

## MANAGEMENT OF INTEGRITY AND BUSINESS ETHICS: A SYSTEMATIC REVIEW OF THE LITERATURE

Sri Rahayu Indriani<sup>a</sup>, Yuni Sartika<sup>b</sup>

<sup>ab</sup>Universitas Pasir Pengaraian, Indonesia

[ayupcy25357@gmail.com](mailto:ayupcy25357@gmail.com)

### ABSTRACT

In the business world, managing integrity and business ethics is very valuable in a company or organization. Business ethics is a prerequisite for the growth of moral attitudes, especially mutual trust, honesty, fairness, and responsibility in economic and business activities. This study aims to find out what the impact, benefits, many populations and samples are needed, how the research is carried out as well as the research problem in the journal of business ethics. This research uses qualitative approach method. This research literature review was obtained from journals published over the last 5 years. 515 previous journal populations were obtained and produced a final sample of 25 journals. Data collection techniques are carried out by analyzing literature reviews of previous journals. The results of this study show that the principle of honesty and moral integrity alone has a significant impact on the economic growth of a company or organization and the principle of individual justice does not have a significant effect on the economic growth of a company or organization. But the principles of honesty, moral integrity, and fairness together have a significant influence on the economic growth of a company or organization. It is expected that business people in companies or organizations are able to apply integrity and business ethics, because this can encourage consumers or customers to choose products from the business or business that we make, so as to add profits to our company or organization.

**Keywords:** Business Ethics, Integrity, Company, Organization, Management

### INTRODUCTION

In the business world, managing integrity and business ethics is very valuable in a company or organization. Therefore, integrity/honesty and business ethics also describe fundamental values that can affect the performance and value of a company. Management integrity and business ethics are also needed in planning to achieve predetermined business goals.

Management itself is the process of managing and processing something to achieve certain goals. Therefore, every company or organization needs good management to help design strategies and achieve maximum results through systematic, reasonable and effective methods. Management can also be understood as a process of activities that begins with planning, organizing, actuating, and controlling the efforts of members of the organization or company and other users of organizational resources to achieve a goal of the organization or company.

It is also important to uphold integrity in an organization or company so that all individuals in the company or organization can trust each other and ultimately achieve common goals faster. Integrity itself is a form of honesty that is manifested in daily actions. According to the Big Indonesian Dictionary (KBBI), integrity can be interpreted as: Showing consistency of nature, nature, or wholeness, so as to produce potential and expertise that can show authority and honesty.

Stephen R. Covey distinguishes between honesty and integrity: "Honesty is telling the truth, in other words, keeping promises. In fact, integrity depends on what we say and how we say it. Others, keep promises, fulfill their expectations" (Wijoyo, 2015). people who integrate are honest people, in the sense that the person can convey the truth in accordance with reality.

Integrity in a company or organization is not just honesty and respect. Companies or organizations that have a culture of integrity, it means employees who take commitment seriously and understand their responsibilities. This is because integrity can unite differences that exist in the company or organization, so that no conflicts occur because of differences alone. Each organization has a function equivalent to its own ethical standards and institutional norms. By understanding what benefits integration is for a business can build organizational or company values to motivate other employees as well as make a pleasant work environment in the company.

By establishing an Integrity in Business program, the company or organizations will be able to live positive values for all employees, and help them apply ethical standards in their daily work. The company's focus on business integrity makes the company stronger. This helps companies attract, retain and engage the best employees, as well as select the right suppliers and business partners. This is able to protect employees, assets, reputation and company relationships with stakeholders. This supports the conditions for working collaboratively, both internally and with corporate partners. And ultimately it helps the company grow sustainably and realize the company's strategy.

In business, integrity as well as strong ethical values will ensure sustainable and long-term relationships between companies, customers, and investors. Business is a commercial activity carried out by humans to make a living whose application does not forget ethics (Hamid & Fariyah, 2023). Ethics comes from the Greek ethos, whose plural (ta etos) means custom. In this sense, morality deals with the good living habits of an individual, society or group of people (Rani et al., 2023). As ethics evolves, ethics provides direction on how humans live through their daily actions, helping people take appropriate attitudes and behaviors in life (Rani et al., 2023). Business requires ethics that can provide guidance to all parties involved by promoting mutual trust, because in business behavior it does not Ethics reduce business productivity (Rani et al., 2023).

All activities, especially business activities, certainly require ethical behavior. The business ethics of a company generates values, norms, and behaviors among employees and leaders that build fair and healthy relationships between customers, colleagues, and communities (Rafki et al., 2022). In carrying out business ethics, companies not only pay attention to ethics within the company, but also pay attention to ethics that are in accordance with the company's environment or community environment (Rafki et al., 2022).

Business ethics can be explained as the activity of evaluating good, bad, wrong or right actions committed by individuals in organizations and companies (Ulfakhatun & Sunarjo, 2023). Business ethics was adopted by European countries at a time when capitalist ideas were being formed. The basis of this thinking comes from religious thought, especially church teaching. During the existence of capitalists, there have been several activities that increase the interest rate on lending money. The church and capitalists do not allow this activity because the loans are used for consumption by vulnerable groups. The basis for the ban is consumption activities which are necessities of life and will not end unless the borrower dies. Interest rates will continue to rise as long as the borrower is alive. Therefore, the church and capitalists collaborate to establish moral rules in business activities.

Of course business ethics has been studied and researched extensively by previous researchers. This research believes that business people cannot live without ethics, which are behaviors that humans pay attention to and consider when making decisions related to morals (James J. Spillane SJ in Randio et al., 2023). Human behavior is considered and considered in decision making related to morals.

Understanding what is right, what is wrong, what is acceptable and what is unacceptable on the basis of organizational and community expectations is what is meant by business ethics (Linda Ferrell & O.C. Ferrell in Butarbutar, 2019). As mentioned earlier, business ethics is a way and principle of running a business that is based on positive business thinking. This also applies to predicting the possible risk of failure (Butarbutar, 2019). Business ethics is an important ingredient for the long-term survival of a company. Business ethics is a prerequisite for the growth of moral attitudes, especially

mutual trust, honesty, fairness, and responsibility (Aswand in Putriantri, 2023). In addition, business ethics is the application of ethical principles that are common to a special area of human behavior, namely economic and business activities (Rohandi, Baso Amang, 2023).

Business ethics play a very important role in a business, because the success of a company is not only based on good ethics and management, but also must have good business ethics. Business ethics will develop moral awareness and provide limits for business people to continue to operate with integrity (Kreitner in Citra Putrantri, 2023). Business ethics will create added value for business activities, create a positive image and build consumer trust. The application of the principles of business ethics in business activities is very important because it indirectly affects the realization of profits and the improvement of the entrepreneur's economy. (Fisher in Citra Putrantri, 2023). Well, the way to achieve this is to use ethics when doing business. Business ethics has several important benefits in creating a successful business or organization, namely having a good image in the minds of consumers. Companies that adopt ethical business practices often have a better image and a growing consumer base. The company or organization can then successfully set and obtain its goals. Then, demonstrating ethical values, the creation of company employee behavior that upholds ethical values certainly provides great benefits for the company or organization. Employees can become closer to others and will be polite when talking and chatting. These ethical values will make the company superior. Finally, the Company becomes trustworthy, When a company can gain the trust of consumers, it is enough to show that the company is honest and will not deceive consumers. Trust also increases because the company is considered very loyal in running its business, so it does not rule out the possibility that customers can suggest these goods to other customers so that they can trust their needs to the company.

Companies that have business ethics and values will not only gain material benefits, but also gain a positive image, trust, and credibility of the company itself from a non-material point of view (Rafki et al., 2022). In addition, in carrying out business activities, entrepreneurs must first build trust in themselves before building trust with others (Rafki et al., 2022).

In addition, business ethics is the application of general moral principles to certain areas of human behavior, such as economic and business activities (Aviatri and Nilasari in Ulfakhatun & Sunarjo, 2023). In business activities, the pursuit of profits is reasonable, as long as these profits are achieved without harming the interests of many parties. Therefore, there are limits in achieving goals in business. The interests and rights of others need to be considered. Ethical behavior in business activities is very important for the continuity of the business itself (Butarbutar, 2019).

Business ethics play a very important role in a company, the success of a company depends not only on good ethics and management, but also good business ethics (Aswand in Citra Putrantri, 2023). The use of business ethics in a company will be able to produce or create and shape a distinctive or unique corporate culture and make excellence in the company. So that the formation of a distinctive culture in this company will be able to create contributions in the values and norms that apply to the company.

In business ethics, apply principles that must be adhered to for a business person, such as the principle of autonomy, expertise in obtaining a decision and moving according to a sense of good faith, and ethical responsibility for the decisions taken. The next principle is the principle of integrity, if a company does not have integrity then the company or organization may not be able to survive long, therefore integrity is the key to the success of the company (such as honest contract execution, honest treatment of consumers, honest handling of labor relations, etc.). Then there is the principle of fairness, that every operator must be treated according to his rights, that is, there must be no compromise of anyone's rights. Furthermore, the principle of mutual benefit allows all parties to seek mutual benefits, as well as business competition, the last is the principle of integrity which is the foundation of the business world and business actors are obliged to maintain the good name of the

company or organization. Running business activities so that they can be trusted and will form the best company or organization.

Unethical behavior carried out by companies can cause retaliation from consumers and the public, and can be counterproductive, such as boycotts, distribution bans, operational bans, and others (Butarbutar, 2019). This will reduce the value of sales and the value of the company. At the same time, companies that adhere to ethical business values often include companies with higher levels of job satisfaction, especially if the company does not tolerate unethical behavior, such as discrimination in the salary system or career path (Butarbutar, 2019).

The organization will not adequately meet its objectives and ensure sustainability if there are violations in business ethics and standards (Ugoani, 2019). There continue to be violations of corporate ethics, caused by business decisions taken without clear ethical considerations. Frequent violations of business ethics. Violation of business ethics can cause losses to the company's or organization's finances, damage to the company's good name, and decrease the trust of customers. Therefore, the business world must avoid violations of business ethics and must ensure compliance with ethical business principles.

Ethical violations can occur in various company operations because people tend to believe that their heart is right in various scenarios. (Ainun Pratiwi Harahap, 2023). Therefore, moral awareness is necessary in any situation regardless of the situation, the action taken is ethical. (Ainun Pratiwi Harahap, 2023). The business world continues to evolve to provide the ability for business actors to overcome competitive challenges and dangers and ensure business continuity (Ainun Pratiwi Harahap, 2023).

Some violations of business ethics that should be avoided are fraud, which is when someone deliberately commits fraud against others for personal gain. Therefore, it is very clear that this greatly impacts the business values of honesty and integrity and damages the company's reputation. Therefore, discrimination is unfair behavior towards a person or group based on various aspects such as race, religion, gender, or age. In addition, intellectual property infringement includes replacing or using someone else's work without permission or compensation to that other person. This of course can violate values in business such as honesty and respect for the rights of others. And finally, abuse of power: Abuse of power can occur when a person uses his position in a company or organization for his personal gain. Of course, this can violate ethical principles and can damage the reputation of the company itself.

Business ethics also refers to management practices that become standards and work guidelines for all employees in a company. The importance of working and carrying out duties ethically in the company and the company's business ethics are standards and guidelines for all employees involved in managing the company.

Work guidelines or duties that must be carried out by employees are based on honest and professional work attitudes. Companies with quality employees are companies with very valuable assets. Therefore, companies deserve to retain their employees as deservedly as possible.

Based on the description of the background above, it can be concluded that the researcher aims to find out:

1. What impact does it have on a company or organization if it does not have business ethics?
2. What are the benefits of business ethics for a company or organization
3. How many population samples were used in the study
4. How the study was conducted

5. What are the problems contained in the business ethics research

## METHOD, DATA, AND ANALYSIS

In this study, the approach method used is qualitative method. Qualitative method is an activity in scientific research that aims to understand phenomena in natural social relations through a process that prioritizes communication and deep interaction between researchers and the phenomenon to be discussed. This research can be classified as pure / basic research. Pure / basic research classification is research devoted to the development of a science and is aimed at developing existing theories or discovering new ones. These theories come from the research of others. This research literature review was obtained from journals published over the last 5 years. 515 previous journal populations were obtained and produced a final sample of 25 journals. This research was conducted by focusing analysis on business ethics. In this research on business ethics using several combinations of searches and variations of terms on business ethics such as: role, influence, problem, application and other terms. The main source of material for business ethics research is reviewed from journals published in academically referenced journals such as cross-cultural international journals, Asian business ethics journals, global journals of social sciences, journals of applied management science, journals of economics and business, scientific journals of accounting, and these journals research using searches in relevant databases and sites. This research was conducted by analyzing literature review of previous journals. Literature review is an activity that surveys scientific articles, journals, books, dissertations and other published materials. In reviewing previous journals using the contrast method. Contrast is a journal review method that is carried out by finding differences between several research journals after which conclusions are drawn.

## RESULT AND DISCUSSION

Testing that includes two research consists of social factors and life quality factors. The next Based on table 1.1 publication year below about the publication year of the 25 journals reviewed in the last 5 years, the most reviewed year is 2023, which is as many as 12 journals related to business ethics. Meanwhile, 2020 and 2021 are the least reviewed years, namely 2 journals related to business ethics each.

**Table 1.1** Year of Publication

No	Year	Sum
1	2019	4
2	2020	2
3	2021	2
4	2022	5
5	2023	12

Source: Processed data, 2023

Based on table 1.2 research variables below which is reviewed from 25 business ethics journals, there are 22 research variables. The most widely used variable in the reviewed business ethics journal is the purchase decision, the variable is used 4 times.

**Table 1.2** Research Variables

No	Variable	Sum
1	Organizational Sustainability	1
2	Improved street vendor economy	1
3	The use and exchange value of applied business ethics	1
4	The role of business ethics	1
5	Virtual reality-based learning media	1



6	Cultural issues	1
7	UMKM	1
8	Employee Performance	1
9	Entrepreneurial activities	1
10	Decision of development	4
11	Application of Sharia Accounting Information System	1
12	Business success	1
13	Quality of service and promotion	1
14	Long-Term Business Strategy	1
15	Increase profits	1
16	Increase consumer trust and repeat orders	1
17	Social Media Influence	1
18	Interest in becoming an entrepreneur	1
19	Buy and sell transactions	1
20	Consumer buying interest	1
21	Business creativity and its effect on profits	1
22	Trader behavior	1

Source: Processed data, 2023

Based on table 1.3 of the analysis tools below which is reviewed from 25 business ethics journals, there are 5 analytical tools. The most widely used analytical tool in the reviewed business ethics journal is SPSS, the analysis tool is used 8 times. While the least used analytical tool is FGD, where FGD is only used 3 times in reviewed business ethics journals.

**Table 1.3** Analysis Tools

No	Analysis tools	Sum
1	SPSS	8
2	Literature study	4
3	Descriptive qualitative data	4
4	FGD	3
5	Multiple linear regression	6

Source: Processed data, 2023

Based on table 1.4 research approaches below which is reviewed from 25 business ethics journals there are 3 research approaches. The most widely used approach in the reviewed business ethics journals was the quantitative approach, the approach was used 13 times. While the least used approach is a mixture approach, where a mixture approach is only used 1 time in the reviewed business ethics journal.

**Table 1.4** Research approaches

No	Approach	Sum
1	Quantitative	13
2	Qualitative	11
3	Mixture	1

Source: Processed data, 2023

## Result

Based on the results of (Butarbutar, 2019), (Ainun Pratiwi Harahap, 2023), (Marina et al., 2021), (Varma, 2019) and (Hamka & Asia Hamid, 2022) explore the relationship between business ethics

and sustainable development of organizations with integrity and good ideas Corporate governance is an important part of the sustainable development of a company or organization.

Findings from (Butarbutar, 2019) and (Muyasar, 2023) show that the principles of honesty and moral integrity alone have a significant impact on the economic growth of a company or organization. The results of research conducted (Putriantri, 2023) and (Ainun Pratiwi Harahap, 2023) show that the principle of individual justice does not have a significant effect on the economic growth of a company or organization. But the principles of honesty, moral integrity, and fairness together have a significant influence on the economic growth of a company or organization. Research results from (Nisa1 et al., 2023) and (Suriyanti & Serang, 2022) also affect the level of trust in various elements of the business district. Suppliers, businesses, and consumers are elements that influence each other. Each element must remain ethical so that the working principle of trust is maintained. The use of business ethics is also important in providing services to consumers because customers will feel valued. By feeling valued, customers come back again and become regular customers of the company or organization in which we operate. The greater the intensity of customer visits, the more it becomes a source of income for our business.

*1. What impact does it have on a company or organization if it does not have business ethics?*

The impact of lack of business ethics based on (Ermasova, 2021), (FEBI DOLI MARTIN1), 2022), (Rohandi, Baso Amang, 2023), (Hamid & Farihah, 2023) and (Hidayat & Rahmaniah, 2019) can result in negative reputation, loss of trust of authors, customers and stakeholders, legal issues and potential litigation. It can also lead to unethical behavior by employees, thereby damaging the company's culture and morale. Lack of business ethics can negatively impact customer satisfaction and lead to poor service, especially in the food industry. Therefore, ethical business practices are critical to the success of a restaurant.

According to (Klaudia et al., 2022), companies without business ethics can face operational difficulties, influence consumer purchasing decisions, and can even lead to bankruptcy. Organizations that do not uphold moral and ethical values may lack consumer trust so that it can harm its business.

*2. What are the benefits of business ethics for a company or organization?*

In (Ugoani, 2019), and (Putriantri, 2023) business ethics provides standards and guidelines for behavior and decision-making of management and stakeholders, creating added value, positive image, and consumer trust in business activities. In (Abdillah Mundir, 2023) Business ethics can increase morale and employee engagement, thereby increasing productivity and reducing turnover. From (Nisa1 et al., 2023) Business ethics helps business owners identify ethical issues and resolve issues in their business practices.

Based on (Sholihin et al., 2020) business ethics can increase learning mastery, self-motivation, and active participation in virtual learning environments, which ultimately increases individual self-efficacy. Business ethics enables companies to understand and appreciate the differences between their own organizations and other cultures, thereby gaining a significant competitive advantage through adaptation and appropriate management practices. Business ethics ensures that no party, especially vulnerable consumers, is exploited in business activities.

*3. How many population samples were used in the study?*

The study reviewed 25 articles on business ethics with a diverse sample and population. From (Rohandi, Baso Amang, 2023) the most widely used population and sample are 472,000 population and 118 samples, while (Rafki et al., 2022) the least used population and sample are 14 populations and 14 samples.

#### 4. *How the study was conducted*

The research (Ali, 2020), (Randio et al., 2023) and (Ugoani, 2019) was conducted using different methods and approaches such as qualitative methods, quantitative methods, and mixed methods to draw conclusions from their research. The study (Putra et al., 2023) and (Ellyna, 2023) also used different analysis tools such as SPSS, linear regression, and other analysis tools to analyze the collected data and answer research questions.

#### 5. *What are the problems contained in the business ethics research*

From (Ali, 2020) It is difficult to obtain accurate and reliable data on ethical practices and behaviors in organizations. Based on (Ulfakhatun & Sunarjo, 2023), challenges in data collection include limited time for respondents to fill out questionnaires and complicated sampling procedures.

In (Sholihin et al., 2020) Resources for conducting research are limited, such as high costs, inadequate infrastructure, and risks associated with real-world learning activities. Based on (Ali, 2020) During the COVID-19 pandemic, it was difficult to obtain data through interviews due to social restrictions.

### CONCLUSION

The study reviewed 25 articles on business ethics, using different approaches such as qualitative, quantitative, and mixed methods, as well as various analytical tools such as SPSS and linear regression. This research emphasizes the value of integrity and business ethics in companies and organizations, because it can affect performance and value. This research aims to understand the impact and benefits of business ethics on organizations, the methodologies used in the research, and the challenges faced in collecting accurate and reliable data on ethical practices and behaviors in organizations. Ethical behavior is critical to business success and the long-term survival of a company. Violation of business ethics can result in financial loss, damage to the company's reputation, and loss of customer trust. Companies that uphold ethical values generally have higher job satisfaction, especially if they do not tolerate unethical behavior such as discrimination in the salary system or career path. This review does not provide clear conclusions, but provides valuable insights into the importance of business ethics, the research methods used, and the challenges faced in researching the topic.

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