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BUSINESS SPIRITUALITY AND THE SUSTAINABILITY OF MUSLIM CULINARY ENTERPRISES OPERATING FOR OVER 5 YEARS: A STUDY IN BUMI AYU VILLAGE, BENGKULU CITY

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Abstract

This study aims to analyze the implementation of Islamic business spirituality and its role in supporting the sustainability of Muslim culinary businesses that have survived for more than five years in Bumi Ayu Village, Bengkulu City. This research employed a field research method with a qualitative descriptive case study approach. Informants were selected using purposive sampling techniques involving business owners, employees, and customers from three Muslim culinary businesses. Data were collected through observation, interviews, and documentation, while data analysis was conducted through data reduction, data presentation, and conclusion drawing. The results showed that Islamic business spirituality values such as *tauhid* (monotheism), *tawakal* (trust in God), *amanah* (trustworthiness), *ṣidīq* (honesty), *ihsan* (excellence), gratitude, and patience have been implemented in daily business practices. These values were reflected in maintaining product quality and halal standards, transparent transactions, friendly services, and harmonious working relationships. Furthermore, Islamic business spirituality played a significant role in strengthening business sustainability through increasing customer loyalty, operational stability, positive social relationships, and selective business without losing the business's core identity. Therefore, Islamic business spirituality not only has a religious dimension but also serves as a strategic foundation for achieving the economic, social and moral sustainability of Muslim culinary businesses.

Keywords: Islamic business spirituality, business sustainability, Muslim culinary business, MSMEs, Islamic business ethics.

1. Introduction

Micro, Small and Medium Enterprises (MSMEs) are one of the main pillars in the Indonesian economy. The existence of MSMEs is not only contribute to growth economy national, but also plays a role important in absorption power work and equality welfare community. Data from the Ministry of Cooperatives and SMEs shows that MSMEs contribute around 60% of Product National Gross Domestic Product (GDP) and capable absorb about 97% of the power work in Indonesia (Directorate General Treasury, 2023). Conditions the confirm that MSMEs have position strategic in guard stability economy national, especially in the middle dynamics the global economy continues to grow develop.

Although own a big contribution, MSMEs in Indonesia still face various challenge seriously, especially related sustainability business. Many MSME actors experience failure business in five years First its operations consequence weakness management business, limited capital, low innovation products, as well as lack of ability adaptation to development technology and digital markets. Conditions the show that the success of MSMEs is not only determined by factors economy alone, but also influenced by internal factors of the perpetrator business, including values, motivation, and spirituality in operate business.

In Bengkulu Province, the MSME sector has a very dominant role in support economy area. Based on data from the Cooperatives and SMEs Service of Bengkulu Province, as many as 108,000 MSME actors have registered in Data collection Complete Cooperatives and MSMEs (PL-KUMKM) (Antara Bengkulu, 2023). The high amount the MSME actors show that Bengkulu society has participation sufficient economy high, especially in the sector culinary which is one of the sector the most growing business.

Especially in Bengkulu City, the development of MSMEs also shows positive trend. Culinary sector become field the most popular business, especially among business people business young. In addition, the government area participate give support through various MSME development programs, such as the establishment of the Halal, Safe and Healthy Culinary Zone (SPECIAL Zone) and center halal culinary " ZCorner " which aims strengthen identity economy sharia-based and empowerment Muslim community. The presence of this program show existence effort Serious in increase Power competition of culinary MSMEs in Bengkulu City.

Based on results observation field work carried out Researchers on September 24–27, in Bumi Ayu Subdistrict, Bengkulu City, there were around 130 units business active Muslim culinary operating. However, only part small capable business endure more than five years. Most of perpetrator business face various obstacles, such as competition growing business tight, limitations innovation product, management unfinished finances organized with good, and low utilization digital technology in marketing. Phenomenon the show that

sustainability business No only influenced by ability economic and managerial, but also influenced by non-material aspects, one of which is is spirituality business.

Business spirituality in Islamic perspective is understood as implementation values Islam in activity business, such as honesty (*ṣidq*), trust, trust, ihsan, as well as orientation to blessings and benefits social. Values the believed capable form ethics strong business, increasing motivation business, as well as strengthen resilience perpetrator business in face various challenge business. According to Zabidi, Kadir, and Yaacob (year adapted), spirituality Islamic business emphasizes importance get halal income, blessings benefits and contributions social through zakat and alms as part from objective business a Muslim. With Thus, business No only oriented towards material gain, but also has the value of worship and welfare social.

Based on description said, research about spirituality business in sustainability business Muslim culinary that is capable endure more from five years in Bumi Ayu Subdistrict, Bengkulu City to important For conducted. Research This expected can give understanding about supporting spiritual factors the sustainability of Muslim culinary MSMEs, as well as become base in formulate a development model economy sustainable and community - based Islamic values.

2. Theoretical basis

The Concept of Islamic Business Spirituality

Spirituality in Islam is effort get closer self to Allah SWT through purification soul, strengthening the value of monotheism, and its application morals glorious in life everyday, including in activity business. Spirituality is not only realized through ritual worship, but also through behavior honest, trustworthy and responsible answer in operate business (Sa'diyah, 2021). The spirituality of Islamic business is understood as integration Islamic spiritual and ethical values in activity business concept This emphasize that business No only aim get material benefits, but also as forms of worship and means give benefit for society (Marques, 2010). In addition, spirituality business can create environment harmonious business, increasing not quite enough answer social, as well as strengthen connection between perpetrator businesses, employees, and consumers (Karakas, 2010).

In practice, spirituality Islamic business has a number of indicator The main values are tauhid, tawakal, amanah, ṣidīq (honesty), ihsan, gratitude, and patience. the become moral basis for perpetrator business in operate business in a way ethical, professional, and blessing- oriented (Jalil, 2018). Research by Hanifah et al. also shows that spiritual values such as honesty, responsibility responsibility and sincerity capable increase quality service and maintenance sustainability Muslim MSME businesses (Hanifah et al., 2022).

Draft Business Sustainability

Sustainability business is ability something business For survive and thrive in term long with still notice balance aspect economic, social, and environmental. Concept This known with term *Triple Bottom Line,* namely profit, people, and planet (Agustia et al., 2020). Sustainability business No only measured from profit financial, but also from contribution social and responsibility answer to environment. According to Sirine (2019), MSMEs that implement principle sustainability own Power competition more tall Because capable build trust society and consumers. In addition, Kasmir (2016) explains that sustainability business is also influenced by management business, innovation products, marketing strategies, and loyalty customer.

A number of influencing factors sustainability business including innovation products and services, satisfaction customers, spiritual values and ethics business, as well as ability adaptation to market changes. Komariah et al. stated that innovation product capable increase Power competitiveness of MSMEs and helping business stay in the middle market competition. Meanwhile that, Parasuraman et al. through SERVQUAL theory explains that satisfaction customer influenced by quality service, reliability, responsiveness, assurance, and empathy to consumers (Parasuraman et al., 1988). In Islamic perspective, ethics business like honesty, trustworthiness, and fairness are also present factor important in build loyalty customers and maintain sustainability business (Al-Qaradawi, 1997).

The Relationship Between Spirituality and Business with Business Sustainability

Business spirituality own close relationship with sustainability effort. Spiritual values such as honesty, trustworthiness, responsibility responsibility, and orientation towards blessings capable create loyalty customers, improve commitment work, and build environment healthy business. Alma (2013) explains that Muslim entrepreneurs who implement mark religious in practice his business tend own Power stand more effort strong compared to business that only oriented towards material gain. In addition, Ghoniyah, Amilahaq, and Hartono (2022) emphasized that spiritual and ethical awareness influential Islamic work positive to sustainability business and stability business term long.

Other studies show that spirituality business influential significant to sustainability of Muslim culinary MSMEs. Practices business based on halal values, zakat, alms, and ethics Islamic work is proven capable increase trust consumers and strengthen Power competition business in term long (Adiba & Amir, 2021). With thus, spirituality business can understood as non- economic factors that play a role important in guard sustainability business Muslim cuisine.

3. Method

Research methods used in study This is study field *research* with approach qualitative type studies case descriptive approach This chosen Because study focus on understanding in a way deep about implementation values spirituality Islamic business in sustainability business Muslim culinary in Bumi Ayu Village, Bengkulu City. Research conducted in September 2025 to February 2026 with location research in Bumi Ayu Subdistrict, District As wide as Bengkulu City. Informant study determined use technique *purposive sampling,* namely election informant based on criteria certain, such as perpetrator business Muslim culinary that has operate his business more than five years and involved direct in management business. Research This involving 15 informants which consist from owner business as informant main, and employees and consumers as informant support to obtain more data in-depth and comprehensive about practice spirituality business in business Muslim cuisine.

Data sources in study This consists of from primary data and secondary data. Primary data is obtained in a way direct through interview in-depth, observation, and documentation to perpetrator business Muslim culinary in Bumi Ayu Village, while secondary data obtained from books, journals scientific articles and other relevant documents with theme research. Data collection techniques are carried out through observation field For understand condition business in a way live, interview For dig experience and understanding informant related spirituality business, as well as documentation as supporting data research. Data analysis was carried out use technique analysis descriptive qualitative through three stages, namely data reduction, data presentation, and data extraction conclusion as well as verification. Analysis process done with selecting relevant data, arranging data in form narrative and thematic, then interesting conclusion based on patterns field findings about role spirituality Islamic business in support sustainability business Muslim cuisine.

4. Results and Discussion

Implementation of Islamic Business Spirituality Values in Muslim Culinary Businesses

Implementation spirituality Islamic business in business Muslim culinary delights in Bumi Ayu Village are visible from method perpetrator business interpret activity business as part from worship to Allah SWT. Based on results research, owner business No only profit - oriented material, but also place spiritual values as guidelines main in operate business everyday life. This spirituality reflected in attitudes, behavior, patterns taking decisions, and connection social construction with employees and consumers.

The value of monotheism becomes base main in activity business Muslim culinary on site research. The perpetrators business believe that business being run is trust from Allah SWT and the sustenance obtained fully originate from Him.

Belief the form attitude Be careful in operate business, especially in guard quality food, cleanliness place business, as well as service to customer. Owner business look at that guard quality product is part from not quite enough moral responsibility and form of worship.

Implementation the value of monotheism is also visible in connection Work between owner business and employees. Owner business in a way consistent remind employee For Work with honest, responsible answer, and guard trust to customer. Activity Work No only viewed as routine economy, but also as form devotion to Allah SWT. The spiritual value create culture more work disciplined, responsible answer, and full moral awareness.

From the side consumers, implementation the value of monotheism is felt through quality service and trust to business Muslim culinary. Consumers evaluate that cleanliness place business, halal food, as well as attitude friendly owners and employees reflect moral commitment in operate business. This is build a sense of security and comfort for customer so that push formation loyalty consumer to business culinary the.

Apart from monotheism, the value tawakal also becomes part important in practice business Muslim culinary delights in Bumi Ayu Village. Tawakal realized through attitude calm and patient owner business in face fluctuations business and market uncertainty. The actors business believe that after do endeavor in a way maximum results business fully handed over to Allah SWT. Attitude This make owner business No easy separated hope when face decline turnover or competition business.

Implementation mark tawakal also has an impact on relationships work in the environment business. When business experience decline income, owner business No vent pressure to employees, but rather invite they discuss and search solution together. Attitude the create atmosphere more work harmonious and conducive so that employee feel appreciated and remain motivated in Work.

Trust value become principle important in guard connection between perpetrator businesses and consumers. Trust is realized through commitment guard quality food, cleanliness place business, as well as openness in transaction. Owner business look at that customer must treated with good and bad may harmed in order to gain profit solely. Principle trust the help build trust consumer to business Muslim culinary in Bumi Ayu Village.

Implementation trust is also reflected in culture applied work to employee. Owner business always remind importance behave honest, friendly, and caring cleanliness in work. The value form character responsible work responsible and professional. Employees understand that guard trust customer is part important in maintain sustainability business.

The value of honesty (ṣidīq) is one of the the most dominant spiritual values applied by the perpetrator business Muslim cuisine. Honesty realized through

openness price, suitability portion food, as well as use material quality raw materials. Owner business make an effort avoid practice fraud and manipulation in transaction Because look at honesty as form not quite enough moral responsibility and worship to Allah SWT.

Honesty is also instilled to employee in all over activity Work daily. Employees directed For No reduce portion food, no manipulate price, and attitude open to customer attitude Honest the create a sense of security for consumer so that they feel comfortable and confident For Keep going subscribe to the business culinary the.

Implementation mark ihsan seen from effort perpetrator business give service best to customer. Owner business guard cleanliness place business, ensuring quality material food stay fresh, as well as give friendly and fast service. Service viewed as part from worship so that customer must served with full attention and patience.

The value of ihsan is also reflected in attitude owner business when face complaint customer. Owner business choose behave patient, listening complaint customers, and immediately give solution without show emotion negative attitude the make customer feel valued so that increase satisfaction and loyalty consumer to business Muslim culinary in Bumi Ayu Village.

The value of gratitude become factor important things that influence Spirit perpetrator business in operate business. The owners business look at that business that is still capable endure until moment This is enjoyment from Allah SWT which must be grateful. Gratitude the realized with still guard quality business, sharing sustenance with fellow human beings, as well as maintain attitude positive in face various challenge business.

Besides gratitude, value patience is also implemented in attitude perpetrator business when face pressure economy and market competition. Owner business still operate business with calm down, no easy complain, and No take contradictory actions with Islamic ethics in order to obtain profit fast. Patience the help guard stability business and create connection harmonious work with employee and customer.

In a way overall, implementation mark spirituality Islamic business in business Muslim culinary in Bumi Ayu Village shows that the values of monotheism, trust, trust, honesty, ihsan, gratitude and patience has internalized in practice business everyday life. Values the No only become moral guidelines, but also form culture work, strengthen connection social, improving loyalty customers, as well as support sustainability business Muslim culinary in term long.

Business Spirituality in Strengthen Business Sustainability

Research result show that spirituality Islamic business has a very important role in strengthen sustainability business Muslim culinary in Bumi Ayu Village.

Business spirituality No only understood as belief personal perpetrator business, but also to become runway in operate activity business everyday life. Values such as monotheism, trust, honesty, ihsan, gratitude, and patience influence method perpetrator business manage business, building connection social, as well as face challenge economic and market changes.

In aspect economy, spirituality business play a role in guard stability and resilience business although condition income nature fluctuating. The perpetrators business convey that turnover business No always stable Because influenced by market conditions and quantity customers. However Thus, the effort still capable survive and fulfill need economy family. This show that sustainability business No only determined by the size benefits, but also by the attitudes and spiritual values that are possessed perpetrator business in respond to condition economy in a way wise and full patience.

Perpetrator business apply principle caution in manage finance business. When the price material standard experience increase, owner business choose adapt expenses and maintaining stability operational without reduce quality food. If adjustments price must done, owner business still behave open and honest to customer attitude transparent the reflect implementation mark trustworthiness and honesty in activity economy.

Spiritual values such as honesty and trustworthiness are also proven capable build loyalty customers. Consumers feel comfortable Because price delivered in a way clear, quality food still maintained, and service done with friendly. Loyalty customer become factor important in guard sustainability business Muslim culinary in the middle competition growing business tight. With thus, spirituality business functioning as social capital as well as a supportive economic strategy stability business in term long.

Apart from having an impact on aspects economy, spirituality business also has an impact big to aspect social business. Relationship between owner business and employees built on base family, mutual appreciate, and work The same For look for halal sustenance. Owner business No look at employee only as power work, but as part important in sustainability business. Relationship harmonious work the create atmosphere comfortable and improving work Spirit Work employee.

Spiritual values are also instilled to employee in activity Work everyday. Before work, employee accustomed to For pray and be reminded to work with honest, trustworthy, and serve customer with good. When it happens problem or complaint from customers, owners business No behave emotional, but rather invite employee discuss and search solution together. Attitude the show that spirituality business play a role in form culture more work positive and humanistic.

From the perspective consumers, implementation spirituality business reflected in friendly service, attitude polite, clean place business, as well as

consistency of food taste. Consumers feel appreciated and comfortable when visit Because owner business and employees serve with full patience and attention. Trust customer formed Because existence transparency price and attitude Honest in transaction. Conditions This strengthen connection social between perpetrator businesses and consumers so that create loyalty sustainable customers.

Business spirituality also plays a role in form ability adaptation business to market changes and developments trend culinary. Actors business realize that appetite consumer Keep going growing, but they No necessarily follow all over emerging trends. Adaptation done in a way selective with still maintain characteristics typical main menu that has been trusted customer during for years.

Adaptation strategies implemented more focused on internal business improvements, such as guard consistency of taste, increase quality service, and pay attention comfort customer. Actor business choose maintain identity business compared to do change drastic risk remove trust customers. This is show that spirituality business influence pattern taking decision efforts to remain walk in a way stable and oriented term long.

Employees also understand that maintain characteristics special menu and quality service is part important in guard sustainability business. Therefore that, they directed For still guard standard quality food and service although there is pressure market competition. Attitude the show existence internalization mark not quite enough responsible and trustworthy in operational business daily.

From the side consumers, adaptation strategies implemented business Muslim culinary is assessed positive Because business still follow development of the times without remove quality of taste and identity main business. Consumers feel that consistency of taste and service become reason main they Keep going do purchase repeat. This is prove that spirituality business No hinder innovation effort, but precisely direct innovation to remain in accordance with moral values and needs customer.

Sustainability business Muslim culinary in Bumi Ayu Village is also influenced by attitudes gratitude and patience perpetrator business in face dynamics business. Owner business still give thanks on income earned and views business that is still endure as form enjoyment from Allah SWT. Attitude the help perpetrator business guard motivation and enthusiasm Work although face various challenge economy and market competition.

The value of patience also helps perpetrator business guard connection Good with customers and employees. When faced with complaint or condition declining business, owner business still try behave calm and not take decision in a way emotional. Attitude This create atmosphere more effort stable and harmonious so that support sustainability business in term long.

In a way overall, results study show that spirituality Islamic business plays a role important in strengthen sustainability business Muslim culinary in Bumi Ayu Village. Business spirituality No only impact on aspects economy, but also strengthens connection social, forming culture positive work, as well as help perpetrator business adapt with market changes in wise and oriented term long.

With Thus, the values of monotheism, trust, trust, honesty, ihsan, gratitude and patience proven become foundation important in guard stability business, building loyalty customers, strengthening connection social, as well as support sustainability business Muslim culinary in general economic, social, and operational. The spirituality of Islamic business in study This No only functioning as mark religious, but also becomes a moral and social strategy that strengthens Power stand business in the middle dynamics competition modern business.

5. Conclusion

Based on results study about spirituality business in sustainability business Muslim culinary that survives more from five years in Bumi Ayu Subdistrict, Bengkulu City, can concluded that spirituality Islamic business has role important in support sustainability business Muslim culinary. Actors business No only look at business as means get profit economy, but also as form of worship and responsibility moral responsibility to Allah SWT. Implementation spiritual values such as monotheism, trust, trust, honesty, ihsan, gratitude, and patience reflected in practice business everyday, such as guard quality and halal product, attitude Honest in transactions, providing friendly service, as well as guard connection Good with employees and consumers. Implementation values the proven capable build trust and loyalty customers, creating connection harmonious social, maintaining stability operational business, as well as help perpetrator business adapt in a way selective to market changes without leave characteristics typical business. With thus, spirituality Islamic business does not only own dimensions religious, but also become foundation strategic in create business sustainable, stable, and blessing - oriented Muslim culinary term long.

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