ABSTRACT


Keywords: Price Fixing, Street Vendors, Ibn Taimiyah.

In the method of pricing, the majority of traders calculate the cost of procurement plus the difference then determined how much the price of the goods. However, the above methods Suramadu the vendors of implement different methods by looking at the background of the consumers by taking profits above market prices. Therefore, the authors are interested researching this problem because the traders use different methods for pricing the price.

In this study, the problem, are: 1.) How the typology price fixing Suramadu street vendors products ?. 2.) How the typology price fixing Suramadu street vendors products with profit theory perspective of Ibn Taimiyah?

The objective of this research are, to know the typology price fixing Suramadu street vendors products and to know the typology price fixing suramadu street vendors products with profit theory perspective of Ibn Taimiyah. This research is classified by empirical research or field research, which examines the pricing on the Suramadu street vendors using descriptive-qualitative approach.

From the results of the author's observation in the field, found that the Suramadu Street Vendors set prices based on the background of consumers (tourists or non-tourists), economic objec buyers, Looking at the time or period of sale, buyers language, with the profit-making process by utilizing exploitative innocence and ignorance of consumers to the market price. It is forbidden and contrary to the theory of profit Ibn Taymiyyah which stated that pricing is influenced the level of demand and supply as well as public taste.