

ABSTRACT

Puspitasari, Laili Latifah. 2014. THESIS. Title: APPLICATION OF ISLAMIC BUSINESS ETHICS ANALYSIS OF PROFITABILITY OF RUMAH YOGURT BASED ON EMPLOYEE PERSPECTIVE (A case study in Rumah Yoghurt in Kota Batu)

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The business world can't be separated from business ethics. Many research results indicate a positive relationship between business ethics and corporate success. So far, dishonest business practices, which is only concern of the maximum benefit and cause negative effect for other will lead to company breaking, even a big company. Become aware of business ethic, people began to emphasize the importance of relationship factors in business ethics. So the purpose of this research was to analyze the application of Islamic business ethics on profitability of Rumah Yoghurt based on employee prespective.

This research used a qualitative descriptive approach, which systematically describes the focus of research on the relationship of the application of Islamic business ethics on profitability of the company based on employee perspective. Research subjects were 30 employees Rumah Yoghurt. Analysis of the data conducting in four stages: data collection, data reduction, data presentation, and conclusion.

The results showed that the islamic bussiness ethics which was adopted by Rumah Yoghurt become the effective way in improving profitability of the company. It was proven by the average overall score of high employee questionnaire results, both on the ethical aspects of management, marketing ethics, and environmental ethic. Running its business and operations, rumah yoghurt has islamic bussiness ethic standart which become guideline for entire business activities and operations. Implementation of those standart properly will lead to profitability increase.