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Nama : **Suryani Jihad, S.Pd,M.Pd.**
Pekerjaan : Dosen
NIP/NIDN : 0902039001
Instansi : Institut Parahikma Indonesia (IPI) Gowa

Dengan ini menugaskan kepada:

Nama : **Fadly Yashari Soumena, S.E., M.Si**
Pekerjaan : Dosen Tetap
NIDN : 2119129301
Instansi : Institut Parahikma Indonesia (IPI) Gowa

adalah benar Dosen Tetap Institut Parahikma Indonesia (IPI) Gowa yang berkolaborasi dengan mahasiswa atas nama Nur afifah, Indri Nur amanah (Prodi Ekonomi Syariah) diberikan tugas kepada yang bersangkutan melaksanakan Penelitian dengan judul “ **"Business to Business (B2B) Model from an Islamic Economic Perspective."**

Demikian surat tugas ini diberikan kepada yang bersangkutan untuk dilaksanakan dengan penuh tanggung jawab.

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Ketua LP2M IPI

Suryani Jihad, S.Pd,M.Pd.
NIDN.0902039001

Tembusan:

Rektor IPI Gowa

Kaprodi Ekonomi Syariah IPI Gowa

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Business to Business (B2B) Model from an Islamic Economic Perspective

Fadly Yashari Soumena^{1*}

Email: fadly.yashari@gmail.com
Institut Parahikma Indonesia.

Nur Afifah²

Email: nurafifh20@gmail.com
Institut Parahikma Indonesia.

Indri Nur Amanah³

Email: Indrinuramanah7@gmail.com
Institut Parahikma Indonesia

Antoni Julian⁴

Email: julian.antoni@std.izu.edu.tr
Istanbul Zaim University

Abstract

The development of online technology has given birth to many types of businesses, including online businesses. These various forms of online business include business-to-business (B2B). B2B is a typical business that connects business actors in a business transaction. Business-to-business (B2B) in a sharia economic perspective refers to transactions between companies that are in accordance with sharia economic principles. It involves the exchange of goods and services between business entities that comply with the laws of Islamic economics. The main principles of sharia economics that must be adhered to in the B2B context include the prohibition of usury (interest), the prohibition of maysir (gambling), and the prohibition of gharar (uncertainty or excessive speculation). B2B transactions in the Islamic economy must also comply with the principles of justice, fairness, and compliance with Islamic laws. So the journal we are writing about will discuss and study business-to-business (B2B), especially from a Sharia economic perspective. The method used in this re-search is a study of primary sources taken from academic journals and relevant published literature. Due to these limitations, analytical studies regarding B2B practices outline Sharia principles and protocols with Islamic business ethics in online commerce.

Keywords: E-Business, Business to Business (B2B), Sharia economics, Islamic business ethics

Abstrak

Perkembangan teknologi online melahirkan banyak jenis usaha termasuk bisnis online. Berbagai macam bentuk bisnis online ini termasuk Business to Business (B2B). B2B adalah tipikal bisnis yang menghubungkan antar pelaku usaha dalam suatu transaksi bisnis, Business to Business (B2B) dalam perspektif ekonomi syariah mengacu pada transaksi antar perusahaan yang sesuai dengan prinsip-prinsip ekonomi syariah. Ini

melibatkan pertukaran barang dan jasa antara entitas bisnis yang mematuhi hukum-hukum ekonomi Islam. Prinsip dasar ekonomi Islam yang perlu dipahami dalam konteks *business-to-business* adalah larangan *riba* (bunga), larangan *maysir* (perjudian), dan larangan *gharar* (ketidakpastian atau spekulasi berlebihan). Transaksi B2B dalam ekonomi syariah juga perlu berpegang pada prinsip kesetaraan, ketekunan, dan penghormatan terhadap hukum Islam. Jurnal minggu ini akan membahas dan menganalisis *business-to-business* (B2B) khususnya dari perspektif ekonomi Islam. Metodologi yang digunakan dalam penelitian ini adalah ringkasan bahan latar belakang yang diambil dari jurnal akademik dan literatur relevan yang diterbitkan sebelumnya. Karena volatilitas ini, sebuah penelitian yang menganalisis praktik B2B menekankan prinsip-prinsip syariah dan hubungannya dengan etika bisnis Islam dalam perdagangan internet.

Kata Kunci: *E-Business, Business to Business (B2B), ekonomi syariah, etika bisnis islam*

INTRODUCTION

In the beginning, the sales process was done whenever there was a location where buyers and sellers wanted to meet. However, the process can now be reduced to simply using the internet to connect buyers and sellers in different locations. Many growing businesses are starting to offer e-commerce services because it is considered very profitable and more effective both in terms of time and money. "Electronic business activities using modern IT or information technology, exclusively the internet," this gives an idea that electronic commerce is defined as electronic business that utilizes modern communication technology, mostly the internet (Meng, 2009).

B2B (*Business-to-Business*) is a form of trade that occurs between business actors through the internet network. In this context, purchasing transactions do not involve end consumers, but are carried out by business entities such as manufacturing companies or individual businesses that have production activities. They become buyers who buy products from sellers with the aim of reprocessing them or selling them directly to end consumers. In the B2B model, the parties involved interact electronically, using online platforms to make purchases, offers, negotiations, and other transactions. The internet is a medium that allows businesses to connect with each other, expand market reach, and increase efficiency in trading activities. B2B plays an important role in supply chains and business ecosystems, where businesses depend on each other to fulfill their needs and advance their business goals. In this digital era, B2B over the internet has become a popular and effective strategy for businesses to carry out their trading activities (Rayport & Bernard JJ, 2001).

The development of *e-commerce* business has changed the way of interaction between sellers and consumers. With *e-commerce*, all transactions can be done online without any restrictions on time and distance. Nowadays, there are many *e-commerce* platforms available, including free ones, so there is no reason for entrepreneurs to run a business online. *E-commerce* enables global market access and makes it easy for customers to find and buy products. In addition, *e-commerce* also provides time flexibility and

efficiency in the payment and delivery process. In this rapidly growing era of *e-commerce*, it is imperative for businesses to capitalize on this opportunity to expand their market and increase competitiveness. By doing business online, businesses can reach potential consumers in various locations, expand their customer base, and increase sales. Therefore, adapting to *e-commerce* trends is a strategic step in running a business in this digital era (Naili Saadah, 2018)

In the business world, the most common problem is the lack of trust towards customers or clients. Keeping customers happy through the provision of goods, services, ideas, or articles with a clear price proposal is the goal of business. However, business owners can apply this principle by not being overly critical of the customer, for example by hiding information or showing distrust of the product offered. Islam emerged as a humanist religion that is still relevant today, covering morals, sharia, and creed comprehensively. Islam is a guideline for every Muslim in conducting internet business transactions. Economics is the most important aspect of human relations, and Islam provides clear guidance on business ethics and consumer behavior. Islamic principles in business emphasize honesty, openness, transparency, and fairness. By following these principles, Muslim businesses can ensure that they act with integrity and maintain consumer trust. Islam provides comprehensive guidance on how to do business responsibly and ethically, so that businesses can contribute to the welfare of society and maintain good relationships between businesses and consumers (Arwani Agus, 2012).

This research aims to design and test a Business to Business (B2B) model based on Islamic economic principles, with a primary focus on eliminating usury, increasing transparency, and ensuring fairness in all transactions. The specific objectives of this research are to identify ways in which current B2B transactions can be transformed to meet Shariah requirements and evaluate the effectiveness of Islamic economic principles in improving sustainability and business ethics. As such, this research will produce an operational model that can be adopted by Muslim companies to carry out B2B practices that not only comply with Islamic law, but also support ethical and sustainable business growth.

In addition, this study also aims to explore the impact of applying Islamic economic principles on business performance in the B2B context. This includes assessing how adherence to Islamic norms can affect inter-firm relationships, stakeholder trust, and overall profitability. The study is expected to provide empirical evidence of the added value gained through the implementation of an Islamic B2B model, thus providing strong motivation for more companies to adopt similar practices.

This research seeks to expand the academic and practical understanding of the integration of Islamic economics in modern business practices, particularly in the B2B ecosystem. Using a methodology that includes a literature study, case analysis, and field survey, this research will produce concrete and measurable recommendations for the implementation of a B2B model that complies with Islamic economic principles. The results are expected to contribute not only to the Muslim business community, but also to the academic discourse on the practical application of Islamic values and ethics in global business.

LITERATURE REVIEW

The research problem addresses how the use of social media affects business performance in a B2B context. The purpose of the research is to provide a better understanding of social media usage in a B2B context and its impact on business performance. The research method used was a systematic literature review using a keyword-based search approach. The results showed that the use of social media can provide benefits to B2B companies, such as increasing customer engagement and expanding market reach. However, there are also some challenges and barriers that need to be overcome, such as lack of management support and data security. The research recommendation is to expand the research on social media usage in the B2B context and to develop more effective strategies to overcome the challenges and barriers associated with social media usage (Dwivedi et al., 2021)

The second study describes the lack of understanding of digitalization and business digitalization capabilities in B2B companies. The purpose of this study is to provide a better understanding of the digitalization and digitalization capabilities of businesses in B2B companies. The research method used is a conceptual approach and literature analysis. The result of this study is the development of a conceptual framework on digitization and business digitalization capabilities in B2B companies, as well as the identification of seven promising research themes for future research in this area. Suggestions for future research are to empirically test and operationalize the concepts of digitization capabilities and business digitalization in B2B companies, as well as explore the identified research themes to deepen the understanding of business digitalization in B2B companies (Ritter & Pedersen, 2020)

The following research aims to address the knowledge gap in influencer marketing in the B2B space and identify the challenges faced by organizations in this area. The research used a qualitative approach by conducting semi-structured in-depth interviews with senior marketing professionals across 22 organizations in the UK. The research highlighted the importance of influencer marketing in the B2B context and how it differs from B2C. In addition, it identifies the core attributes of influencers within the B2B market and explores the tactical and strategic processes of engaging with them. The research recommends further empirical research in B2B influencer marketing and an understanding of how organizations implement it for relational purposes. The research also emphasizes the importance of understanding the influencer attributes, content types, and communication focus required to reach and collaborate with desired audiences (Cartwright et al., 2022)

The fourth research describes the lack of attention paid to the study of digitalization within the B2B sector and even less to the importance of the dangers and promise of digitalization for B2B relationships. The purpose of this research is to help focus scholarly attention on the implications of digitalization for B2B relationships. The research method used in this conceptual paper is to conduct a review of relevant literature, as well as formulate the areas of digital marketing and B2B relationships, conceptualizing them for future research. The results show that the following areas are critical to understanding future trends in digital marketing and B2B relationships: cooperatives, shared value creation, B2B branding, servitization, innovation networks, relationship dynamics, power,

and trust. The recommendation of this study is the need for further research to uncover whether and when virtual team collaboration leads to higher levels of value creation in open innovation networks (Hofacker et al., 2020)

The latest research explains that this study aims to fill the knowledge gap related to digital platforms in the context of B2B markets. The research method used is a systematic review of the literature related to digital platforms in the context of B2B. The results showed the majority of studies in the sample used a deductive approach, with the majority using quantitative methods. Recommendations for future research include an emphasis on inductive approaches and further research in the context of online purchasing using the scale developed by Padmavathy (Shree et al., 2021)

The recent research you mention specifically highlights the use of digital platforms in the context of B2B markets, using a systematic review of the existing literature, a methodology that sets this research apart from many previous studies that may not have conducted a comprehensive synthesis of the literature. Focusing on the digital aspects of B2B, the research found that most studies in the sample reviewed opted for deductive approaches and quantitative methods, often aiming to test existing theories rather than develop new understandings. This marks a point of difference from studies that are more likely to use primary data or conceptual analysis without systematic synthesis.

Moreover, the study's recommendation to adopt an inductive approach and further focus on the context of online purchasing suggests an important reorientation in digital B2B research, encouraging new theory building and a deeper understanding of the dynamics of digital platforms. The research also recommends the use of the scales developed by Padmavathy for online buying research, directing attention to more specific and relevant measurements in digital settings that are often overlooked in previous research. Through this methodological shift, the research makes a significant contribution to the literature by proposing a new way to examine and assess the B2B phenomenon in the digital age.

The four studies above are similar in their focus on the B2B business context and their aim to improve understanding of digital aspects in that context. They also used the literature method as a research approach. The first and third studies focus on the use of social media and influencer marketing in a B2B context, while the second and fourth studies are more concerned with digitization and business digitization capabilities in B2B companies. Nonetheless, each study makes a unique contribution in understanding different issues in the B2B context. The first study highlighted the benefits and challenges of using social media, while the second study developed a conceptual framework on digitization and business digitalization capabilities. The third study discusses the differences of influencer marketing in a B2B context, while the fourth study emphasizes the importance of digitization for B2B relationships.

RESEARCH METHODS

The research was conducted through a case study using several references to journals and books as well as several quality and current articles. Library research, also known as research literature, is carried out by collecting data and theoretical insights through reading

books, scientific articles, research papers, related journals, related articles, and correspondence related to the research conducted. After all data collected during the research process, both primary data and secondary data, qualitative analysis was conducted. Furthermore, a descriptive discussion was conducted covering topics such as clarification, confirmation, and analysis of issues related to business-to-business (B2B) economic perspectives. (M. Mulia Muhammad, 2020)

This research utilized a combination of qualitative research methods and literature review, or desk study. The utilization of qualitative analysis involves analyzing data based on results expressed in graphic format. Qualitative data consists of information and textual data in a linguistic format which is then combined with other data to provide insight into a particular issue so as to create a new picture or refinement of an existing picture. This flexible approach to conducting qualitative research is tailored to the needs and circumstances at hand. In general, qualitative research methodologies are: (Nursalam, 2016)

- a. Use the problem as the main focus of the study
- b. Collect the data on the side
- c. Data analyzed
- d. Formulate study results
- e. Provide recommendations to make a decision

In addition to quantitative methods, this research also uses qualitative research methods, such as literature review. A literature review is a comprehensive review of research that has been done on a particular topic to inform the reader of what has been learned about the topic and what has not been learned. It can also be used to identify research gaps or ideas for future research. Literature studies can be obtained from various sources, including books, journals, documents, the internet, and newspapers. The literature study method is a series of procedures that are harmonized with data collection techniques, analysis, and interpretation, as well as the procurement of writing materials (Nursalam, 2016).

DISCUSSION

E-Business

E-Business, which stands for electronic business, refers to business activities carried out automatically and semi-automatically using computer information systems. (Aris Oesman, 2013) In e-business, organizations, individuals, or related parties utilize information and communication technology to interact with suppliers, customers, investors, government creditors, and the mass media. In addition, E-Business also involves the use of information technology to make changes in the internal processes of the organization. By executing and managing key business processes through E-Business, organizations can improve their security, flexibility, integration, efficiency, and productivity and profitability. Some of the benefits that can be obtained through E-Business include better data security, flexibility in operations, better system integration, business process optimization, operational efficiency, and increased productivity and profitability. (Puspa Rani, 2010)

E-Business is a business activity conducted over the internet and involves various aspects such as buying, selling, services, customer service, and cooperation with business partners, both individuals and agencies. All these activities are carried out using information and communication technology and through collaboration and communication interaction between humans and organizations using these technologies. Technology is used as a tool for the exchange, storage, processing, and delivery of information. All the aspects covered in E-Business are integrated into an application known as e-Commerce. This application connects companies, consumers, and even specific communities through electronic transactions for trading goods, services, and information. With E-Business, all these processes can be done electronically, making access easier and increasing efficiency in doing business. (Purwaningtias, Deasy & Muh. Nasihin, et al, 2020)

Islamic Legal Basis for Doing Business Online

Doing business also has a legal basis in Islam, because in Islam anything related to muamalah must have a legal basis. It is found in QS. Al Baqarah verse 275:

Meaning: *"Those who eat usury cannot stand up except as one who is possessed by a demon through madness stands up. That is because they say that buying and selling is the same as usury. But Allah has justified buying and selling and forbidden usury. Whoever receives a warning from his Lord and ceases, then what he had earned is his, and his affair is for Allah. And whoever repeats it, then they are the inhabitants of Hell; they will abide therein."*

Utilizing e-commerce has several drawbacks and difficulties when conducting transactions through an internet connection. Due to the virtual nature of the internet and its inability to be accessed directly, it is evident that consumers have a higher leverage than producers in transactions, resulting in a negative impact on the decline in the level of consumer confidence. As Muslims who want to succeed, we must follow the guidance and instructions of Allah SWT to develop our business so that customers begin to question the goods and services we sell. (Niluh Anik, et al, 2020)

In Islam, business is allowed while usury (interest) is prohibited as it can harm consumers. The verse in Surah Al-Baqarah verse 275 mentions *riba nasiah*, which is usury that aims to multiply the loan amount. Online business also has basic requirements that must be met: (Tira Nur Fitria, 2017)

- a. Does not violate any of the Islamic Shari'ah, such as transactions
- b. Products that are harmful, gharar, cheating, fraud, monopoly, and halal.
- c. There is an agreement from both parties to provide benefits for both parties (buying and selling).
- d. In internet transactions, especially in business or purchasing goods

Definition of Business to Business (B2B)

Nowadays, it can be said that everyone in this generation is always connected to the internet due to time and space limitations. When one is connected to the internet or online communities, communication can become easier. This is then applied to all

aspects of human life, not just the banking and insurance sector. There are some disadvantages of online transactions when compared to traditional transactions. Thanks to the above advantages, buyers no longer need to communicate with sellers face-to-face when they want to complete a transaction. Thanks to the internet, buyers may not even need to visit the location of the product mentioned. In addition, the seller does not need to have a place to store his products after they are sold. As stated below, transactions can be done anywhere in the world as long as there is a market where the goods sold are of good quality and not negatively affected by time or location constraints. Another is that the in-ternet medium is relatively cheap; sales do not require physical stores, websites can be created for free, and sales are large. (Devy, 2010).

E-Commerce, short for Electronic Commerce, is a process that involves buying, selling, or exchanging products, services, and information through computer networks. E-Commerce is part of a broader concept, e-business, which includes aspects such as cooperation with other business partners, national sales, and employee training. In addition to featuring World Wide Web (www) technology, E-Commerce also requires database technology, also known as database technology, and electronic mail, or e-mails, as well as delivery systems and means of payment that support these processes. E-Commerce has changed the way business is done by utilizing the advantages of digital technology to facilitate transactions efficiently and increase the accessibility of products and services. In this era, E-Commerce has become one of the sectors that continues to grow and has great potential in driving the global economy (Ripah Karyatiningsih, 2011). Types of E-Commerce are divided into two, namely: (M. Suyanto, 2003)

a. Business to Business (B2B)

B2B, or business to business B2B online shopping refers to electronic business transactions between one company and another. This type of e-commerce is usually used by manufacturers and retailers, or retailers and wholesalers. (M. Suyanto, 2003)

b. Business to Consumer (B2C)

B2C online shopping is the opposite of B2B. This type of e-commerce involves online transactions between a manufacturer or business and an end consumer. This business is not related to other businesses or companies; rather, it deals directly with individual consumers or groups... (M. Suyanto, 2003)

The increasingly popular phenomenon of online shopping has made people more willing to use social media and marketplaces such as Facebook, Twitter, Instagram, WhatsApp, Shopee, Bukalapak, Tokopedia, and others as platforms to sell their products online. Due to its online nature, purchases can be made easily and without the need to visit a physical store, unlike traditional retail. In addition, it provides significant time efficiency. This internet trading business has a higher average turnover than traditional trading. In this day and age, people are eager to have a strong online presence and utilize various platforms to increase their market share. In this

regard, e-purchasing has created new opportunities and provided significant benefits to business owners. (Deka Meuthia Novari, 2019)

The B2B business model has some distinctive characteristics. First, in this business model, trading partners or business partners know each other and generally have established a long relationship. Information is only exchanged between the two partners. Due to the closeness and familiarity between them, the type of information sent can be customized according to the needs and trust established. Secondly, data exchange in the B2B business model takes place on a repetitive and scheduled basis, for example every day, using a mutually agreed upon data format. In other words, the services used already have certain standards. This makes it easier to exchange data between two entities that use the same standards, making the process smoother and more efficient. Third, in a B2B business model, one party can take the initiative to send data to its business partner without having to wait for a request from that partner. This shows flexibility in information exchange between the two parties, so that dependency on one party's request can be reduced. Overall, the B2B business model is characterized by its information exchange. The existence of a well-established relationship, the repeated exchange of data in an agreed format, and the ability to send data on an initiative basis are important aspects of running a B2B business model. (Santoso Sugeng, 2016)

Business to Business (B2B) Perspective of Sharia Economics

Since the time of the Prophet Muhammad, Muslims have been involved in the business world. The companions of the Prophet became prosperous entrepreneurs who developed business networks around Mecca and Medina. They built their businesses based on Islamic law and sharia economic principles. Both in transactions and business relationships, their company operations are based on Islamic principles. All business decisions taken also follow religious guidelines to achieve the set goals. The companions made religion a guide in every aspect of their business. They practiced Islamic principles such as honesty, justice and blessings in all transactions. The concept of usury (interest) was abandoned, and they prioritized mutual benefit and sharing in business relationships. They also value work ethics, social responsibility, and care for employees and the surrounding community. Business development was also a major focus in their outlook. The Prophet's companions were constantly innovating and developing their businesses to achieve their desired goals. They understood that continuous development based on Islamic principles is the key to success in the business world. In conclusion, since the time of Prophet Muhammad, Muslims have applied Islamic principles in the business world. They built successful business networks by adhering to Sharia Economics and Islamic values. Company management, transactions, and business decision-making all follow Islamic guidelines. (Muhammad Ismail Yusanto, 2002)

Islamic principles in doing business are based on the principle of freedom, where humans have the freedom to apply Islamic rules in economic activity. In the context of economics, the issue falls under the aspect of muamalah, not worship. In

Islam, there are clear guidelines on how to do business fairly and ethically. However, in applying these principles, individuals have the freedom to implement them according to their specific needs and economic context. Islam provides an ethical framework that includes principles such as honesty, fairness, and mutual benefit in business transactions. However, Islam also recognizes that each individual is unique and has the freedom to develop his or her economic potential. This means that there is no single pattern of business that is rigid or strictly regulated by religion. In Islam, business is seen as part of human life that includes aspects of muamalah, namely social and economic relations between individuals. As such, the Islamic principle of doing business gives individuals the freedom to apply Islamic rules in their economic activities. This allows them to adapt the principles to different economic contexts, while still upholding ethical values and fairness in transactions (Rachmat Syafe'I, 2001) So the general rule applies,

"According to the origin of the law, the verses of muamalah are lawful and should not be violated unless there is dallil (abnormal)." (Al-Jauziyyah, 1973)

Activities that should not be practiced in Islam are usury and injustice. In this case, human weakness is not essentially weak; on the contrary, it is a strong and definite weakness. (Hendi Suhendi, 2002) Islam encourages trade in accordance with Islamic law and sharia economics. The general principle of Islamic economics is that business characteristics are very important in determining business success, especially for Muslim business owners who want business success. The principle of justice (al-shidq) is a very important legal, honest, and straight definition. The principle of justice or al-'adhillah is something that is difficult to explain but difficult to implement. The Islamic concept of economic progress ensures that each person has his own property and does not take the property or goods of others. Human responsibility is a beautiful bone that relates to human behavior.

Islam requires its followers to be fair, especially in the world of work and business, especially when dealing with unsatisfactory parties. This is in accordance with the words of Allah SWT in QS Al-Maidah 5: 8.

Meaning:

"O you who believe, be those who always establish (the truth) for the sake of Allah, bearing witness with justice. And let not your hatred of any people prompt you to be unjust. Be just, for justice is nearer to piety. And fear Allah, surely Allah knows best what you do."

Islamic economic principles are based on five universal principles: tawhid (hard work), 'adl (hard work), nubuwwah (hard work), khilafah (governance), and ma'ad (results). There are three principles derived from this law that form the basis of the Islamic economic system. These principles include social justice, freedom of action, and multiple types of ownership. The principle of multiple ownership emphasizes diverse ownership, freedom to act promotes individual freedom within ethical limits, and social justice emphasizes social justice and fair distribution. By applying these

principles, Islamic economics can realize justice, freedom, and social welfare. (Adiwarman Karim, 2002)

The concept of morality is the main foundation that overshadows all the values and principles that have been described previously. Morals have a very important position in Islam and are the purpose of the Prophets' da'wah, which is to perfect human morals. In the context of economics and business, morals become a guideline for actors in carrying out their activities. The values of Tawhid (oneness of God), 'adl (justice), nubuwwah (prophethood), khilafa (government), and ma'ad (results) become a source of inspiration to build relevant theories. (Akhmad Mujahidin, 2007)

Islamic Business Ethics

One of the issues that Muslims find difficult to overcome is the issue of business ethics. Ethics is a set of principles and rules that govern human behavior. Moreover, it is a branch of philosophy that analyzes morality, norms, and laws critically and rationally. Therefore, ethics is different from morality. Norms are a set of rules that govern behavior, while laws determine what is right and what is wrong. Ethics is a critical reflection on the rational explanation of why something is considered good or bad. In this millennium, the knowledge of ethics has grown in popularity. In the context of business, business ethics involves moral considerations in business practices, such as honesty, fairness, social responsibility, and avoidance of conflicts of interest. In Islam, business ethics also involves sharia principles that govern economic transactions and behavior, such as the prohibition of riba (interest), gharar (excessive uncertainty), and maysir (gambling). In this increasingly connected and transparent age, it is important to consider and practice good business ethics in order to achieve sustainable economic goals and social justice. (Lilies Handayani, 2018)

Business ethics in Islam involves business practices that are based on the principles of sharia, taking into account what is halal and haram. This principle emphasizes the importance of ethical behavior, which is the command of Allah to do what He commands and avoid what He forbids. Many literatures, including the Qur'an and Hadith, have outlined business ethics in Islam. In all business activities, ethical behavior is emphasized, with an emphasis on fairness, trust, and honesty, as these are the main elements in achieving future business success. (Lilies Handayani, 2018)

The word "ethos" comes from the Greek word "character", which means bias. Ethics is based on moral standards that the general public believes are right or wrong. Ethics has a strong and consistent relationship with all human activities, including business activities. There are several explanations why ethics often fails to have a meaningful impact on human business activities, these are: (WilliamG.N & SusanM, 2010)

Initially, the population was divided into groups based on the land law system. Business strategies should be developed based on business principles that protect the surrounding business environment. Ethics businesses are a source of inspiration for business owners. However, if the goal is to expand the business, it should consider the business opportunities that exist in the region and negotiate between businesses to

facilitate business growth. Conventions, religious beliefs, and customs are important elements that business owners must abide by. Although the online business in question involves national and religious affairs, it is still necessary to pay attention to norms, religious beliefs, and daily practices. Here, government policies are very important. In addition, business is a force that has a significant impact on the quality of life of the general public in contrast to political and religious forces. Fourth, humans are active agents in business ventures. Therefore, people need to have the capacity to create and build strong business networks. This is why professionals and trustworthy individuals are needed. (Iwan Triwyuwono, 2006)\

The Qur'an and Hadith are the primary sources of Islamic economic philosophy and business activities. With the aim of promoting transparency, accountability and long-term profitability, Islamic business ethics raises the bar for all parties involved in a joint business venture. Because it connects humanity to Allah SWT in all its activities, this principle is very important. Sharia is not only an important source of law, but also serves as a guide for every Muslim. Sharia has never fallen out of favor and has adapted to an increasingly complex world. The comprehensive system of sharia covers every aspect of human life. It is not just a strict legal system; rather it is a pre-judicial system that raises the standards of morality and law (Iwan Triwyuwono, 2006).

Principles of Islamic Business Ethics

The principles of Islamic business ethics are as follows: (Iwan Triwyuwono, 2006)

a. Honest and Transparent Transactions

The foundation of business is perseverance and determination, where everyone who carries out business activities is required to have perseverance that has proven successful in overcoming obstacles. the principles derived from the principle of mutual cooperation include:

- Good Ethics.
- No lying
- The range sets the price clearly to determine the object of the transaction in question, which has led to distortions in sales by increasing the quality and quantity of products sold in order to maximize profits and gain market share.
- Openness.
- Emphasize Learning and Fulfillment of Requirements
- Honor any agreements that have been reached.

b. Morals and actions that are forbidden in transactions

Any Muslim can engage in any transaction as long as it meets the following criteria: Firstly, the transaction must be halal in terms of its substance, the way it is obtained, its utilization, and avoiding everything that is prohibited in Islam, whether it is haram in its substance. Second, the transaction must not involve anything that is haram other than its substance. Third, the transaction must fulfill all the necessary pillars and conditions when doing business. Iwan Triwyuwono, 2006)

c. Moderate price increases and reasonable price adjustments

Islam gives people the confidence to engage in legitimate business ventures, even if those ventures do not strictly adhere to legal or regulatory requirements. Islam as well as fair markets where prices rise when addressed by the desire y resources are mutually modest to alleviate poverty. Abu Muhammad's implementation of Ghaban-e-Fahish, in short, is to offer goods at a lower price as well as accommodate customers to make their payments according to the price displayed in the market (Iwan Triwyuwono, 2006).

Business to Business (B2B) Islamic Business Ethics

As explained earlier, business ethics are principles that business owners should follow when conducting transactions, handling business-related issues, and performing business-related activities. The foundation of this business stems from the laws and customs of the region concerned, as well as religious and cultural practices. In summary, the foundation of Islamic business ethics is an understanding of the concept of immutable truth, which states that mankind exists only to surrender to Allah. The community understands that humans and their actions belong to Allah, therefore Islam, faith, and ihsan must be respected in all aspects of daily life, including business. It is in this way that mankind's faith in Allah SWT is tested in their business endeavors.

In practice, Islamic business ethics emphasizes the importance of integrity, fairness, transparency, and social responsibility in business. Muslim business owners are expected to uphold the rights of individuals, avoid debt, respect law and order, and provide benefits to the general public in a comprehensive manner. By following Islamic business ethics, Muslim business owners strive to launch their companies in a way that is in line with religious principles, with the aim of achieving financial stability and success in the business world (Selvia Nuriasari 2014).

As business owners based on faith and obedience to Allah, it is important for them to realize that the products they sell through internet platforms are not against the will of Allah. This discourages them from being overly critical of the products they sell, whether they are goods, services or ideas. In the context of *Business to Business* (B2B), such business activities will benefit if they are based on Islamic business ethics. Entrepreneurs who want to start a business with a focus on B2B trading while adhering to Islamic business principles should consider some basic principles. First, integrity and honesty must be upheld in all business interactions. Second, fairness and justice in determining prices, contracts, and business terms. Third, mutual respect for the rights and obligations between business actors involved in the transaction. Fourth, ensuring that the goods or services offered are in accordance with Islamic law and do not violate religious beliefs (Selvia Nuriasari 2014).

Fairness and honesty are key principles in Islamic business. The principle of justice obliges every Muslim to be fair and prohibits all forms of cheating in business activities. This principle is based on two main principles, namely the principle of mutual satisfaction (antaraddin minkum) and the prohibition of mutual oppression. The principle of mutual satisfaction or mutual consent (antaraddin minkum) refers to the condition where both parties involved in the sales transaction are not forced at all. There

is no pressure or coercion in the transaction. The principle of not oppressing each other refers to fairness in the business deal, where the seller and buyer both feel fair. There is no withholding of information or asymmetry of information about the agreed product. When doing business online, it is important for sellers or online business actors to provide clear and honest information about the goods being sold. This principle emphasizes the importance of transparency and accuracy of information so that buyers can make informed decisions. By understanding and applying these principles of fairness and honesty, online businesses can be conducted with integrity and avoid unfair practices. This will create a business environment that is based on the principles of Islamic business ethics, where honesty, fairness, and transparency are the main footing in every business transaction. (Selvia Nuriasari 2014).

Once a business agreement is signed, all parties involved are obliged to honor and perform the above agreement without exception. In business-to-business transactions, agreements are often used to protect sellers from dishonest buyers, such as those who use someone else's credit card. However, such services often do not provide protection to consumers (Selvia Nuriasari 2014).

It is important for a Muslim to understand the different principles of halal and haram in business. Any Muslim can engage in any transaction as long as they adhere to the following principles: First and foremost, the transaction must be legitimate both in terms of the subject matter used and the way it is handled and utilized. Secondly, the business transaction must be avoided if it is considered haram based on reasons other than its substance. This includes the provisions of Islamic law and ethics that prohibit certain types of transactions, such as usury, maysir (gambling), and gharar (excessive uncertainty). Thirdly, business transactions can also become haram if they do not fulfill one of the pillars and conditions set out in Islam. For example, if there is injustice, fraud, or violation of individual rights in the transaction. Given this, business owners find it difficult to convince themselves that their endeavors are limited to satisfying customers' needs and wants. They must consider the halal and haram aspects of every transaction they make. This principle emphasizes how important it is to follow halal and haram when starting a business in accordance with Islamic law. (Selvia Nuriasari 2014).

Islam gives freedom to pursue a halal business as long as it is protected by a contract or agreement. Islam describes a fair market where prices are declared as if they are the result of strong will and wise judgment that minimizes misfortune. Prophet Muhammad once uttered the word "Gha-ban-e-Fahish", Therefore, they sell goods at lower prices and give customers peace of mind that their prices are fair and in line with market prices. If a business owner sets the price of a product based on costs incurred due to lack of knowledge and experience, then this can cause new problems for other parties who are not satisfied, thus potentially hampering business operations. (Muhammad ayub, 2009)

Maximum revenue in Islam is based on three (3) factors: consumer protection, contributing supportive factors, and pan-Islamic business (business that is equivalent to the means of worship and the need to start an Islamic business venture). In this way,

in a business-to-business transaction, the seller does not just express his own wishes for the smooth running of the transaction; in fact, Islam does not support a gradual increase in the price of the product as long as it is in accordance with the buyer's agreement and the price is in accordance with the seller's records. The fact that the selling price is often not equal to the quality of the product offered in these B2B transactions shows that the selling price is not always determined by a strict approach, as was the case with the Prophet. (Muhammad, 2004).

In order to understand and implement a B2B business model that complies with Islamic economic principles, it is important to systematically map out the necessary steps. The following table summarizes the key elements of an Islamic economics-compliant B2B implementation model, from basic principles to expected impact. The table includes an operational framework involving contract development, Shariah-compliant valuations, and Shariah-compliant accounting systems. In addition, the table also details the implementation and operational processes, including employee training and Shariah audits, as well as the monitoring and evaluation system to ensure the sustainability and effectiveness of the implemented model. With a clear structure and defined methodology, the table aims to assist companies in implementing B2B practices that not only support sustainable business growth but also ensure compliance with Islamic values.

Table.1
B2B Business Model That Complies with Islamic Economic Principles

Component	Elements
Islamic Economic Principles	Prohibition of interest (Riba), Minimization of uncertainty (Gharar), Integration of Zakat responsibilities, Social Justice (Fair distribution of wealth)
Operational Framework	Needs Identification, Shariah Compliance Assessment, Contract Development, Shariah-compliant Accounting System
Implementation and Operations	Training and Education, Shariah Audit System, Shariah Risk Management
Monitoring and Evaluation	Performance Measurement, Stakeholder Feedback, Model Adjustment
Output and Impact	Business Sustainability, Stakeholder Satisfaction, Social Contribution

Exemplifying the Prophet's Business Ethics

Business to Business (B2B) or any form of business Islam fully supports both sellers and buyers to help them fulfill their needs and wants in this world, but there are also guidelines that must be followed by business owners in this field. The principles of fair trade and Islamic etiquette should be used with care when conducting business activities. By explaining the ways of the Prophet, thus, business success will be easily achieved and will unfortunately be rewarded. After all, salespeople conduct business

transactions in order to benefit from the fulfillment of each customer's needs, wants, and desires; therefore, the focus of sales activities today is customer loyalty. Hence, Islamic business ethics need to be adhered to. Apostles are famous for being honest, hardworking, and irreligious business owners, as well as for not giving up or taking negative actions. In addition, they also consistently provided accurate and transparent information about the products sold. He always has a clear commitment to every transaction made. In accordance with what is stated in the hadiths below: (Hermawan Kartajaya & Muhammad Syakir S, 2006)

- a. *"Striving to obtain halal products is an obligation, in accordance with other stipulated requirements"* (HR Baihaki)
- b. *"There is no better food than food earned from your own labor."* (Al Bukhari, HR)
- c. *"Honest and trustworthy merchants include the martyrs, the sincere and the prophets."* (HR al Damiri, al Daruqutni, and al Yirmidhi)

The Prophet was a successful Islamic marketer because of his persistence and determination in starting his business. The Prophet strongly recommends not joining a group or doing business because it will lead to a decline in self-esteem and interpersonal relationships of both the individual and the group, without the need to befriend or interfere with others: Therefore, there are two different regions of your livelihood, each having its own trade. (Hermawan Kartajaya & Muhammad Syakir S, 2006) and also in Surah al Naba' verse 11:

"And we made the day to earn a living." (QS. al Naba': 11)

The Qur'an itself provides motivation in doing business, as shown in Surah Al Baqarah (Verse 198) and Surah Al Jumu'ah (Verse 10).

"There is no sin for you to seek the bounty of your Lord" (QS. al-Baqarah: 198).

"When the prayer (Friday) has been performed, scatter you over the earth, seek the bounty of Allah, and remember Allah much that you may be fortunate." (QS. Al Jumu'ah: 10)

This motivational statement explains that if Muslims undertake Islamic business activities, Allah SWT will grant them protection from business ventures. Expertise is the key to the success of any business, as the Prophet said with a straight face, he said, "If an affair (management) is applied to a person who is not qualified, the result is its destruction" (HR Bukhari).

Khadijah entrusted her business to the Prophet, because his professionalism was able to run her business well and generate large profits. The Prophet's reputation as a businessman was actually quite high. As the foundation of a business, Consumers and Honesty always maintain good and friendly relations. (Muhammad Syakir S. and Hermawan Kartajaya 2006) There are four principles that the Prophet adhered to in running his business, including strict moral guidelines. These are as follows: (Nuriasari Selvia, 2014).

- a. Siddiq (true and honest)

The Prophet displays the honest nature of Siddiq in all aspects of life, both in dealing with partners, consumers, business competitors, and employees. His honesty is realized in words, beliefs and actions that are in line with Islamic teachings. In doing business, an honest attitude should be applied, especially in marketing activities, this can be seen from the creation of advertisements that are not excessive, not exaggerated, and not manipulative. (Nuriasari Selvia, 2014).

b. Amanah or trustworthy

An entrepreneur's resilience can be seen in the way he or she faces challenges head-on, sticking to Islamic principles without resorting to violence. Selvia Nuriasari, 2014).

c. Smart or Fathonah

Business owners are determined individuals who are expected to have the ability to identify and develop business opportunities that can then be successfully expanded by optimizing the potential and capital available. In this regard, it is very important to achieve a balance between knowledge and faith, as this will help one's business grow bigger (Nuriasari Selvia, 2014).

d. Thabligh, or communicative

A businessman needs to have effective communication skills to convey his vision and mission to employees, investors, and other related parties. The communication design should highlight the four intended components and be clear and concise and to the point. Substantial and accurate research can influence the perception of investors, employees, and related parties. Selvia Nuriasari, 2014). (Nuriasari Selvia, 2014).

CONCLUSIONS

The rapid development of digital trends today has changed people's behavior patterns and lifestyles, including in terms of shopping. In Islamic society, there are clear rules regarding buying and selling transactions which are the basis for doing business for Muslims. These rules are sourced from the Qur'an and also the hadiths of the Prophet Muhammad SAW. These rules must be followed in every business activity so that the methods and results obtained from the business become halal. In the era of online business that is prone to fraud, there are also business ethics that must be obeyed, as exemplified by the Prophet Muhammad SAW. These business ethics include the principles of honesty, justice, and good product quality. In Islam, fraud, manipulation, and practices that harm others are not allowed. In addition, it is also important to maintain integrity in online business, such as respecting customer privacy and keeping personal information confidential. Thus, in following the dig-ital trend and doing business online, Muslims are expected to adhere to the rules set forth in Islam. By doing business with good ethics and complying with Islamic principles, it is hoped that the business results obtained will be halal and get blessings.

The B2B implementation model compliant with Islamic economic principles integrates several components to align business practices with Islamic values. It begins with foundational Islamic Economic Principles such as the prohibition of interest (Riba),

minimization of uncertainty (Gharar), integration of zakat responsibilities, and ensuring social justice through fair wealth distribution. The Operational Framework focuses on needs identification, Shariah compliance assessment, contract development, and establishing a Shariah-compliant accounting system. Implementation involves extensive training, a Shariah audit system, and risk management to ensure compliance. Continuous Monitoring and Evaluation through performance metrics and stakeholder feedback lead to necessary model adjustments. The ultimate Output and Impact of the model are enhanced business sustainability, stakeholder satisfaction, and positive social contributions, fostering an ethical and balanced business environment.

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