

IMPLEMENTATION OF ISLAMIC BUSINESS MANAGEMENT IN BUDIMAN SUPERMARKET SAWAHAN PADANG CITY

Sabiruddin Juli¹, Arina Fransiska², Sri Meiweni Basra³,
Japeri⁴, Muhammad Yunus⁵

^{1.2.3.4.5}Universitas Islam Negeri Imam Bonjol Padang
Sabiruddinphd@uinib.ac.id

Abstract

Budiman Supermarket Sawahan, Padang City, upholds Islamic values based on Sharia or Islam. The problem in this research is how to implement Islamic Business Management in Budiman Supermarket, Padang City. The research aims to determine how Islamic Business Management is implemented in the aforementioned Supermarket. The research method used was a qualitative method with a descriptive approach. The research data sources are the Managers, employees, and consumers of Budiman Supermarket Sawahan. Supporting data comes from books and documents. Data collection techniques are through observation, interviews, and documentation. Data processing employs data reduction, presentation, analysis, and conclusions. The research results show that the implementation of business management at Budiman Supermarket, Padang City, can be seen from several aspects: first, business management, namely the marketing aspect, management activities based on functions that try to identify consumer needs and how to realize consumer desires—*second*, implementing a mixed strategy of product, price, and promotion. Furthermore, the implementation of Islamic Business Management in Budiman Supermarket can be seen from Islamic business marketing management, which has three concepts: trust, building, and creating trust. Second is quality *service*, namely the services provided, and third is *responsibility* or trust.

Keywords: *Budiman Supermarket, Islamic business, Marketing management.*

Abstrak

Budiman Swalayan Sawahan Kota Padang menjunjung tinggi nilai-nilai keislaman yang berlandaskan pada syariah atau agama Islam. Permasalahan dalam penelitian ini adalah bagaimana penerapan Manajemen Bisnis Islam pada Swalayan Budiman Kota Padang. Penelitian ini bertujuan untuk mengetahui bagaimana penerapan Manajemen Bisnis Islam di Swalayan tersebut. Metode penelitian yang digunakan adalah metode kualitatif dengan pendekatan deskriptif. Sumber data penelitian adalah Manajer, karyawan, dan konsumen Swalayan Budiman Sawahan. Data pendukung berasal dari buku-buku dan dokumen. Teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Pengolahan data menggunakan reduksi data, penyajian data, analisis data, dan kesimpulan. Hasil penelitian menunjukkan bahwa pelaksanaan manajemen bisnis pada Swalayan Budiman Kota Padang dapat dilihat dari beberapa aspek: pertama, manajemen bisnis yaitu aspek pemasaran, kegiatan manajemen berdasarkan fungsi-fungsi yang berusaha mengidentifikasi kebutuhan konsumen dan bagaimana mewujudkan keinginan konsumen. Kedua, menerapkan strategi bauran produk, harga, dan promosi. Selanjutnya, implementasi Manajemen Bisnis Islam di Budiman Swalayan dapat dilihat dari aspek manajemen pemasaran bisnis Islam yang memiliki 3 konsep, yaitu kepercayaan, membangun, dan menciptakan kepercayaan. Kedua, pelayanan yang berkualitas yaitu pelayanan yang diberikan, dan ketiga, tanggung jawab atau amanah.

Kata Kunci: *Bisnis Islam, Budiman Supermarket, Manajemen Pemasaran.*

A. Introduction

Management is one of the most important elements in supporting the success of an activity that has been mutually agreed upon. To achieve success, a commitment to cooperation in well-managed activities is needed. If management literature is studied, it will be found that the term management contains three meanings, namely first, management as a process, second, management as a

collectivity of people who carry out management activities, third, management as an art and as a science¹.

Islamic business management in Indonesia has experienced very rapid development in recent years. This shows that society needs an economic system that is more trustworthy and based on sharia principles. Meanwhile, the Indonesian Muslim community's understanding of the concept of Sharia is still limited to ritual worship activities, even though the concept of Sharia covers all aspects of life. Sharia economics is not only limited to Sharia banking. However, it covers various economic scopes based on knowledge and values of Islamic Sharia because Sharia management can be applied in various forms of business, not only in Sharia-compliant businesses².

Islam emphasizes the importance of honesty and trust in management. Honesty is essential in management and should not be ignored because honesty will give rise to subordinates' trust in superiors. The Prophet Muhammad SAW was very trusted in carrying out his business management. Management exemplified by the Prophet Muhammad SAW places humans as the focus, not just as a production factor whose energy is squeezed to achieve production targets.

The Prophet Muhammad SAW managed and maintained cooperation with his staff for a long time, not just a temporary relationship. One of the Prophet's habits was to give rewards for the creativity and achievements shown by his staff. Of the four universal management functions (POAC) in Islam, the management function that is the benchmark that differentiates it from Western management is leadership or a leader. Leadership is

¹Wardhana, A., Pertiwi, W., Astuti, A., Savitri, C., Mujiburrahmad, Pratiwi, V. A., Suhardi, D., Amruddin, Fitriani, L. K., Sukatin, Rismayadi, B., Nasution, F., Suriadi, Filatrovi, E. W., & Haryati, D. (2022). *Basic Concepts of Management Science*. Indonesian Science Media, January 3.

² Hasnita, N., Koni, A., Desiana, R., Haniatunnisa, S., Latifah, L., Hamzah, & Misno, A. (2023). *Sharia Business Model (June number)*.

the process or action of influencing group activities and achieving their goals³.

Supermarkets are businesses operating in the retail sector that sell products. The market segment is consumers who come to shop for daily needs, both basic and other needs. Therefore, consumers need a clean, comfortable, safe, neat, and complete place. The shop must satisfy every consumer because they want the best in every product they buy. In the business world, company management is one of the priorities because it determines the success or failure of a self-service business.

Currently, competition in retail businesses such as supermarkets in Indonesia is very tight, including in the city of Padang, where the existence of supermarkets, minimarkets, and supermarkets is starting to spread to all corners. Budiman Swalayan considers the rapid development of retail businesses in Padang City normal and natural. Indeed, among retail entrepreneurs, there is concern that the widespread establishment of supermarkets and malls by national and global scale entrepreneurs will disrupt retail businesses run by local entrepreneurs. In choosing a marketing strategy, each Supermarket must have its segmentation of consumers to target.

Just like Toko Budiman, which strengthened its management system by implementing Islamic business management, the top consumers it targets are people who are married and have a monthly salary. Regarding retaining consumers, Budiman stores are very transparent about the products they market; for example, Budiman stores differentiate between damaged goods and those that are not damaged. Budiman Swalayan is one of the retail businesses in Padang City, which was founded in 1999 and was founded by Mr. H. Yasmara, which was initially just a daily goods shop located on Jalan Soekarno Hatta number 26, Pasar Bawah Bukit Tinggi City, now it has become Budiman—Supermarket with an area of 240 M². Furthermore, in

³Sulaiman, J., & Putra, M. A. (2021). *Da'wah Management According to the Qur'anic Perspective*. Journal of Da'wah Management, 8(1), 95–108. <https://doi.org/10.15408/jmd.v8i1.19926>

2004, the Budiman Daily goods shop was established at Aur Kuning Bukit Tinggi market until 2010. In 2010, the Budiman Daily shop became Budiman Swalayan and relocated to its land, building on Jalan Sutan Syahrir number 4 Tarok Dipo Kota Bukit Tinggi. In 2014, Budiman Swalayan was established on Jalan Sawahan, number 30 Sawahan, Padang City, with an area of 1,000 M².

The Manager of Budiman Swalayan Sawahan Area, Padang City, Mr. Wandu Nagary, said. What differentiates Budiman Swalayan from other supermarkets in its development is that Budiman Swalayan upholds Islamic values, or, as its management system states, Budiman implements Islamic-based management.

Example: First, in most supermarkets, employees wear tight clothing even though they wear the hijab, but at Budiman Supermarkets, the clothing worn by employees is polite and Sharia. Female employees wear robes, and their headscarves are pulled down by Islamic law for men. Formal clothes. Second, all Budiman Swalayan employees are given routine activities once a month, namely a spiritual prayer or recitation, and also every prospective employee must be able to read the Qur'an and understand Islam (reading the pillars of Islam, Iman, and others); if the prospective employee cannot reading the Qur'an and understanding Islam will immediately be dropped even though they excel in other fields. Third, Budiman Swalayan also holds events such as shopping distributions with orphans and sharing with needy people.

Fourth, all employees are given guidance and motivation and apply the 3S (smile, greet, and greet because, according to the owner of Budiman Swalayan, customer service and satisfaction are number one. Fifth, Budiman Swalayan does not sell cigarettes because the owner of Budiman Swalayan prioritizes consumer health. Sixth, Budiman Swalayan also collaborates with Baznas Padang City to help people in need, which is called the customer infaq program; it is proven that when consumers make payments, and the remaining money is asked to the consumer, the money will be returned or donated, if it is donated, it will be shown in the

receipt. Seventh, in Budiaman Supermarkets, consumers can listen to soothing Islamic songs.

Budiman Swalayan Sawahan Kota Padang is one of the supermarkets that implements an Islamic-based management system. Even though the Sharia label does not appear, Budiman Swalayan has successfully implemented the Sharia system in its management. To all employees and management, Budiman Swalayan always strives to carry out its commitment to become a supermarket that highly upholds family values because Budiman Swalayan strongly believes that providing sincere service to all consumers and the best products can create consumer confidence to return to others.

Mr. Wandu's concept of Budiman Swalayan is to present a supermarket that sells all the daily necessities Islamic society needs. Thus, people do not need to change shops to buy other necessities, as is usually the case when people need an item. "We present a supermarket that meets all the needs of the Islamic community in one place so that people don't waste a lot of time and energy by moving places when shopping," he said.

This research focuses on implementing business management in Budiman Swalayan Sawahan, Padang City. This can be seen from a business management perspective when we look at the marketing aspect—second, using a mixed strategy, seen from product, price, and promotion strategies. *Third*, in terms of implementing Islamic business management in Budiman Swalayan Sawahan, Padang City, you can see the aspects of Islamic business marketing management.

Literature review

1. Islamic Business Management

Islamic business management is business management that must be based on Islamic values and ethics⁴. Thus, the real aim of running a business is apart from practicing religious advice for

⁴ Yanti, S., Abidin, Z., & Khoiratun Nisak, S. (2021). *Implementing Islamic Business Management in Increasing Income (Case Study at the Dewi Busana Clothing Store, Sungai Lokan Village, Sadu District)*. Journal of Applied Management Science, 3(2), 199–211. <https://doi.org/10.31933/jimt.v3i2.738>

entrepreneurship; it is also dedicated to worshipping Allah SWT and being motivated to obtain blessings, rewards, and blessings from Allah SWT. Business management has been divided into three parts: marketing, financial, and human resource management. The main foundations of Sharia business management are *aqidah* and faith, as well as Sharia and morals. Apart from the basic foundations of Sharia business management, it also applies the four pillars of ethics exemplified by the Prophet Muhammad SAW: monotheism, justice, free will, and responsibility⁵.

2. Budiman Supermarkets

Supermarkets are businesses in the retail sector that sell products. The market segment is consumers who come to shop for daily needs, both basic and other. Budiman Swalayan Sawahan Kota Padang is one of the supermarkets that implements an Islamic-based management system.

Budiman Swalayan has a vision, mission, norms, and culture. Budiman Swalayan's vision is to create a trusted, complete, and comfortable supermarket; its mission is the availability of quality products that serve wholeheartedly, reassuringly, and helpful professionals whose mandate is to bring prosperity and prosperity. The norms in Budiman Swalayan are Islamic Sharia, justice and harmony, care and humanity, decency and propriety, and law and order. Culture includes honesty, discipline, obedience, and responsibility⁶.

B. Method

According to Baogdan and Taylor in Lexy, this research method uses qualitative methods. J Moleong, qualitative methods are research procedures that produce descriptive data from people and observable behavior in written or spoken words. The approach used is descriptive, namely, telling and interpreting data relating to conditions and variables. The data collected also uses words or images rather than numbers. Written research results contain

⁵ Maleha, Y. N. (2016). *Business Management in Islam*. Economic Sharia, 1(2), 43–53.

⁶ *Budiman Swalayan.com*. (n.d.).

quotations from data to illustrate and provide evidence of achievement. The data includes interview transcripts, field notes, photography, and other recordings.

C. Results and Discussion

In essence, business management is the application of management disciplines in a business entity or company. Business based on the Qur'an and Hadith will lead to happiness in this world and the hereafter. This is a form of pious charity based on good intentions. Business management is divided into two parts, namely marketing management. Marketing is a management activity based on its function, which essentially seeks to identify what consumers need and how their desires can be realized. Marketing is the planning and control analysis of programs to create profitable trust with buyers to achieve predetermined goals.

Mixed marketing strategy (marching mix). Strategy is a tool to achieve goals; the word strategy comes from Greek, namely strategy, which comes from the language Stratos, which means military and means to lead. In its initial context, strategy was defined as generalship or something that generals did in making plans to conquer war⁷. The marketing mix is marketing activities that are integrated and mutually support each other. The company's success in marketing is supported by the success of selecting the right and appropriate products, good distribution channels, and effective promotion⁸.

Promotion is communication that is persuasive, inviting, urging, persuading, and convincing. Its characteristics include communicators who plan the news and how to achieve it to affect the attitudes and behavior of the recipient. So, promotion is the planning, implication, and control of communicating a feeling to consumers and other targets.

Islamic business management is business management that is based on Islamic ethical values. Thus, the real aim of running a

⁷ Department of National Education Language Center. (2005). *Indonesia Dictionary*. Pustaka Hall.

⁸ Fuad, M. (2001). *Introduction to Business*. Gramedia Pustaka Utama.

business is apart from practicing Islamic recommendations for entrepreneurship; it is also about worshipping Allah and gaining Allah's blessings. According to Islam, three basic concepts of marketing are: first, trust is building and creating trust that the company must have in the goods or services being marketed, for example, being transparent regarding old products with new ones and providing guarantees for specific products.

Second is quality service, which is the service provided to consumers according to consumer expectations. The total quality of service for the entire marketing management, starting from all product or service attributes up to after-sales, has received prime attention from the company. Third, Responsibility or Trust: everything related to marketing activities ends and begins with the initial philosophical intention that business activities are carried out because of trust or responsibility to all stakeholders. One of the most important stakeholders in this case is the consumer⁹.

D. Discussion

1. Business management at Budiman Swalayan Sawahan Padang

a) Marketing Management

Marketing is a management activity based on its function, which essentially seeks to identify what consumers need and how their desires can be realized. Thus, marketing is program planning and control analysis to create profitable trust with buyers and achieve predetermined goals.

Budiman Swalayan has implemented marketing management well; this can be concluded from the results of interviews conducted by researchers. The manager of Budiman Swalayan has the principle that treating buyers well until they are comfortable shopping is more than a marketing concept.

b) Mixed marketing strategy

Strategy is a tool for achieving goals. The word strategy comes from the Greek *strategia*, which comes from the language *Stratos*, which means military and means to lead. In its initial

⁹ Fuad, M. (2001). *Introduction to Business*. Gramedia Pustaka Utama.

context, strategy was defined as generalship or something that generals did in making plans to conquer war¹⁰.

The marketing mix consists of integrated marketing activities that mutually support each other. A company's success in marketing is supported by selecting the right and appropriate products, good distribution channels, and effective promotion¹¹.

According to Lopiyoadi, the marketing mix is a marketing tool consisting of various marketing elements that must be considered to implement the marketing strategy and the determined positioning successfully. There are four elements of the marketing mix strategy, namely, product strategy. Based on an interview with the manager of Budiman Swalayan Sawahan, Padang City, Mr. Wandi Nagary said :

"The **form** of strategy used by Budiman Swalayan can be divided into 3 types, namely: the first is in the form of word of mouth, the staff and employees will provide information to the public that Budiman Swalayan provides the materials the community needs. Secondly, Door to Door means that employees will carry out promotions which will be distributed in the form of brochures, banners, posters and so on which will be distributed from house to house and crowded places so that people know about the promotions we are carrying out at Budiman Swalayan. Third Social Media, every staff and employee will post on their social media to promote Budiman Swalayan, for example Facebook, Instagram and the Budiman Swalayan website."

Mr. Wandy also explained the media used to promote Budiman Swalayan: "A retail business must be different from other retailers, as is the case with Budiman Swalayan with online media (Facebook, Instagram and other websites) and also by using printing media (newspapers, Banners, posters and so on) because

¹⁰ Department of National Education Language Center. (2005). *Indonesia Dictionary*. Pustaka Hall.

¹¹ Fuad, M. (2001). *Introduction to Business*. Gramedia Pustaka Utama.

with the media all information will be conveyed to the general public¹²."

Promotion is communication that is persuasive, inviting, urging, persuading, and convincing. Persuasive communication involves communicators who plan the news and how to achieve it to affect the attitudes and behavior of the recipient.

The author can conclude that promotion is the planning, implication, and control of communicating a feeling to consumers and other targets.

The author also asked the manager of Wandi Nagary how Budiman Swalayan builds trust in consumers, namely:

Trust is crucial because it has a positive impact on the company as well as triggering the progress of our company. In building trust with consumers, we are cautious in terms of products, for example by separating goods that are prepared (expired) or nearing expiration so that the product "What we provide has no defects and we will do that at any time, return goods if there are goods that are damaged or defective and provide good service to customers."

A product can be defined as anything that can be offered to the market to attract its attention, thereby causing the product to be purchased, used, or consumed, satisfying the market's wants and needs.

According to Hermawan Kertajaya, a product can be offered to the market to get attention, be owned, used, and consumed, including physical goods, services, personalities, locations, organizations, and ideas or thoughts¹³. The author concludes that having a good product and quality will build consumer trust.

Next, Mr. Wandy also discussed how the services carried out by Budiman Swalayan Sawahan Kota Palang; he explained the services carried out in a way that

¹² Nagary, W. (2022). *Direct Interview with Supermarket Manager Budiman Sawahan*.

¹³ Kartajaya, H. (2005). *Shariah Marketing*. Literary Earth.

"We provide training to employees with the 3S concept (smile, greet, greet); by implementing this concept, consumers will feel comfortable when shopping at Budiman Swalayan, and we also implement information cards, polite uniforms (for women wear syar'i clothes, and "The hijab is tucked down, and men wear modest clothing so that consumers can easily recognize the staff and employees at Budiman Swalayan."

Mr. Oktafril also said the same thing as a consumer of Budiman Swalayan Sawahan, Padang City. Mr. Oktafril said I, as a customer of Budiman Swalayan Sawahan, Padang City, of the many supermarkets in Padang City, Budiman is the best place to shop. Why not? Firstly, in terms of service, their service is indeed the best in the city of Padang, maybe even in West Sumatra, so it is not wrong that the more you come here, the more branches they have and the more they exist everywhere, the best service when you first arrive we are greeted and greeted. When you go home, you are said to be blessed, and do not forget the 3S (smile, greetings, and greetings); this is a comfort given to consumers. Second, in terms of products, such as the display of goods and the arrangement of very neat and neatly arranged according to the products we need, a comfortable place that is not too narrow so it is more comfortable for us to choose goods. Thirdly, the prices are very affordable for the intermediate-class community¹⁴. (Oktafril, 2022)

Next, the researcher interviewed another customer, Ibu Wati, a housewife and regular customer at Budiman Swalayan Sawahan, Padang City.

"Mrs. Wati said that with Budiman Swalayan in this area, I can easily shop for my daily needs and family needs because, at Budiman Swalayan, I get complete and affordable products, which makes me comfortable shopping here apart from the service prices. "The services provided are excellent and friendly, with ATMs nearby, ample parking, friendly security, and a complete range of

¹⁴ Oktafril. (2022). *Direct Consumer Interview with Budiman Sawahan*.

products, so it cannot be denied that Budiman can progress and develop everywhere¹⁵."

This is reinforced by service theory, which states, "The success of a product is primarily determined by whether or not the service provided by a company in marketing its product. Marketing a product includes service when offering the product, service when purchasing the product, service during delivery, and service after sale.

Thus, the author can understand from the interview above that good service is very important in a company and significantly influences product marketing. The services provided in a product include the service when delivering the product.

Mr. Wandy also explained what methods Budiman Swalayan Sawahan, Padang City, uses so that consumers continue to make repeat purchases (regular customers) regardless of the Supermarket, namely:

"Through the first two methods, through products, the products we produce are complete and have sufficient stock so that Budiman Swalayan does not run out of products that consumers want to buy. "Secondly, price, we sell products at affordable prices and add to this the discounts we offer at every event we hold so that people are very impressed with the service and offer compared to other supermarkets so that consumers will make repeat purchases at Budiman Swalayan."

Products are goods or services that can be offered on the market to get attention, demand for use, or consumption that can fulfill wants and needs. This is in accordance with the theory that in competitive conditions, it is hazardous for a company to rely only on existing products without any particular effort from the developer. Therefore, in carrying out and increasing sales and sending its products, every company needs to improve and change the products produced in a better direction to provide more excellent usability, satisfaction, and attractiveness.

¹⁵ Wati, (2022) *Direct consumer interview with Budiman Sawahan.*

Price is the only element of the marketing mix that generates revenue; the other elements generate costs. Unlike product appearance and distribution, price is flexible and can be changed at any time¹⁶.

So, the author can conclude that product and price are elements of the marketing mix in a company, where price and product determine the facilities provided. The more affordable the price and quality of the product, the more consumers are interested in shopping.

The author also asks how managers can have good relations with employees and consumers,

"As a manager, to be close to employees by knowing the employee's condition, by maintaining an emotional relationship, so that we know the situation is good by doing so. Moreover, get a job description for each field so they will understand what they must do daily. "As managers, to be close to consumers, we will conduct a field survey of the supermarkets we lead by reprimanding consumers and asking about their needs and satisfaction when shopping at Budiman, especially at Budiman Swalayan Sawahan, Padang City because our principle is that customer satisfaction is our priority."

The author also asked whether managers listened to employee complaints and the answers.

"As managers, of course we will listen to every complaint felt by employees, because motivation is very important for every company and will trigger and embrace beatings who experience difficulties, so that this will improve employee performance and we can also help employee welfare in their daily lives¹⁷."

Human resource management is essential for every company to obtain the best human resources that can be

¹⁶ Kotler, P. (2001). *Marketing Management*. Selemba Four.

¹⁷ Nagary, W. (2022). *Direct Interview with Supermarket Manager Budiman Sawahan*.

maintained, work together well, and always be consistent or increased.

Another definition of human resources is dealing with various problems within the scope of employees, laborers, managers, and other workers to support company activities and achieve specified goals¹⁸.

The author can conclude that human resources are significant in supporting a company's progress. The author also asked whether employees were awarded for their performance. The answer from the manager was

"Of course, because awards will support employee performance to be better and enthusiastic to work every day, the awards we give are in the form of awards every year which is held every Budiman Swalayan Sawahan Kota Padang's birthday, for employees who are selected as the best employees, will receive bonuses in the form of prizes, for employees who have worked more than 2 years will receive a fixed salary increase and various other prizes."

The form of appreciation given by managers to employees, as stated by Mr. Wandi, is "in the form of bonuses, (material) if they have achieved company targets, going on trips at the end of the year and apart from that, employees also receive motivation and guidance which is given every time they do something. work in the morning¹⁹."

From the interview above, the author can understand that when doing a job, employees receive an award. Giving this award is an effort by a company to provide compensation for the employee's work to encourage employees to work more actively and have potential. Employees need an award when their performance results meet the standards set by the company.

Based on the author's observations in the field, employees have started to move in carrying out their duties because the leadership has provided motivation in the form of appreciation,

¹⁸ Sutarno. (2012). *Miscellaneous Business Management*. Science House.

¹⁹ Nagary, W. (2022). *Direct Interview with Supermarket Manager Budiman Sawahan*.

which has resulted in employee enthusiasm to carry out their duties well.

2. Implementation of Islamic business management in Budiman Swalayan Padang City

Islamic business management is based on Islamic ethical values. Thus, the real aim of running a business is not only practicing Islamic recommendations for entrepreneurship but also carrying out the worship of Allah and gaining Allah's blessings.

Budiman Swalayan has implemented Islamic management well in running its business, marketing, financial management, and treating employees. The manager of Budiman Swalayan also believes that any business actor who does not run his business based on sound religious principles will not last long. In running a business, we must start with Bismillah and always be grateful for what Allah has given us for the achievements that have been made; for this reason, the Budiman Swalayan store implements Islamic business management not only for business purposes but also for the interests of the afterlife.

Based on the author's interview with Mr. Wandu, the manager of Budiman Swalayan Sawahan, Padang City, he explained why Budiman Swalayan Sawahan, Padang City implements Islamic business management,

"Because Islam is the basic basis for running a business, apart from that, we also involve Allah SWT with the aim and intention only for Allah's pleasure. With the aim of Islamic business management that we implement, it can be worth worshiping with the right intentions and hopes. So that people believe that Islamic business management is suitable to be applied in all businesses, one of which is Budiman Swalayan Sawahan, Padang City."

With the aims and objectives of Islamic business management implemented by Budiman Swalayan, it can be emphasized that all business activities have the value of worship if the right intentions and hopes precede them. As explained by the manager of Budiman Swalayan, they started the business with sincere intentions in their hearts to become business people who

mention and proclaim the name of Allah SWT to achieve the goal of seeking sustenance or halal income as a means of living in the world.

3. Marketing Management Islamic Business Management

Three basic marketing concepts according to Islam are:

- a. Trust builds and creates trust that a company must have in the goods or services being marketed. For example, a company can be transparent about old and new products and provide guarantees for specific products.
- b. Quality Service: The service provided to consumers is based on consumer expectations. The company has given prime attention to the total quality of service for the entire marketing management, starting from all product or service attributes up to after-sales.
- c. Responsibility or Trust: Everything related to marketing activities ends and starts from the initial philosophical intention that business activities are carried out because of trust or responsibility to all stakeholders. One of the most important stakeholders in this case is the consumer²⁰.

Next, the author also asks what examples of Islamic business management are implemented by Budiman Swalayan Sawahan, Padang City:

Mr. Wandy, as manager of Budiman Swalayan Sawahan Kota Padang, also explained that from marketing management, the marketing concept that we apply is by opening branches in other places. This concept is included in the Islamic marketing principles of the Prophet Muhammad: Building and creating trust in many places. Distance and time also do not make it difficult for us to open branches in several other places. This is proven by the establishment of Budiman Swalyan not only in Sawahan and the city of Padang but also in two other cities, namely the city of Bukit

²⁰ Fuad. (2015). *Islamic Business Management*. UIN Sunan Kalijaga.

Tinggi, Payakumbuh, and various areas in the city of Padang, with the development that is no less rapid than Budiman Swalayan in Sawahan, Padang city.

For the marketing concept the next marketing concept used is quality service or service. In terms of service, we also try to provide good service, such as Islamic concepts, for example, sharia clothing for women, polite clothes for men, and Islamic music nuances; we also do not sell cigarettes, alcohol, hair dye, nail polish and many more, because the comfort we provide will provide positive energy to consumers so that it will make Budiman Swalayan a place that many consumers are interested in. Good service will create progress in a company because service is essential.

The last concept is responsibility or trust, which means taking care of consumers by not disappointing them and also by providing quality products to consumers, providing discounts at certain times, and certain products such as what has become the Budiman Swalayan icon, namely "frugal shopping "And Budiman Swalayan pays attention to the products that will be marketed, for example, the essential thing, namely the halal label on the product. Good communication with consumers leads to consumer satisfaction and welfare. This is more important than just opening a branch or any marketing concept.

According to Buchari and Donni's theory, the essence of spiritual marketing is honesty, which is based on the belief in the almighty, all-powerful, all-seeing, all-hearing, and all-great Allah SWT, who will supervise every human action²¹.

The interview results above align with the definition of marketing, which means an overall system of business activities aimed at planning, determining prices, and promoting goods that satisfy consumer needs²².

Based on the interview above, the author can conclude that the strategy of opening branches can be formed through stages in a

²¹ Alama, B. and J. D. (2019). *Sharia Business Management*. Alfabet.

²² Sumarni, Murti and Soepritunto, T. (2010). *Business management*. Liberty.

business's journey, which can also encompass several other strategies to achieve business continuity.

4. Human Resource Management

Human resources, namely, the process of dealing with various problems within the scope of employees, workers, managers, and other workers to support company activities and achieve specified goals²³.

In the context of the working relationship between the company (company leader) and the human being as a workforce, Islam views the human function as both a leader and a workforce must have a work ethic. By these two parties, the duties carried out in this cooperative relationship are to worship Allah. Likewise, humans are company owners or humans who are entrusted with trust by the company's owner or leader or employees in the context of working together for the common good in the context of worshipping Allah.

The management exemplified by the Prophet Muhammad SAW was to place humans not as production factors whose energy was squeezed to achieve production targets.

Furthermore, the author also asks whether implementing Islamic business management has been effective.

"Mr. Wandy as the manager stated: the company has tried its best in the service aspect starting from the appearance of the employees, comfort in the supermarket area, because employees are the most important asset in the continuity of the company, even though it is not perfect, we will try to be as effective as possible in the future²⁴."

In the context of the working relationship between the company (company leader) and humans as workers, Islam views that the function of humans, both as leaders and as workers, must have a work ethic by both parties so that the task carried out in this cooperative relationship is to worship Allah. Likewise, as company

²³ Sutarno. (2012). *Miscellaneous Business Management*. Science House.

²⁴ Nagary, W. (2022). *Direct Interview with Supermarket Manager Budiman Sawahan*.

owners and humans are entrusted with each other's trust, the owner or leader of the company or other employees also work together for the common good in the context of worshipping Allah²⁵.

The author concludes that human resource management is an important stage in implementing effective and efficient Islamic business management. Budiman Swalayan already understands how to treat employees, which is an undeniable and important part of Islamic business management.

The author also asked employees how managers motivate employees always to obey the rules,

"Sister Diana, one of the employees of Budiman Swalayan Sawahan, Padang city, explained how managers motivate employees by providing direct guidance and direction to employees so that with this we can feel close to the leadership and we also provide routine activities once a month, conducting recitations and spiritual sermons about Islamic religion, so that we can do our work well and obey the rules²⁶."

Mr. Andi explained the same thing as Security at Budiman Swalayan Sawahan, Padang City.

"Mr Andi explained how managers motivate employees; apart from using routine activities once a month and spiritual showers, managers are also motivated by

"The way to give an idea is by looking at the unemployment figures and whatever work the employees do, they are always supported, and always give enthusiasm to work sincerely so that what we do will be rewarded with rewards by Allah SWT²⁷."

²⁵ Mohammad, M. S. (2018). Humanistic Learning Theory and its Application in Islamic Religious Education: Study of Learning Materials and Methods. *ISLAMUNA Journal of Islamic Studies*, 5(1), 1–15.

²⁶ Diana. (2022). *Direct interviews with Budiman Swalayan Sawahan employees*.

²⁷ Andi. (2022). *Live Interview with Security Budiman Sawahan*.

According to Abraham Spering, motivation is a tendency to carry out activities, starting from inner encouragement and ending with self-adaptation.

Meiren, in Herhani Pasalog's book, states that work motivation is a factor that causes organizations to do what they do. Winardi also stated in the same book that work motivation is a desire within an individual that stimulates him to take action²⁸.

The author can conclude that motivation is a driving force that creates enthusiasm for a person's work so that they are willing to work together, work effectively, and be integrated with all efforts to achieve goals. Motivation is essential in carrying out Legiaten. The presence of motivation within and outside of oneself will make work more successful. resolved well

The author also asked customers how they responded to the implementation of Islamic business management implemented by Budiman Swalayan,

"Based on an interview with Ibu Fitria, she said that it was very good because there are rarely supermarkets that want to implement the Islamia system. As a consumer, I am very proud to be able to shop here. Apart from the comfortable place and also the products complete, polite clothing, warm welcome accompanied by Islamic music, I hope that the concept established by Budiman Swalayan Sawahan Padang City will be maintained²⁹."

Sharia business management can be interpreted as a clear work direction, a strong Sharia foundation, and management arranging everything so that it can be done well, precisely, and ultimately, and no Muslim should do something without thinking and researching.

Likewise, work must be done well, correctly, and neatly organized. Then, you will avoid hesitation in deciding something. When doing a job based on doubt, you will usually get results that are less than optimal and ultimately useless. In the Koran and al-

²⁸ Nazaruddin, E. (2010). *Management Psychology*. Faithful Library.

²⁹ Fitria. (2022). *Direct consumer interview with Budiman Sawahan*.

Hadith, nine principles of Islamic business management can be found, namely: monotheism, worship, trust, responsibility, wisdom, fairness, Ihsan, and mutual help. *halalan thayyiban*, deliberation.

The nine principles of Islamic business management are integrated, so they can be used as guidelines for business management activities. These nine principles can be implemented consistently in business management practices; God willing, the objectives of Islamic law (Islamic law) will be realized (*Sharia muqashid*), namely providing benefits and benefits to all humans³⁰.

So, the author can conclude that Islamic business management plays a role in the continuity of Budiman Swalayan's business. Budiman Swalayan places consumer satisfaction above any marketing strategy. This form of marketing is in contact with Islamic business ethics, manifested by responsibility to buyers and trust in product quality.

The author also asked about the vision and mission and whether they had been achieved well. The manager explained that, God willing, it is the most complete, most comfortable, and trustworthy Supermarket, but we are still trying to give the best to consumers.

Based on observations made during research at Budiman Swalayan, the author saw that employees really pay attention to consumer comfort, such as providing shopping baskets, neatly arranging goods according to consumer needs, providing free parking, providing ATM machines to make it easier for consumers to withdraw money, and much more.

"Mr. Wandi also explained Budiman Swalayan's collaboration with other agencies: We collaborate with various other agencies, including Baznas, the government, ACT volunteers, campuses, and other companies.

Mr. Wandi also explained the forms of cooperation, such as with Baznas Padang City, providing distribution to people who need it, and carrying out a customer donation program. This is done when consumers pay for shopping goods. If there is a

³⁰Fuad. (2015). *Islamic Business Management*. UIN Sunan Kalijaga.

change, the cashier will ask for the money to be returned or donated. If you donate it, it will automatically be displayed on the shopping receipt. Moreover, we also collaborate with the government, for example, in the MSME oil sector, ACT (Aksi Rapid Response) volunteers, and campus agencies to conduct entrepreneurship seminars, promotions, and sponsors. Moreover, with orphanages, we also distribute shopping to orphans and much more."Building trust and commitment because trust in a collaborative relationship is crucial because all our efforts will be accounted for in the future³¹. The author can conclude that the trust and commitment made will form a positive impact, especially when we are in a working relationship to advance the company we are committed to.

Implementing islamic business management at BudimanSupermarket in Sawahan, Padang City, carries significant implications of islamic principles within contemporary retail. This research contributes to the broader discourse on how religious values can be practically applied in business operations, offering insight into ethical business practices, organizational culture, and strategic management within islamic cultural contexts. By examining the specific implementation strategies, the study provides a nuanced perspective on how islamic principles such as transparency, fairness, and social responsibility can be operationalized in a commercial setting, which could serve as a model for other businesses seeking to align their management approach with Islamic ethical standards. Moreover, the research may help bridge theoretical concepts of islamic business management with practical applications, offering valuable knowledge for academic researchers, business practitioners, and policymakers interested in understanding the intersection of religious values and modern business practices in indonesia.

³¹ Fitria. (2022).*Direct consumer interview with Budiman Sawahan.*

E. Conclusions

The implementation of Islamic Business Management at Budiman Swalayan Sawahan, Padang City, can be seen from marketing management which uses a marketing mix strategy, including a product strategy which is carried out by directly providing the products to be sold, carefully checking the products, neatly arranging the types of products. Consumers need separate expired products and only sell products with a halal label. Meanwhile, the pricing strategy is adjusted to the economic level of the community, which Budiman Swalayan has at an affordable price. The location and distribution strategy used is to choose very strategic locations that are easy to reach—direct and indirect promotional strategies.

Implementation of Islamic Business Management at Budiman Swalayan Sawahan, Padang City in the field of Marketing Management, which uses the first concept, namely building and creating trust, and secondly, Quality Service, Responsibility which means taking care of consumers by not disappointing them with the quality of products, and also providing quality products to consumers, providing discounts at certain times and products. Budiman Swalayan pays attention to the products that will be marketed, for example, the essential thing, namely the halal label on the product, because having good communication with consumers leads to consumer satisfaction and welfare.

Meanwhile, in terms of human resource management, Budiman Swalayan's implementation does not differentiate between groups or employees because each employee will occupy the lowest position regardless of their level of education, and then only career level can change their position. Besides that, Budiman Swalayan also conducts monthly payrolls for employees to increase and deepen their religious knowledge.

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SJ conceptualized and supervised this research. Other co-authors supplemented this manuscript. All authors have read and agreed to publish this manuscript.

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Write additional information related to this research, if any.

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