

## INTISARI

### Analisis Penerapan Prinsip-Prinsip Etika Bisnis Pada Layanan Bisnis Jasa Titip

Penelitian ini mengkaji penerapan prinsip-prinsip etika bisnis dalam bisnis jasa titip di Indonesia. Jasa titip adalah layanan yang membantu konsumen membeli produk dari berbagai lokasi menggunakan teknologi dan platform *online*. Penelitian ini bertujuan untuk memahami penerapan prinsip etika bisnis seperti otonomi, kejujuran, keadilan, saling menguntungkan, dan integritas moral, serta dampaknya terhadap reputasi dan kepercayaan konsumen.

Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan etika bisnis, dengan data diperoleh melalui wawancara dan studi literatur dari buku, jurnal, dan artikel. Data yang dikumpulkan akan dianalisis secara tematik, mengidentifikasi pola, tema, dan konsep bisnis jasa titip, untuk memperoleh wawasan mendalam tentang penerapan prinsip-prinsip etika bisnis dalam bisnis jasa titip. Pendekatan kualitatif ini diharapkan dapat memberikan pemahaman kontekstual yang mendalam dan kompleks mengenai dinamika etika bisnis dalam lingkungan bisnis jasa titip.

Hasil penelitian menunjukkan bahwa penerapan prinsip-prinsip etika bisnis dalam bisnis jasa titip sangat penting untuk keberlangsungan sebuah bisnis yang baik, dimata pelanggan dan juga pemerintah. Kepatuhan terhadap etika bisnis berdampak dalam meningkatkan kepercayaan dan loyalitas konsumen serta memperkuat reputasi jangka panjang pelaku bisnis jasa titip dan menekankan pentingnya etika bisnis dalam operasional bisnis jasa titip untuk menciptakan praktik yang berkelanjutan dan bertanggung jawab. Praktik bisnis jasa titip yang berjalan selaras dengan prinsip etika bisnis dapat menjadikan bisnis yang etis dalam keberlangsungannya, sehingga dapat menciptakan ekosistem bisnis yang adil dan berkelanjutan.

**Kata Kunci:** etika bisnis, prinsip etika bisnis, bisnis, jasa titip.

## ABSTRACT

### Analysis of the Application of Business Ethical Principles in Shopping Entrusted Goods Service

This research examines the application of business ethics principles in entrustment services in Indonesia. Consignment services are services that help consumers buy products from various locations using technology and online platforms. This research aims to understand the application of business ethics principles such as autonomy, honesty, fairness, mutual benefit, and moral integrity, as well as their impact on consumer reputation and trust.

This research uses qualitative research methods with a business ethics approach, with data obtained through interview and literature studies from books, journals and articles. The data collected will be analyzed thematically, identifying patterns, themes and concepts of the entrustment service business, to gain in-depth insight into the application of business ethics principles in the entrustment service business. This qualitative approach is expected to provide a deep and complex contextual understanding of the dynamics of business ethics in the entrusted service environment.

The research results show that the application of business ethics principles in the entrustment service business is very important for the sustainability of a good business, in the eyes of customers and also the government. Compliance with business ethics has an impact on increasing consumer trust and loyalty as well as strengthening the long-term reputation of entrusted service providers and emphasizes the importance of business ethics in entrusted service business operations to create sustainable and responsible practices. Entrustment service business practices that run in line with the principles of business ethics can create an ethical business in its sustainability, thereby creating a fair and sustainable business ecosystem.

**Keywords:** business ethics, principles of business ethics, business, shopping entrustment goods services.