

The Influence of the Implementation of Business Ethics on the Sustainability of Candikuning Traditional Market Traders

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Abstract

Objective: Business ethics play an essential role in forming patterns and transaction systems of a business, which ultimately determines the fate of a business run by a person. This study aims to identify the characteristics of traders, identify the description of the application of Islamic business ethics of traders, and see and analyze the effect of the application of Islamic business ethics on the success of Candikuning traditional market traders.

Design/Methods/Approach: The research sample was taken from as many as 71 respondents using a random sampling technique selected using the Slovin formula with a 5% error balance. The data analysis method uses qualitative descriptive analysis, class interval analysis, and multiple linear regression analysis with software tools, namely SmartPLS 4.0.

Findings: The results of the study show that management ethics, marketing ethics, business environmental ethics, and sustainable environmental ethics have a significant effect on business blessings, which in turn have a positive impact on financial growth, customer growth, and growth and learning. Business actors must develop and implement business ethics and focus on maintaining business blessings by prioritizing sustainability in various aspects of the business to create a strong foundation for growth and customer loyalty, build a positive image, and improve business performance.

Originality/Value: The novelty of the research is to see how much influence the application of management ethics, marketing ethics, business environmental ethics, and sustainable environmental ethics affects the blessing of the business, which will then affect financial growth, customer growth, growth and learning of traditional market traders in Candikuning.

Practical/Policy implication: The findings of this study have significant implications for the practice of business ethics by following Islamic law which will affect the success of the business. These implications highlight the relevance of research in the real world.

Keywords: Traders; Traditional Market; Business Ethics; SmartPLS

JEL Classification: M42, M48 [author should add 1-3 JEL classification number, information guide for the Journal of Economics Literature (JEL) can be found at <https://www.aeaweb.org/jel/guide/jel.php>]

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Introduction

Candikuning is a central area for producing horticultural products (Sutomo et al., 2019). Most residents in Candikuning Village work as farmers who cultivate and manage horticultural crops (Restuningsih et al., 2016). Horticultural plants are essential in increasing economic potential, which can be a stepping stone to increasing income and community welfare. From the location of Candikuning Village, which is included in the village producing horticultural products, horticultural plants generally meet daily needs with high-quality products and nurseries.

The number of horticultural nurseries in Candikuning Village in 2022 that were developed sustainably included potatoes, shallots and garlic with a land area of 2,152 Ha and a building area of 1,749.8 M2 (Bali Province Agriculture and Food Security Service, 2023). Meanwhile, the products that were widely produced in Candikuning Village in 2022 were cabbage, as much as 2,102 tons; ginger, as much as 306 tons;

and tuberose flowers of as much as 23 thousand stalks (Bali Province Horticultural Statistics, 2023). The horticultural products widely produced in Candikuning Village included potatoes, carrots, cabbage, peppers, tomatoes, strawberries, and others (Winata et al., 2023; Tabanan Regency Central Statistics Agency, 2023).

The high interest in horticultural products has increased the economic field by opening businesses with products with high monetary value if sold to traditional markets. Traditional markets have an essential role in advancing and prospering the economy of the people of a region. Traditional markets that have become the economy's foundation do not guarantee the smooth running of a business due to problems that often occur in them. Viewed from a business ethics perspective, the form of the issues that usually arise in traditional markets, according to Azizah (2016), namely fraud in trade transactions in conventional markets, such as many traders playing with scales, sizes or other deficiencies because demand is increasing so that traders justify any means so that their goods sell on the market and get high profits. Added to the statement according to Haryanti & Wijaya (2019), The problem in traditional markets is that many traders still deviate from business ethics, such as fraud, cheating on scales, using formalin in food, mixing saleable goods with unsaleable goods, and violating government regulations that have the potential to harm consumers.

Business ethics are discussed in depth in the teachings of Islam, and they include other aspects of human life. Some elements of muamalah in Islam regulate buying and selling, market management, and all procedures related to meeting daily human needs (Juliansyah, 2011). The muamalah aspect is Allah SWT's regulations and laws, which must be followed and obeyed in society, as stated in Surah Al-Baqarah (2): 282. Business ethics play an essential role in forming patterns and transaction systems for a business, ultimately determining the fate of a person's business. Malahayatie (2022), a prominent side in laying down the business ethics of the Prophet Muhammad SAW, is seen in the basics of ethics such as management ethics, marketing ethics, and environmental ethics. Islam requires trading activities that follow ethics. This is explained in the verse of the Qur'an, which means: *"And to the people of Madyan, we (sent) Shuaib, their own brother. He said, O my people! worship Allah. There is no god for you but Him. Indeed, a clear proof has come to you from your Lord."* (QS Al-A'raf: 85).

In the perspective of Islamic law, the profits obtained must be accompanied by the blessing of the business. With the blessing, the way to gain profits will be opened. According to Abidin & Satrianingsih (2020), Blessings in life can be felt in all aspects, including the sustenance aspect, the knowledge aspect, the age aspect, the health aspect, and other aspects that influence it. This explanation is emphasized by Allah SWT, which means, *"If the people of the countries believed and were pious, we would surely bestow upon them blessings from the heavens and the earth"* (QS. Al-A'raf: 96).

The relationship between business ethics and business sustainability contributes to driving a business. Business ethics can be applied to every buying and selling activity. Business ethics play an essential role as a limiter for the actions taken so that ethics can be used to minimize the risks that can disrupt buying and selling activities (Wati & Muklish, 2023). In business, ethics and sustainability are two elements that have a mutually influential relationship. Business ethics focuses on every moral principle that regulates every behaviour and action in business (Rahmadania, 2020). The key to sustainability is maintaining integrity and business ethics in the long term. Communicating openly, participating in solidarity, and considering sustainability in decision-making will build trust in the business (Madyasari, 2023). With the research presentation, business ethics has a relationship with business sustainability that greatly influences each other and can be applied to minimize the risks in business.

Maximizing business ethics can be done by increasing variables with a positive influence and minimizing variables that negatively influence business blessings. Therefore, the purpose of this study is to identify the characteristics of traders, identify the picture of the application of Islamic business ethics by traders, see and analyze the influence of the application of Islamic business ethics on the success of traditional market traders in Candikuning, Candikuning Village, Baturiti District, Tabanan Regency. The novelty of the research is to see how much influence the application of management ethics, marketing ethics, business environmental ethics, and sustainable environmental ethics affects the blessing of the business, which will then affect financial growth, customer growth, growth and learning of traditional market traders in Candikuning. Many have studied research related to business ethics, but each region or place will have different characteristics and applications related to the topic.

Literature Review and Hypotheses Development

1. Wet Market

A crowded centre or one marked by the entry and exit of customers is the definition of a traditional market. Traditional markets are closely related to consumers due to the social values they instil. Like countries in Southeast Asia and Vietnam, according to research by Ha et al. (2022), rural and urban residents prefer to shop for fresh vegetables in traditional markets for several reasons, such as convenience, freshness, and low prices. According to research by Rao et al. (2021), In Hong Kong, traditional markets have long been known as one of the zones that facilitate access to fresh food.

In traditional markets, sellers and buyers meet to transact directly, followed by a negotiation process (Angkasawati & Milasari, 2021). This is the centre of socio-economic activities because it produces social interaction between traders and buyers, traders and traders, traders and suppliers (Aliyah, 2017).

2. Business Ethics

Business ethics is an action carried out in business activities by not violating the rules of a business and the norms of society to get good and satisfying results that can be sustainable. As explained in the book Ekasari & Nurfitriasih (2020), Business ethics is a unique study of moral right and wrong or behaviour centred on business institutions, organizations, and other activities. According to the book by Afriansyah et al. (2022), business ethics can be described as ethical business behaviour to be carried out to support the development of the company itself. Companies that successfully use these business ethics well will gain benefits in the eyes of the public, such as a good image as a company.

The importance of business ethics is preserved through internalization, socialization, or inculturation from one generation to the next. According to the book Santoso (2022), Business ethics must begin to be preserved or made a habit of self-awareness, family, society, country, and the world to achieve the desired results in a run business. Added to the research explanation, Darmawati (2017) business ethics must begin by providing a framework of basic principles of understanding what is meant by the terms good and right, must start with a basic understanding of what is meant by the terms good and right. In the application of this study, management ethics, marketing ethics, business environmental ethics, and sustainable environmental ethics are used.

3. Business Sustainability

According to Widya (2020), business sustainability is a condition where a company has sufficient funds to run and develop its business. Business sustainability will continue to be related to bankruptcy. Meanwhile, according to Yanti et al. (2018), business sustainability can provide opportunities for business actors to increase income and welfare, which can be achieved if they can run their businesses.

Business sustainability is crucial in facing global market pressures and ever-changing climate change. According to Ibrahim et al. (2013), several business success indicators include environmental, economic, social, and institutional dimensions and behaviour. According to Suryana (2003), indicators of business success are capital, income, sales volume, production output, and workforce. According to Hendro (2011), indicators that influence business success includes opportunity factors, human factors (HR), financial factors, organizational factors, planning factors, business management factors, marketing and sales factors, administrative factors, government regulations, politics, social, economic and local culture.

4. Business Ethics Hadith

Islam is at the best of manners and is an example of moral behaviour in human life and ethics that follow the hadith and the Qur'an (Nuraini & Hasanah, 2023). According to the hadith of the prophet, one of the doors of sustenance is through trade intermediaries. With the existence of traders who apply business ethics, it is hoped that they can bring good luck, which is not only for business actors but must also have a positive impact on the entire life of society.

According to Sukaeningsih (2022), management ethics is a way to build an Islamic business based on Islamic law. The law mentioned in the hadith is, *"Indeed, deeds depend on intentions, and a person will get according to what he intended"* (HR. Bukhari and Muslim). This is emphasized in the verse of the Qur'an, which means, *"And I did not create the jinn and mankind except to worship Me"* (QS. Adz dzariyat: 56).

The existence of ethical marketing activities can be implemented according to Fatimah (2020); Sukaeningsih (2022), namely halal and tayyib products, measured by purchasing power, honesty in measuring, and being friendly and kind to customers. This rule is contained in the Qur'an that Allah SWT has said, which means, *"O people, eat some (food) on earth that is lawful and good and do not follow the steps of Satan. Indeed, for you he is a real enemy."* (QS. Al-Baqarah: 168). This is explained in the words of Rasulullah SAW, *"Two people buying and selling have the right to choose as long as they have not separated, if both of them act honestly and provide an explanation then their buying and selling will receive blessings, and if they lie and hide their disgrace then the blessings of their buying and selling will be wiped out"* (Hadith Sunan An-Nasa'i No. 438).

The verse of the Qur'an emphasizes doing well in terms of environmental ethics, which means, *"O you who believe, do not falsely consume each other's wealth, except by means of commerce that is carried out mutually between you. And do not kill yourselves; indeed Allah is Most Merciful to you"* (QS. An Nisa: 29). And there is also a verse in the Qur'an which means, *"And help you in (doing) righteousness and piety, and do not help in committing sins and enmity."* (QS. Al-Maidah: 2).

A good business actor maintains and is responsible for life on this earth. As mentioned in the verse of the Qur'an, it means, *"There has been damage on land and at sea caused by the actions of human hands, so that Allah will feel for them part of (the consequences of) their actions, so that they will return (to the right path). Say: "Go on a journey on earth and see what happened to the people who came before you. Most of them are people who associate partners with (Allah)."* (QS. Ar-Rum: 41-42).

Method

This study uses qualitative and quantitative data. The data taken in this study are divided into two types: secondary and primary. The method of collecting research materials is carried out through several methods, including library research to collect and study books, literature and other related data to support the acquisition of secondary data, field research to observe traders by paying attention to the environment and subjects that exist between one trader and another and interviews that are based on questionnaires and interview guidelines that have been created with variables that are used to answer the problems in the research.

The selection of samples in this study was selected by probability sampling, which was carried out using the random sampling technique selected using the Slovin formula calculation, which was introduced in 1960 by Slovin. According to Sanusi (2011), The Slovin formula is used to determine the number of samples when the criteria of a population are not known for sure. In the study, the data was obtained from the Head of Candikuning Traditional Market as a population of 87 traders; from this population, samples were sought using the Slovin formula with a 5% error balance, thus obtaining 71 respondent samples.

In this study, there are three objectives; the first objective is analyzed using qualitative descriptive analysis to describe the characteristics of traders at Candikuning Traditional Market as seen from: (1) Age, (2) Gender, (3) Last education, (4) Business name, (5) Year of starting the business, and (6) Type of goods sold. The second objective is analyzed using class interval analysis. Hair et al. (2014) stated that a descriptive analysis method is studied to see the percentage of respondents choosing a particular category, an event in the present, a system of thinking, a specific condition, an object or a group of people. The third objective uses Likert scale measurements and is analyzed using multiple linear regression with the help of software, namely SEM-PLS processed with SmartPLS 4.0. To determine the relationship between the variables of management ethics, marketing ethics, business environmental ethics, sustainable environmental ethics with business blessing variables that affect financial growth, customer growth, and growth and learning. According to Hair et al. (2017), the SEM-PLS testing method consists of two tests: the outer model's suitability and the inner model's estimation.

Result and Discussion

1. Characteristics of Candikuning Traditional Market Traders

The data from this study were obtained through questionnaires distributed to 71 respondents; based on gender, the majority of respondents were over 46 years old, with a total of 41 people (57.75 per cent), followed by 37-46 years old as many as 24 people (33.8 per cent). The 27-36 age group only included six people (8.45 per cent), while there were no respondents aged 17-26.

Table 1. Respondent Characteristics

Characteristics	Amount	Percentage (%)
Age		
17-26	0	0
27-36	6	8.45
37-46	24	33.8
>46	41	57.75
Gender		
Female	54	76.06
Male	17	23.94
Education Level		
No School	6	8.45
SD	19	26.76
Junior High School	21	29.58
High School/Vocational School	24	33.8
Diploma/Bachelor	1	1.41
Length of business		
<5	4	5.63
05-10	9	12.68
10-20	20	28.17
>20	38	53.52
Type of selling		
Vegetables and Fruits	18	25.35
Plant	6	8.45
Culinary	33	46.48
Side dishes	5	7.04
Necessities	7	9.86
Herbs and spices	2	2.82

Source: Primary data processed (2025)

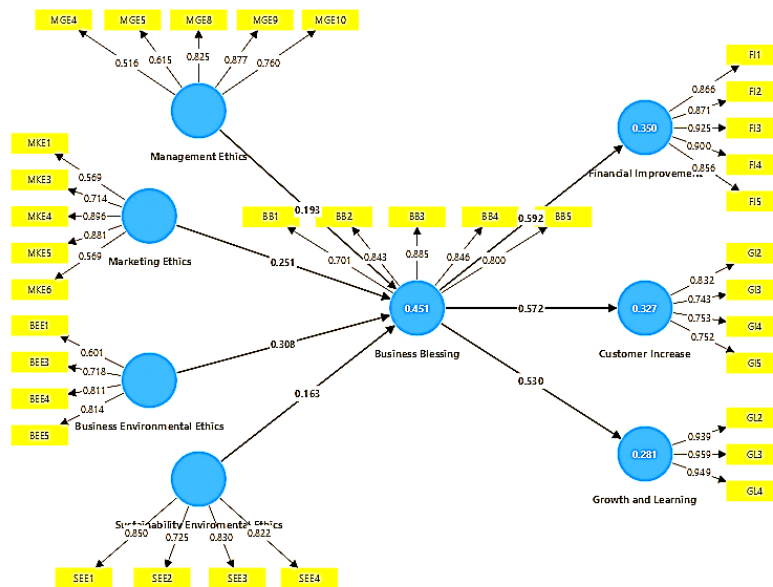
Based on gender, most are female, namely 54 people (76.06 per cent), compared to only 17 males (23.94 per cent). The respondents' education level varies, with the majority having a junior high school education (21 people, 29.58 per cent) and high school/vocational school (24 people, 33.8 per cent). Regarding business length, most respondents have more than 20 years of experience, as many as 38 people (53.52 per cent). The type of sales most often run is culinary, with 33 people (46.48 per cent), followed by vegetable and fruit sales, as many as 18 people (25.35 per cent). More details can be seen in Table 1.

2. Description of the application of Islamic business ethics by traders at the Candikuning traditional market

The description of the implementation of management ethics has an average overall score of 4.08, which indicates very good. If expressed as a percentage, it gets a score of 81.58%, which is also very good. The description of the implementation of marketing ethics has an average overall score of 4.44, which indicates very good. If expressed as a percentage, it gets a score of 88.82%, which is also very good. The description of implementing business environmental ethics has an average overall score of 4.16, which indicates very good. If expressed as a percentage, it gets a score of 83.26%, which is also very good. The description of implementing sustainable environmental ethics has an average overall score of 4.33, which indicates very good. If expressed as a percentage, it gets a score of 86.55%, which is also very good. Supported by Nur (2020); Safitri (2024); Sugiyono (2013), the average score interpretation criteria on the answers in the questionnaire will be calculated with the lowest number being one and the highest being 5, with the range obtained $R = 4$, and the number of classes $k = 0.8$. Interpreted $1.00 < 1.80$ (strongly disagree), $1.80 < 2.60$ (Disagree), $2.60 < 3.40$ (Less Agree), $3.40 < 4.20$ (Agree), $4.20 \leq 5.00$ (Strongly Agree).

3. The influence of the application of business ethics on the success of traditional market traders in Candikuning

In processing data at the outer model stage, some indicators will be eliminated if they do not pass the validity and reliability testing criteria. According to Chin (1998), Salim et al. (2011); Ghozali & Latan (2015), criteria in the loading factor are seen if the loading factor value obtained is less than 0.5. It will cause the variable to be invalid and unreliable. In this study, several indicators are eliminated, namely MGE1, MGE2, MGE3, MGE6, MGE7, MKE2, MKE7, MKE8, MKE9, MKE10, BEE2, BEE6, BEE7, CI1, GL1, and GL5. Based on the path diagram, all loading factor values above 0.5 are included in the criteria and are said to be valid.



Source: Primary data processed (2025)

Figure 1. Loading Factor

According to Ghozali & Latan (2015); Ermawati (2018), the test criteria for measuring reliability are CA and CR must be ≥ 0.7 . Based on the processed data, the Cronbach Alpha (CA) test value on management ethics, marketing ethics, business environmental ethics, sustainable environmental ethics, business blessings, financial improvement, customer improvement, growth and learning are each ≥ 0.7 , which means that the indicators of these variables are reliable. The Composite Reliability (CR) test value for each latent variable is ≥ 0.7 , so the model is stated to have high reliability. According to Savitri et al. (2021), The validity test can be seen through the Average Variance Extract (AVE) value. The AVE value of each variable is ≥ 0.5 , so the validity test in this study has been fulfilled. The results of the reliability and validity tests can be seen in detail in Table 2 below:

Table 2. Reliability and Validity

Variables	Cronbach's Alpha(CA)	Composite Reliability(CR)	AVE
MGE	0.822	0.882	0.731
MKE	0.739	0.828	0.740
BEE	0.776	0.847	0.741
SEE	0.786	0.853	0.808
BB	0.875	0.909	0.817
FI	0.930	0.947	0.884
CI	0.776	0.854	0.771
GL	0.945	0.964	0.949

Source: Primary data processed (2025)

According to Sriningsih et al. (2018), VIF values that are smaller than 10 indicate no multicollinearity, and vice versa. The results of multicollinearity on the business blessing variable have a value of less than 10, meaning that there is no multicollinearity between the indicators that make up the business blessing variable, or it can be said to be safe. According to Hamid & Anwar (2019), the R-square criteria has a value and indication of 0.75 (high), 0.50 (moderate), and 0.25 (weak). The results of the R-square test for each variable show that all models are considered mild. According to Savitri et al. (2021), The criteria for measuring effect size f^2 have values and indications of 0.02 (weak), 0.15 (moderate), and 0.35 (strong). The F-square results on the variables of management ethics, marketing ethics, business environmental ethics, and sustainable environmental ethics on business blessings have a weak influence. Meanwhile, the variables of business blessings on financial improvement, customer improvement, and growth and learning have a substantial impact.

Table 3. Significance Test

Hypothesis	T statistic	P values
H1 MGE → BB	1,875	0,061
H2 MKE → BB	2,303	0,021
H3 BEE → BB	2,922	0,003
H4 SEE → BB	1,965	0,049
H5 BB → FI	8,184	0,000
H6 BB → CI	6,586	0,000
H7 BB → GL	7,361	0,000

Source: Primary data processed (2025)

The criteria for significance testing can be seen from the T statistics or P values. According to Ermawati (2018); Hamid & Anwar (2019); Savitri et al. (2021), The level of significance is the probability of rejecting the null hypothesis if the hypothesis is true. The significance test can be said to be influential if the T statistic and P values are >1.65 (10% significance), >1.96 (5% significance), and >2.58 (1% significance). This study used T statistics and P values of >1.65 (10% significance).

Based on the results in Table 3, all variables have a significant favourable influence. Statistically, this shows that Management Ethics have a substantial influence because traders believe in destiny, and their daily lives must be oriented to Allah SWT. The Prophet Muhammad SAW once said, "Honest and trustworthy traders will be with the prophets, the righteous, and the martyrs" (HR. Tirmidhi). Marketing ethics significantly influence traders because they base their businesses on Sharia marketing values or the Islamic religion. Business environmental ethics have a significant influence because traders believe in the existence of principles and morals that regulate the running of the business, which will hurt their business. Sustainable environmental ethics have a significant influence because Islam has regulated how humans must protect and preserve the environment, especially in the business environment.

Business ethics variables are essential in increasing business blessings by influencing reputation, consumer relations, and business sustainability. This is also proven in research by Harmen et al. (2024), business ethics that are applied will increase responsibility, discipline, and commitment. The results of Petra & Christian (2024) also show that business ethics need to be used to avoid unethical behaviour in the business world. In addition, the blessing of business in this study has been proven to impact financial growth significantly, the number of customers, and development and learning. This is also demonstrated in the survey by Heriyanto & Taufiq (2024), which states that business blessings positively impact society and the business environment and do not seek profit alone. Research results The Arioputra (2024) states that business blessings not only impact increasing income but also include inner peace and satisfaction from the results of hard work. Suppose traders apply business ethics seriously in trading. In that case, it will always positively impact their lives and the smooth running of their businesses regarding financial improvements, customers, growth and learning. Applying good ethics in various aspects of business will support long-term success and improve overall business performance.

Conclusion and future direction

This study has practical and theoretical implications for ethical practices and business blessings in improving various business outcomes. The results show that management ethics, marketing ethics, business environmental ethics, and sustainable environmental ethics all significantly affect business blessings, which positively impact financial growth, customer growth, and growth and learning. These results emphasize the importance of integrating ethical practices into business strategies for long-term success. Business actors need to develop and implement business ethics policies in various aspects of the business to create a strong foundation for growth and customer loyalty. In addition, traders must focus on maintaining business blessings by prioritizing sustainability and ethical behaviour to build a positive image and improve business performance. Based on these findings, further research can explore other factors that influence the relationship between each variable that has been studied and explore more complex models to understand better the fundamental dynamics of business ethics practices in the sustainability of a business.

Implication

The findings of this study have significant implications for the practice of business ethics by following Islamic law which will affect business success. In Candikuning Traditional Market, the majority of traders have successfully applied business ethics in trading. With the application of business ethics, traders get results that are not in vain, increased profits, and feel the sustainability of doing business. It is expected that the findings of this research will continue to be applied in order to obtain sustainability in the business being undertaken.

Conflict of Interest (compulsory)

The authors affirm that the research was carried out without any commercial or financial affiliations that could be interpreted as a potential conflict of interest.

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