time Islamic business has principles of application with the values of shiddiq, amanah, tabligh and fathanah as well as moral values and justice. However, this time the author discusses shiddiq, amanah, fathanah.

1. Shiddiq : Honesty is the opposite of a lie and it means the compatibility of something with the facts. Among them is the word "rajulun shaduq (very honest)", which has a deeper meaning than shadiq (honest). (Qs. An-najm:4)
2. Amanah : Amanah means really trustworthy. If a business is entrusted to him, people will undoubtedly believe that it will be carried out as well as possible. Trustable, responsible, also means the desire to fulfill something according to the provisions. Align the values associated with honesty and complement them. (Qs. Al-a'raa : 68).
3. Tabligh : Tabligh means conveying. All the words of Allah addressed by man, were delivered by the Prophet. (Qs. Al-jinn: 28)
4. Fathanah : Fathanah, which means intelligent, is an inseparable attribute of the Prophet. It is impossible for the Prophet to be considered stupid. In presenting more than six thousand verses of the Qur'an and explaining them in tens of thousands of hadiths, the Prophet required extraordinary intelligence. The Prophet must be able to convey the words of Allah to his people so that they will embrace Islam. In addition, the Prophet must also be able to argue

with the disbelievers in the best way. Moreover, the Prophet was able to organize his people so that from the Arabs who were initially divided and conflicted with each other, to a nation that had an advanced culture and knowledge.

Customer Satisfaction

According to Kotler et al., (2021), customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product that is thought against the expected performance. Consumers will feel satisfied if consumer desires have been fulfilled by the company as expected.

METHODS

In this study, a qualitative type of research is used. Qualitative research is an umbrella for a wide range of interpretive techniques that are a combination of observation, interviews and analysis of documents to describe and understand the actual meaning, human interaction and the process of meaning as a member of society. This research uses a descriptive qualitative method with a phenomenological approach. Data analysis such as data collection, data reduction, data presentation and conclusions. The approach used in this study is a phenomenological approach. Research from a phenomenological point of view seeks to understand the meaning of events and their relationships with ordinary people in certain situations. (permata & ismawati azmi, 2020, p. 38). The data collection method is by interview, observation and documentation. The respondents in this study were mr. Eduar zebua with a position as a supervisor, azuardi and reza as outlet employees (waiters) and some consumers.

RESULTS AND DISCUSSION

Waroeng Steak & Shake is a famous restaurant/restaurant serving a wide variety of steaks and other dishes based in Yogyakarta. Founded by Jody Brotosuseno on September 4, 2000, this restaurant has developed more than 90 branches spread throughout Indonesia. On September 4, 2022, coinciding with the anniversary of this restaurant, Waroeng Steak & Shake recorded an achievement by breaking the MURI record as the halal steakhouse with the highest number of branches in Indonesia, with a record number of 10531.

The award was handed over directly by the Deputy President Director of the MURI Institute, Osmar Semesta Susilo to Waroeng Steak & Shake. In addition, the founder of Waroeng Steak & Shake, Jody Brotosuseno, and his President Commissioner also received a MURI record award. Jody Brotosuseno, the founder of Waroeng Steak & Shake, continues in the footsteps of his parents' business who had previously entered the steak culinary business under the name Obonk Steak, which has now closed. As a predecessor, Obonk Steak has been established in Yogyakarta for a long time and is targeting the middle to upper market segment. Review of the Implementation of Islamic Business Ethics at Waroeng Steak and Shake A.H Nasution Medan

Application of Islamic Business Ethics to Waroeng Steak and Shake A.H Nasution Medan

1) Shiddiq (Honest)

Honesty is an important attitude in business ethics, which must be applied by all traders on earth, not ruling out the possibility of Waroeng Steak and Shake's business. The main ingredients used are beef and chicken, not only the main ingredients are considered but also the spices used are also supervised, because it also determines the halalness of the dish. Waroeng Steak guarantees that the meat used is good quality meat, and guaranteed halal. Because the suppliers they work with are suppliers who also have a good understanding of religion. Like an interview I did with one of the supervisors of the steak shop named Mr. Eduar Zebua: "Mentioning that the main thing we pay attention to is the quality of the meat used. The meat used must be of good quality with the right processing.

Not only paying attention to the quality of the meat, but we also pay attention to how the steak sauce is made. As a supervisor who works in the central kitchen in making steak sauce, of course I pay close attention to the spices used in making the sauce before sending it to various Waroeng Steak outlets in Medan." The following is an interview with a consumer named Yanti Wahyuni: "I have often eaten at Waroeng Steak, you can say that I am a loyal customer because I have visited almost every outlet in Medan, especially Waroeng Steak and Shake A.H Nasution branch, every menu I order is always good, the steak served is also fresh and not hard." Based on the interview to increase consumer confidence, Waroeng Steak and Shake also registered its products at LPPOM MUI and has received a halal certificate. With Waroeng Steak and Shake products registered at LPPOM MUI and passing the Halal certificate, consumers will be more calm to buy food at Waroeng Steak and Shake.

2) Amanah (Trustable)

A responsible and trustworthy attitude is an attitude that is no less important to improve the quality of a service in a company to consumers and to its employees. However, there are several Opranasional Standards that have been implemented and have not been implemented because consumers are too crowded so that employee performance is not optimal. Some of the points that have been implemented by Waroeng Steak and Shake in its business are:

- a) Financial recording system
- b) Providing good service to every consumer
- c) Keeping promises

As the results of the interview that the author has conducted with Mr. Eduar Zebua, namely: Based on the interview that the researcher conducted with Mr. Edu: "Waroeng Steak and Shake employees every day make financial reports on outlet income and expenses. All of this will be reported daily to the finance department and sent to the head office, and every employee has provided the best service to consumers who come to Waroeng Steak and Sheke. Not only service to consumers, but the waroeng steak and sheke company also pays attention to the performance of employees where if the employee can carry out the peosedur that has been set by the company, the employee can get an appreciation such as getting an Umrah ticket, this is one of the company's promises to employees." Some of the points that have not been fully implemented for consumers are

- a) Lack of manners such as smiles, greetings, greetings
- b) Lack of employee service to consumers

As stated from the results of an interview conducted by the researcher to one of the employees, namely Azuardi Caniago: "Employees have tried their best to provide good service to consumers. Good in terms of delivering orders. However, when the outlet is crowded, there are still occasional complaints because the menu they ordered is delivered for a long time. One of the ways Waroeng Steak and Shake overcomes this problem is by adding employees in the kitchen so that disappointing things do not happen to consumers, and the company will always try to provide optimal service to every consumer."

3) Tabligh (Conveying)

In serving consumers, employees must be able to convey or be communicative and argumentative about their services such as conveying recommended menus and so on that have been carried out by Waroeng Steak and Shake employees:

- a) Communication
- b) Da'wah

Some of the da'wah carried out by Waroeng Steak and Shake such as Providing prayer rooms and prayer rooms, Based on interviews that the researcher has conducted with Mr.

Azuardi as an employee: "Every employee must be able to communicate with consumers so that they can enjoy the services at Waroeng Steak and Shake, and da'wah that can be done by the company such as Every prayer schedule here must reverberate the adhan, this is to remind consumers that prayer time has arrived. The company here not only remembers consumers but as a karyawan also carries out this obligation as a Muslim to perform worship." Meanwhile, the interview that the researcher has conducted with yanti wahyuni as a consumer at Waroeng Steak and Shake: "Every time I eat here, if it is time to pray, I always sound the adhan, the existing employees and employees who are on duty also pray in turn. Not only does it remind us of prayer times, but it also provides clean and comfortable prayer room facilities and prayer equipment, so we as customers can also carry out prayers solemnly."

4) Fathanah (Intelligent)

Intelligence must also be possessed by every individual because of sensibility, one of the ethics in doing business, if the businessman is not sensible, then it is useless to have made a business without being based on reason, one of the company's spiritual intelligence for the employees of Waroeng Srteak and Shake is: Spiritual intelligence Intelligence is carried out in the form of carrying out mandatory prayers and recitation that is held regularly.

This is done in order to have a positive impact on every employee and become a better person. Based on the results of the interview that the researcher has conducted with Mr. Edu as the supervisor: "So in each outlet there is a mess where if employees whose homes are far away or even unable to go home usually stay there, so in each outlet there are those who are assigned to wake up the dawn prayer, but we cannot deny that there must also be places where they are also in the afternoon. This is our duty to continue to improve." If there are employees who are unable to comply with the company's Standard Operating Procedures, they will get sanctions given to employees to provide relief and not make repeated mistakes that can interfere with employee performance operations, these are the sanctions given to employees at Warong Steak and shake:

- a. Employees who are not disciplined and cannot work according to the Standard Operating Procedures (SOP) receive reprimands and directions from the outlet manager
- b. Employees who have been given reprimands and directions and the outlet manager and cannot change their performance to be better eat the outlet manager report to the director of the central steak and shake shop for further action
- c. Employees get a certificate from the director of Waroeng and shake the center to be transferred to another outlet far from their original domicile to be given the opportunity to change their performance for the better according to the Standard Operating Procedures (SOP) that have been set.
- d. Employees who are often allowed to participate in Islamic activities will be written in the employee performance book as employees who lack discipline and can affect the quality of their performance.

Awards are also given to employees to be more active in doing their work and responsibilities. Employees will be more loyal to their company when the owner appreciates the good performance of employees and discipline. Thus waroeng steak and shake also gives awards to its employees, including:

- a. Employees who are disciplined and work in accordance with the Standard Operating Procedures (SOP), are promoted in their career and when there is a new outlet, they are made as deputy managers or outlet managers.
- b. Get an Umrah prize by lottery on the condition of memorizing 4 selected letters, namely Yasiin, Al-waqiah, Al-mulk and Ar-rahman.

The four pillars of traits or attitudes that develop into a solid foundation of business are Shiddiq, Amanah, Fathanah, and Thabligh, which serve as guidelines for business success throughout time. Shiddiq helps in maintaining honest behavior, prohibits fraudulent practices such as falsifying the quality of merchandise, or harming consumers by lowering the scales. In modern business, product specifications should be clearly described, including information about possible product speculation, expiration periods, and composition. Products that are based on the principles of Shiddiq tend to have a long lifespan and are in demand by consumers, which in turn will create satisfied and loyal customers. Characteristics of an honest business person include not touting or exaggerating their merchandise, and ensuring that buyers get the goods as promised. With the development of technology, especially in today's modern era, online business transactions are becoming more and more common. Therefore, the principle of honesty is becoming increasingly important in every business transaction, anywhere and anytime.

CONCLUSION AND SUGGESTION

Thus, the research concludes that the application of Islamic business ethics at Waroeng Steak and Shake A.H Nasution Medan Johor related to honesty, trust, tabligh is adequate, it's just that for fathanah there needs to be more improvements for Waroeng Steak and Shake employees. And advice to waroeng steak and shake to pay more attention to the performance of employees who have not fully implemented the applicable SOPs or carry out regular training for their employees every year or even once every half year, in order to maximize service to customers. Business ethics in Islamic economics is the loading of moral principles in legal sources, making business ethics the basis that must be held and carried out by a person or group in carrying out their activities. Trading is an activity that is recommended in Islam. Trade in Islam is a series of buying and selling activities in various forms that are not limited in ownership, but are limited in the way of acquiring their property due to halal and haram rules.

Business ethics at Waroeng Steak and Shake A.H Nasution is one example of a culinary business that implements its business in an Islamic manner, practiced to the 4 principles or basic traits of the Prophet Muhammad (saw) that must be possessed, namely shiddiq, amanah, tabligh, and fathanah according to the researcher have been applied to the Waroeng Steak and Shake branch of A.H Nasution Medan Johor in accordance with the explanation above.

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