

PRICE DETERMINATION IN MOBILE PHONE TRADING TRANSACTIONS: AN ISLAMIC ECONOMICS PERSPECTIVE

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ABSTRACT

Pricing is an essential aspect of buying and selling activities that must uphold the principles of justice, honesty, and transparency in accordance with Islamic economics. This study aims to analyze the pricing mechanism, the pricing strategies implemented, and their conformity with the principles of Islamic economics. This study employed a qualitative field research approach. Data were collected through observation, interviews, and documentation, and were analyzed using the Miles and Huberman data analysis model. The findings indicate that pricing is determined based on distributor prices, distribution costs, and reasonable profit margins. The pricing strategies implemented include competitive pricing, discounts, bundling promotions, low-price add-on programs, purchase bonuses, and service quality improvement. These practices comply with the principles of Islamic economics by promoting justice, honesty, transparency, and public benefit (maslahah), while avoiding elements of riba (usury), gharar (uncertainty), tadbis (deception), and ihtikar (hoarding). The pricing strategies implemented by 88 Cellular Group are consistent with the principles of Islamic economics, as they are not solely profit-oriented but also promote fair and ethical business transactions. Business practitioners are encouraged to consistently uphold Islamic principles in pricing strategies to enhance consumer trust and foster sustainable business practices.

Keywords:

Price Determination, Buying and Selling, Islamic Economics, Pricing Strategy.

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1. INTRODUCTION

Islam is a religion that regulates all aspects of human life, including economic and commercial activities (Has, 2020). Trade is one form of muamalah that is highly encouraged in

Islam, as it serves as a means of earning lawful (halal) income while providing benefits to society (Hidayah, 2020). In conducting economic activities, Islam emphasizes not only the pursuit of profit but also the principles of honesty, justice, trustworthiness, and responsibility to ensure the welfare (maslahah) of all parties involved in transactions (Muslimin, Zainab, & Jafar, 2020). Therefore, all buying and selling activities must be carried out in accordance with Islamic principles to prevent harm and injustice to both sellers and buyers (Qolbi et al., 2023).

One of the most important aspects of commercial activities is pricing strategy (Birusman, 2017). Price determines the value of a product or service and serves as one of the primary considerations influencing consumers' purchasing decisions (Has, 2020). For business owners, pricing is a strategic tool for generating profits, maintaining competitiveness, and ensuring business sustainability (Prabowo, Sopiah, & Zagladi, 2025). Furthermore, an appropriate pricing strategy can increase purchase intention, customer satisfaction, and consumer loyalty toward a product (Fauzi & Sijabat, 2023). Therefore, pricing decisions should take into account production costs, market conditions, product value, and consumers' purchasing power to achieve a balance between the interests of producers and consumers (Mardhiyah & Hariasih, 2024).

In the conventional economic system, pricing is generally determined by the mechanisms of supply and demand and is primarily oriented toward maximizing profits (Has, 2020). This approach often gives rise to practices that conflict with the principles of justice, such as monopolistic practices, price manipulation, hoarding, and the provision of non-transparent information to consumers (Astrin & Wahyudi, 2024). These practices may lead to market imbalances and place one of the parties involved in a transaction at a disadvantage (Muttaqin, 2024). Therefore, a pricing system is needed that not only focuses on economic profit but also considers moral values, ethical principles, and social justice (Muslimin, Zainab, & Jafar, 2020).

From the perspective of Islamic economics, pricing is regarded as the implementation of Islamic values in business activities (Syakir, Nisa, & Maisyhuri, 2025). Prices should be determined based on the principle of justice (al-'adl) to ensure that no party is disadvantaged (Syakir, Nisa, & Maisyhuri, 2025). Sellers are also required to provide accurate and honest information regarding products and prices as an application of the principle of ash-shidq (truthfulness) (Qolbi et al., 2023). Furthermore, transactions must be conducted based on the mutual consent (ar-ridha) of both parties, without coercion or manipulation (Hidayah, 2020). Pricing practices must also be free from *riba* (usury), *gharar* (excessive uncertainty), *tadlis* (fraudulent misrepresentation), and *ihtikar* (hoarding), as these practices contradict the objectives of Islamic law (maqasid al-shariah) in promoting public welfare (maslahah) (Muttaqin, 2024; Astrin & Wahyudi, 2024). Therefore, the primary objective of pricing in

Islamic economics is not merely to maximize profit but also to achieve barakah (blessings), justice, and prosperity for all stakeholders involved in economic activities (Qolbi et al., 2023)

The rapid growth of the mobile phone industry in Indonesia has intensified market competition. Business operators employ various pricing strategies to attract consumers, including discounts, promotional prices, purchase incentives, cashback offers, and product bundling (Prabowo, Sopiah, & Zagladi, 2025). When implemented effectively, these promotional pricing strategies have been shown to increase sales volume and strengthen customer loyalty (Fauzi & Sijabat, 2023). Nevertheless, such strategies must adhere to the principles of honesty, transparency, and fair pricing to prevent uncertainty and consumer exploitation (Mardhiyah & Hariasih, 2024; Syakir, Nisa, & Maisyhuri, 2025).

Several previous studies have shown that pricing in accordance with the principles of Islamic economics should emphasize fairness, transparency, and reasonable profit. Sari (2024) argued that pricing should be based on the mutual consent of both sellers and buyers. Utami, Nengsih, and Muthmainnah (2023) found that some pricing practices have not fully reflected the principle of justice. Similarly, Analia, Wahab, and Masse (2023) explained that a fair price is one that does not disadvantage either party involved in a transaction. Fuadi et al. (2021) reported that a Sharia-compliant pricing mechanism is capable of creating a balance between the interests of sellers and buyers. Meanwhile, Riyanti (2022) and Kurniawan, Akbar, and Efrina (2023) concluded that pricing strategies should be based on a healthy market mechanism, transparency, and compliance with Islamic principles. Nevertheless, studies examining pricing strategies in the mobile phone retail industry remain relatively limited, indicating the need for further research in this sector.

Based on the foregoing discussion, there is a research gap between the ideal concept of pricing in Islamic economics and its implementation in the mobile phone retail sector. Most previous studies have focused on traditional markets and the trade of essential goods, whereas research on the implementation of Sharia-based pricing strategies in the mobile phone retail business remains scarce.

2. LITERATUR REVIEW

2.1 Price Determination from the Perspective of Islamic Economics

Pricing is the process of determining the value of goods or services offered to consumers by considering production costs, market conditions, demand levels, competition, and a reasonable profit margin (Birusman, 2017). Price is one of the most important elements of marketing because it influences business sustainability, a company's competitiveness, and consumers' purchasing decisions (Prabowo et al., 2025). In the conventional economic system, prices are generally determined through the interaction of supply and demand in the market (Riyanti, 2022). In contrast, from the perspective of Islamic economics, pricing is not solely

based on economic considerations but must also take into account moral values, ethical principles, and the provisions of Islamic law (Muslimin et al., 2020).

Islamic economics views pricing as part of muamalah (economic transactions) that must be conducted fairly and responsibly (Syakir et al., 2025). The price established should reflect the principle of justice (al-'adl) so that it does not disadvantage either the seller or the buyer (Analia et al., 2023). Sellers are also required to uphold the principle of honesty (ash-shidq) by providing accurate information regarding product quality, condition, and price to consumers (Qolbi et al., 2023). In addition, the principle of transparency requires openness in every transaction to ensure that consumers receive complete information before making a purchase (Muttaqin, 2024). Buying and selling transactions must also be conducted based on the mutual consent (ar-ridha) of both parties, free from coercion and fraud (Hidayah, 2020).

The principle of tawhid (the oneness of God) serves as the fundamental basis of all economic activities in Islam, emphasizing that business activities are not solely intended to generate material profit but also to seek the pleasure of Allah SWT. Awareness of this principle encourages business actors to avoid all forms of consumer exploitation and the abuse of economic power (Qolbi et al., 2023). Likewise, the principle of maslahah (public benefit) directs all business activities toward generating benefits for both individuals and society as a whole (Muslimin et al., 2020). Therefore, the profits obtained from commercial transactions should maintain a balance between the interests of business actors and those of consumers (Analia et al., 2023).

In Islamic economics, several practices that may disrupt market mechanisms and create injustice are strictly prohibited (Syakir et al., 2025). Riba (usury or interest) is prohibited because it generates profit without legitimate business activities as prescribed by Islamic law (Muttaqin, 2024). Gharar (excessive uncertainty) is also prohibited because it involves ambiguity that may lead to disputes between contracting parties (Astrin & Wahyudi, 2024). Furthermore, tadlis (deception through concealment of information or product defects) contradicts the Islamic principle of honesty (Syakir et al., 2025). Islam also prohibits ihtikar (hoarding of goods), as it may create artificial scarcity and lead to unreasonable price increases in the market (Astrin & Wahyudi, 2024).

In principle, Islam allows market forces to determine prices as long as the pricing process is conducted fairly and remains consistent with Islamic principles (Analia et al., 2023). Government intervention is permissible when monopoly, price manipulation, or hoarding practices harm the public interest (Astrin & Wahyudi, 2024). Such intervention aims to maintain price stability, protect consumers' interests, and promote fair market competition (Muttaqin, 2024). Therefore, pricing in the perspective of Islamic economics is not merely oriented toward maximizing profit but also seeks to achieve justice, market equilibrium, blessings, and the welfare of all parties involved in economic transactions (Qolbi et al., 2023).

2.2. Previous Study

Numerous studies have examined pricing based on the principles of Islamic economics using various research objects and approaches (Utami et al., 2023). A study conducted by Sari (2024) found that prices established through the interaction of supply and demand should be based on mutual consent between sellers and buyers in order to ensure fair transactions (Sari, 2024). Analia et al. (2023) explained that pricing mechanisms in Islamic economics should generate reasonable profits without disadvantaging either consumers or producers (Analia et al., 2023). Fuadi et al. (2021) stated that the implementation of pricing mechanisms consistent with Islamic economic principles is capable of creating a balance between the interests of sellers and buyers, thereby ensuring fairness in market transactions (Fuadi et al., 2021). Similarly, Riyanti (2022) found that pricing strategies should consider market mechanisms, price fairness, and compliance with Islamic principles (Riyanti, 2022). Furthermore, Kurniawan et al. (2023) emphasized that pricing from the perspective of Islamic economics must avoid deception (*tadlis*), excessive uncertainty (*gharar*), and practices that may disadvantage either party involved in the transaction (Kurniawan et al., 2023).

Nevertheless, most previous studies have primarily focused on traditional markets, grocery businesses, and agricultural commodities (Fuadi et al., 2021). Research on pricing strategies in the modern retail sector, particularly in mobile phone retail businesses, remains relatively limited (Sari, 2024). In addition, previous studies have generally concentrated on pricing mechanisms without providing an in-depth analysis of promotional strategies, the challenges faced by business actors, and the solutions for implementing Islamic economic principles in pricing practices (Utami et al., 2023). Meanwhile, the increasingly competitive mobile phone retail industry requires businesses to adopt various pricing strategies, including discounts, product bundling, and promotional programs, while ensuring that these strategies remain consistent with the principles of Islamic economics (Mardhiyah & Hariasih, 2024).

Based on the foregoing discussion, this study offers novelty by analyzing pricing mechanisms, pricing strategies, the challenges encountered, and the solutions for implementing Islamic economic principles at 88 Cellular Group in Watampone City (Syakir et al., 2025). In addition, this study examines the implementation of the principles of justice (*al-'adl*), honesty (*ash-shidq*), transparency, mutual consent (*ar-ridha*), and public benefit (*maslahah*) in pricing practices, thereby providing a more comprehensive understanding than previous studies (Qolbi et al., 2023). The findings of this study are expected to contribute to the development of Islamic economics, particularly in the field of pricing strategies in the modern retail sector, and to serve as a reference for business practitioners in implementing pricing policies that are fair, transparent, and consistent with the principles of Islamic economics (Analia et al., 2023).

3. RESEARCH METHODS

This study employed a field research design using a qualitative approach to obtain an in-depth understanding of the pricing mechanisms and pricing strategies based on the principles of Islamic economics. A qualitative approach was selected because it enables researchers to comprehensively explore social phenomena through direct interaction with research participants and to generate descriptive data (Creswell & Creswell, 2018). The study was conducted at 88 Cellular Group, Watampone City, Bone Regency.

The data sources consisted of primary and secondary data. Primary data were obtained through direct observation, in-depth interviews with the owner and individuals directly involved in the pricing process, as well as documentation related to buying and selling activities. Secondary data were collected from books, scientific journals, regulations, and other documents relevant to pricing concepts and Islamic economics. Research participants were selected using a purposive sampling technique, in which informants were chosen based on their knowledge of and direct involvement in the pricing process, enabling them to provide information relevant to the objectives of the study (Sugiyono, 2022).

Data were collected through observation, interviews, and documentation. The data were analyzed using the interactive model developed by Miles, Huberman, and Saldaña (2014), which consists of data condensation, data display, and conclusion drawing and verification. To ensure the trustworthiness of the findings, source triangulation and method triangulation were employed by comparing data obtained from observations, interviews, and documentation, thereby enhancing the validity and credibility of the research findings (Miles et al., 2014). Throughout the research process, ethical principles were strictly observed, including obtaining informed consent from participants, maintaining the confidentiality of participants' identities, and using the collected data solely for academic purposes.

4. RESULT AND DISCUSSION

4.1 Pricing in Buying and Selling Transactions

Pricing practices at 88 Cellular Group were examined through an in-depth interview with the General Manager, Mr. Akmal Saputra, to understand the pricing mechanism applied in buying and selling transactions. The interview findings revealed that most products are purchased directly from authorized distributors, making shipping costs the primary factor in determining selling prices. In addition, the processes of purchasing, inventory recording, and price recording are managed by two administrative staff members to ensure the accuracy and transparency of pricing information. According to the General Manager, "88 Cellular Group does not use competitors' prices as the primary benchmark but instead prioritizes shipping costs from distributors when determining product prices."

Furthermore, the interview findings indicated that most products already have nationally standardized prices established by their respective brands; therefore, market demand and

supply have only a limited influence on selling prices. For certain products, such as iPhones, customers are offered two purchasing options: placing a pre-order (PO) at the official national price or obtaining the product through non-distributor channels when immediate availability is required. In both cases, the selling price is determined through mutual agreement between the company and the customer without imposing unilateral price increases. To maintain price fairness, 88 Cellular Group emphasizes product quality and customer service to ensure that the value received by customers is consistent with the price paid. Both new and returning customers receive equal treatment during transactions, while discounts are only provided during official promotional programs. The General Manager also stated that “in the bargaining process, all customers receive the same benefits and special prices,” indicating that equality and transparency remain the fundamental principles of pricing at 88 Cellular Group.

Based on the findings, the pricing methods implemented by 88 Cellular Group can be classified as follows.

4.1.1. Cost-based pricing

Cost-based pricing is the dominant pricing method applied by 88 Cellular Group. Selling prices are determined based on product acquisition costs from distributors, shipping costs, taxes, and other operational expenses, followed by the addition of a reasonable profit margin. The interview findings indicated that the company does not establish prices arbitrarily or merely follow competitors' prices; instead, it first calculates all relevant cost components to ensure that the selling price covers operational expenses while generating a reasonable profit. This approach also demonstrates transparency and prudence in pricing decisions, resulting in prices that are rational, stable, and accountable.

4.1.2. Competition-based pricing

Competition-based pricing is implemented by considering prevailing market prices as a supporting factor in determining selling prices. The findings revealed that 88 Cellular Group monitors competitors' prices to ensure that its products remain competitively priced. However, competitors' prices are not used as the primary basis for pricing decisions because the company prioritizes acquisition costs, product quality, and customer service. Therefore, competition-based pricing functions only as a complementary consideration rather than the main pricing strategy.

4.1.3. Demand-based pricing

Demand-based pricing refers to pricing decisions that consider the level of consumer demand for specific products. The findings showed that this approach is mainly applied to high-demand products, such as iPhones, which are often marketed through a pre-order (PO) system. Nevertheless, increased consumer demand does not result in unilateral price increases. Instead, prices remain aligned with the national pricing policy of each brand and the

acquisition costs from distributors. Consequently, consumer demand primarily influences product availability rather than the selling price itself.

4.1.4. Promotional pricing

Promotional pricing is implemented through various promotional programs designed to increase consumers' purchase intentions. The findings revealed that 88 Cellular Group offers IDR 100,000 discounts every Tuesday and Saturday, weekly promotional campaigns, product bundling, low-price redemption programs, and complimentary ice cream for customers. These promotional activities do not alter the primary pricing structure based on costs but instead aim to increase purchase intentions, strengthen customer loyalty, and enhance the company's competitiveness in the highly competitive mobile phone retail market.

4.2 Pricing Strategies in Accordance with the Principles of Islamic Economics

The pricing strategy implemented by 88 Cellular Group aims to establish transactions that are fair, transparent, and consistent with the principles of Islamic economics while enhancing the company's competitiveness. Based on an interview with the General Manager, Mr. Akmal Saputra, the strategy is implemented through IDR 100,000 discounts every Tuesday and Saturday, weekly promotional campaigns, product bundling, low-price redemption programs, complimentary ice cream with every purchase, and the use of social media as a promotional platform. According to the General Manager, "We offer IDR 100,000 discounts every Tuesday and Saturday, accompanied by weekly promotions, low-price redemption programs, and product bundling as strategies to attract consumers." Observational and documentary evidence indicates that these promotional activities constitute a market penetration strategy designed to increase consumers' purchase intentions, strengthen customer loyalty, and expand market share without altering the company's primary pricing structure. These findings are consistent with the study conducted by Feni Slamet Riyanti, which concluded that pricing strategy is a business policy aimed at achieving organizational objectives through improved competitiveness and customer satisfaction.

Furthermore, the interview findings revealed that promotions and price discounts play an important role in enhancing the effectiveness of the company's pricing strategy. According to Mr. Akmal Saputra, "Promotions and discounts serve as tools to attract consumers' purchase intentions, particularly on specific occasions or days. 88 Cellular Group offers IDR 100,000 discounts every Tuesday and Saturday as an adaptation to the local shopping culture of the Bone community. In addition, the company provides weekly promotions, complimentary ice cream with every purchase, as well as low-price redemption and product bundling programs. All of these strategies are implemented without changing the primary pricing structure, which is based on shipping costs and nationally established prices, thereby maintaining consistency and fairness for all consumers." Observational findings further demonstrate that these promotional programs not only increase purchase intentions and sales volume but also

strengthen customer loyalty while supporting the company's market penetration strategy through transparent communication, added value for consumers, and the effective use of social media as a promotional medium.

Based on the results of the interviews, observations, and documentation, the pricing strategy implemented by 88 Cellular Group reflects the fundamental principles of Islamic economics, namely tawhid (the oneness of God), *maslahah* (public benefit), justice (*al-'adl*), and honesty (*ash-shidq*).

4.2.1. Principle of tawhid

The principle of tawhid serves as the fundamental foundation of Islamic economics, emphasizing that all economic activities, including pricing in commercial transactions, are regarded as acts of worship to Allah SWT. The findings indicate that the implementation of this principle at 88 Cellular Group is reflected in the company's commitment to conducting business activities in accordance with Islamic principles while avoiding practices that contradict Islamic values, such as price manipulation, fraud, and excessive profit-taking. Interview results revealed that prices are determined based on product acquisition costs from distributors, operational expenses, and a reasonable profit margin rather than being established arbitrarily. In addition, the company emphasizes transparency in providing information regarding product prices, specifications, and warranties to consumers. Promotional programs are also implemented as a form of customer service without unfairly altering the primary pricing structure. These findings demonstrate that the company's business orientation extends beyond financial gain to include moral and spiritual responsibility in fulfilling its obligations as a business entity. Therefore, the pricing strategy adopted by 88 Cellular Group reflects the implementation of the tawhid principle through honesty, responsibility, and compliance with Islamic teachings.

4.2.2. Principle of *maslahah* (public benefit)

The principle of *maslahah* (public benefit) requires that every economic activity generate benefits for all parties involved without causing harm to either side. The findings show that the pricing strategy adopted by 88 Cellular Group reflects this principle through policies that are not solely intended to maximize corporate profits but also to provide tangible benefits to consumers. This is evident in the implementation of promotional programs, including discounts on Tuesdays and Saturdays, weekly promotions, product bundling, low-price redemption programs, and complimentary ice cream with every purchase. These promotional initiatives provide added value to consumers by enabling them to obtain greater benefits without incurring unreasonable additional costs. At the same time, the company benefits from increased sales, stronger customer loyalty, and improved business competitiveness. Consequently, the pricing strategy creates a mutually beneficial relationship between the company and its customers. The implementation of the *maslahah* principle therefore reflects

not only the pursuit of economic profit but also the promotion of consumer welfare, satisfaction, and sustainable business relationships.

4.2.3. Principle of honesty (ash-shidq)

The principle of honesty (ash-shidq) is a fundamental value in Islamic economics that requires business actors to provide accurate, transparent, and complete information regarding products and transactions. The findings indicate that this principle is reflected in the openness of 88 Cellular Group in communicating product prices, specifications, conditions, and warranty information to consumers, both directly in the store and through social media platforms. All relevant information is clearly disclosed, enabling consumers to understand the products they intend to purchase and the prices they are required to pay without deception or manipulation. Furthermore, prices are determined based on official distributor prices, operational costs, and a reasonable profit margin, ensuring that the selling prices accurately reflect the actual value of the products. The findings also reveal that the company avoids price manipulation, *riba* (usury), *gharar* (excessive uncertainty), and other practices that contradict Islamic principles. Such transparency enables consumers to make purchasing decisions voluntarily (*an-tarāḍin minkum*) based on complete and accurate information. Consequently, the implementation of the principle of honesty not only reflects compliance with Islamic economic principles but also plays a crucial role in strengthening consumer trust, enhancing customer satisfaction, and maintaining long-term customer loyalty.

4.3 Challenges and Solutions in Implementing Pricing Strategies Based on the Principles of Islamic Economics

4.3.1 Challenges in Implementing Pricing Strategies Based on Islamic Economic Principles

The implementation of pricing strategies at 88 Cellular Group faces various challenges arising from both external and internal factors. Based on an interview with one of the company's employees, Mr. Muh. Rahmat, the primary challenge is the fluctuation in shipping costs from national distributors due to increases in fuel prices, adverse weather conditions, and distribution constraints that affect product procurement costs. These cost fluctuations require the company to adjust its prices carefully in order to maintain price stability while avoiding uncertainty (*gharar*) in business transactions. In addition, the company faces intense price competition from other retailers offering lower prices, although such prices are not always accompanied by guaranteed product quality, official warranties, or after-sales services. This situation presents a significant challenge for the company to maintain competitive prices without compromising product quality and customer service.

Another challenge arises from consumer behavior, as some customers still prefer conventional installment payment systems that involve interest. However, 88 Cellular Group chooses not to offer such payment schemes because they are considered to involve *riba* (usury),

which is prohibited under Islamic economic principles. Furthermore, some consumers do not fully understand the difference between official prices established by product brands and the prices of products sold through unofficial channels or without authorized warranties. From an internal perspective, the company also faces the challenge of enhancing employees' understanding of Islamic economic principles, including the prohibition of *riba*, *gharar* (excessive uncertainty), *tadlis* (deception), and *ihtikar* (hoarding), as well as the importance of providing transparent pricing information to consumers. As stated by Mr. Muh. Rahmat, "Our main challenges are changes in distribution costs and price competition; however, we remain committed to ensuring that our pricing does not involve elements of *gharar* or *riba*." These findings indicate that the challenges encountered by the company extend beyond economic considerations and also involve maintaining consistency in implementing Islamic values throughout every business transaction.

4.3.2. Solutions to the Challenges in Implementing Pricing Strategies Based on Islamic Economic Principles

To address these challenges, 88 Cellular Group has implemented various strategies that emphasize transparency, fairness, and professionalism in accordance with the principles of Islamic economics. Based on the findings, the company assigns two administrative staff members to monitor and regularly record prices from authorized distributors so that any price changes can be identified promptly and used as the basis for determining selling prices. Through this system, the company is able to explain every component of the selling price transparently, including the product acquisition cost, shipping cost, taxes, and other operational expenses, thereby minimizing misunderstandings and uncertainty (*gharar*) in transactions. As explained by Mr. Muh. Rahmat, "Every component of the selling price is clearly explained to customers so that transactions are conducted transparently and without manipulation."

In addition to maintaining price transparency, the company applies a reasonable profit margin and implements various promotional programs, including price discounts, product bundling, low-price redemption programs, and customer bonuses, without increasing the base price of its products. These promotional policies are intended to enhance consumer interest while maintaining the principle of fairness in pricing. The company also avoids interest-based installment payment systems as part of its commitment to preventing *riba*. Furthermore, service quality is evaluated regularly through social media feedback and customer suggestions, while employees receive continuous training on Islamic economic principles, including the prohibition of *riba*, *gharar*, *tadlis*, and *ihtikar*, to ensure that all business transactions comply with Islamic law. Based on the results of interviews, observations, and documentation, these strategies demonstrate the company's commitment to implementing pricing practices that are competitive, fair, transparent, and free from practices that contradict Islamic economic

principles, thereby strengthening consumer trust and satisfaction while supporting the long-term sustainability of the business.

5. CONCLUSION

Based on the findings regarding the pricing mechanism, pricing strategies, and the challenges and solutions implemented at 88 Cellular Group, it can be concluded that the store's pricing system is primarily based on shipping costs from authorized national distributors and official brand prices. The pricing process is supported by real-time price recording conducted by two dedicated administrative staff members to ensure transparency, fairness, and the absence of manipulation or uncertainty. The implementation of a market penetration strategy through IDR 100,000 discounts every Tuesday and Saturday, product bundling, low-price add-on offers, and free ice cream with every purchase has proven effective in increasing sales while remaining consistent with the principles of Islamic economics by avoiding *gharar* (uncertainty), *riba* (usury), *tadlis* (deception), and *ihtikar* (hoarding).

The company also faces several challenges, including fluctuations in shipping costs due to fuel price increases and logistical constraints, intense price competition from local competitors, consumer demand for conventional interest-based installment schemes, and limited understanding of Islamic economic principles among some employees and customers. These challenges are addressed through systematic measures, including real-time price monitoring supported by official documentation, the application of reasonable profit margins, transparent disclosure of pricing components, regular employee training on Islamic economic principles, and continuous evaluation of promotional programs through social media. These efforts demonstrate the company's commitment to implementing fair, transparent, and Sharia-compliant pricing practices that create mutual benefits for both the business and its customers while supporting long-term business sustainability.

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