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Fair Price Formation in Ready-to-Eat Cake Sales: A Fiqh Muamalah Analysis of Microenterprise Practices

Anggun Putri Utami [a,1,*], M Arif Musthofa [a,2], Khusnul Yatima [a,3], Sayida Khoiratun Nisak [a,4], Erwina Kartika Devi [a,5], M. Habibie [a,6]

[*a] Institut Islam Al Mujaddid Sabak, Indonesia;
[1]anggunputri@gmail.com; [2]7ariefherio@gmail.com; [3]khusnulyatima@gmail.com; [4]sayidakhoiratunnisak@gmail.com; [5]erwinaelkhalifi@gmail.com ; [6]mhabibie@gmail.com
*Correspondent Author; anggunputri@gmail.com

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ABSTRACT

This study examines the pricing practices of ready-to-eat cakes at Micro Cake Business X in Talang Babat Village, Indonesia, from the perspective of fiqh muamalah. The study aims to analyze the mechanisms of price formation, the factors underlying price fluctuations, the transparency of price information, and the practice of reselling unsold cakes from the previous day. A qualitative research design with an empirical juridical approach was employed. Data were collected through non-participant observation, semi-structured interviews, and documentation involving the business owner, employees, and consumers. The data were analyzed through data condensation, data display, and conclusion drawing, while source and methodological triangulation were used to strengthen the credibility of the findings. The results indicate that cake prices are primarily determined by raw-material costs, prevailing market prices, product size and type, production complexity, consumer purchasing power, and established business practices. Price fluctuations mainly occur in response to changes in raw-material costs, with the owner adjusting selling prices, modifying product size, or reducing profit margins. The study also finds that selected unsold cakes from the previous day are resold after an informal assessment of their physical condition; however, production dates and storage status are not consistently disclosed to consumers. From the perspective of fiqh muamalah, these practices are generally permissible because price determination and profit-seeking are not inherently prohibited. Nevertheless, limited transparency in communicating price changes and the condition of previously stored products may weaken the principle of tarāḍin (mutual consent) and create potential elements of gharar and tadlis. The study concludes that fair pricing in micro-enterprises requires not only economic rationality but also transparency, honesty, justice, and consumer protection. The study recommends simple production-cost records, updated price lists, prior notification of price changes, separation of freshly produced and previously stored cakes, and clear production-status information to strengthen amanah, tarāḍin, and sharia compliance.

Introduction

Micro-enterprises in the culinary sector play an important role in supporting household income, local economic activity, and community-based entrepreneurship. The development of changing consumption patterns, digital marketing, and demand for practical food products has encouraged micro-entrepreneurs to diversify their businesses, including through the production and sale of ready-to-eat cakes. In an increasingly competitive market, pricing constitutes a critical business decision because it affects consumer purchasing decisions, profitability, market competitiveness, and business sustainability. Recent studies indicate that pricing strategies are among the important factors influencing the performance and income of culinary micro and small enterprises, particularly when pricing decisions are combined with appropriate marketing and customer-oriented strategies (Pariartha & Rustariyuni, 2025). Similarly, research on Indonesian culinary MSMEs demonstrates that price levels significantly influence consumer purchasing decisions, indicating that price is not merely an accounting variable but also an important component of consumer value perception (Nurwijayanto et al., 2024). Therefore, pricing practices in micro-enterprises should be understood not only from the perspective of profit generation but also in relation to fairness, consumer expectations, and the sustainability of business relationships.

This issue is particularly relevant to the practices of Micro Cake Enterprise X in Talang Babat Urban Village, Indonesia. Based on preliminary observations, the enterprise produces and sells approximately 10–15 varieties of cakes, with prices ranging from IDR 2,000 to IDR 25,000 per item. Its average daily sales range from approximately 50 to 150 pieces and may increase to 200–300 pieces during periods of high demand, such as weekends and religious holidays. Products are marketed through direct sales, pre-order arrangements, and consignment through small shops around the local community. In determining selling prices, the owner considers production costs, market conditions, consumer demand, and situational business considerations. Such practices indicate that price formation in micro-enterprises is not necessarily based on a systematic cost calculation but may emerge from the interaction of production costs, market conditions, consumer purchasing power, competitors' prices, and the owner's business experience. Previous research on Indonesian MSMEs similarly demonstrates that selling prices may be determined through existing production costs and expected profit margins, particularly in household-based food businesses (Putri et al., 2024).

From the perspective of Islamic economics, however, pricing cannot be separated from ethical considerations concerning justice, honesty, transparency, and mutual consent. Islamic economic principles do not prohibit entrepreneurs from seeking profit or adjusting prices according to market conditions. Nevertheless, pricing practices should not involve deception, exploitation, manipulation, or information asymmetry that may unfairly disadvantage consumers. Recent research on Islamic pricing emphasizes that Sharia-compliant pricing should incorporate principles of justice (al-'adl), transparency, consumer welfare, mutual benefit, and avoidance of prohibited elements such as gharar and zulm (Kamal, 2024). Research on pricing practices among MSMEs from an Islamic economic perspective also shows that price determination can legitimately respond to supply and demand, provided that the resulting practice maintains fairness and does not involve prohibited market distortions (Anshari & Yurmaini, 2023). Thus, the concept of a fair price in Islamic commercial jurisprudence should not be reduced to the question of whether a product is expensive or inexpensive; rather, it concerns how the price is constructed, communicated, negotiated, and implemented within an ethical transaction.

The preliminary findings from Micro Cake Enterprise X reveal a specific issue concerning changes in the selling prices of identical products. The price of a particular cake may change depending on fluctuations in the prices of raw materials, market conditions, or the owner's situational decisions. Although price adjustments may be economically reasonable because increases in the prices of ingredients can affect production costs, such changes may raise ethical concerns when consumers do not receive adequate information about the new price. In

Islamic commercial jurisprudence, the parties involved in a sale are expected to possess sufficient knowledge of the subject matter and terms of the transaction, while mutual consent (tarāḍin) requires a transaction to be conducted without deception or coercion. Recent studies of Islamic pricing practices emphasize that price flexibility may be compatible with Islamic market mechanisms, but transparency (bayān), mutual consent (tarāḍin), and trustworthiness remain essential requirements for ethical transactions (Indra & Huda, 2026). Accordingly, the central issue is not simply whether a seller has the right to change prices, but whether the change is communicated transparently and whether consumers are given adequate information before completing the transaction.

Another important issue concerns the treatment of cakes that remain unsold at the end of the production day. Based on preliminary observations, some products that remain unsold are stored and subsequently offered to consumers on the following day, provided that the seller considers them still suitable for consumption. Economically, this practice can be understood as an attempt to minimize losses caused by unsold inventory, particularly because ready-to-eat cakes are perishable products whose quality may deteriorate over time. However, products stored beyond their initial selling period may experience changes in texture, taste, aroma, freshness, and overall quality. If such changes are not disclosed to consumers, an information asymmetry may emerge between the seller and the buyer. From the perspective of Islamic business ethics, honesty (ṣidq) and trustworthiness (amanah) require sellers to provide truthful information concerning the characteristics and condition of products offered for sale. Recent research on Islamic commercial transactions emphasizes that transparency is closely associated with the prevention of gharar and the protection of the parties involved in a transaction. Consequently, the resale of previously unsold cakes should be evaluated not only in terms of whether the products remain physically consumable but also in terms of whether consumers receive sufficient and truthful information regarding their condition.

These phenomena indicate a research gap between conventional studies of MSME pricing and studies of pricing from an Islamic jurisprudential perspective. Existing research on culinary MSMEs has predominantly examined pricing in relation to production costs, profitability, marketing strategies, consumer purchasing decisions, and business competitiveness (Pariartha & Rustariyuni, 2025; Putri et al., 2024). Meanwhile, studies examining pricing through Islamic principles have generally emphasized broader issues of market mechanisms, fairness, ethical pricing, and Sharia compliance (Wirarti, 2023; Kamal, 2024). Although these studies provide important conceptual foundations, limited attention has been given to the intersection between everyday price-setting practices in small culinary enterprises and specific issues of price transparency and the resale of unsold perishable products. This study therefore seeks to address this gap by examining price formation in a micro-scale ready-to-eat cake business while simultaneously considering the practical dimensions of cost, market conditions, and business sustainability and the normative dimensions of al-'adl, tarāḍin, transparency, gharar, and tadlis within fiqh muamalah.

Based on this research gap, this study aims to analyze the construction of fair prices in the sale of ready-to-eat cakes at Micro Cake Enterprise X in Talang Babat Urban Village and to examine its conformity with the principles of fiqh muamalah. The analysis focuses on the mechanisms through which selling prices are established, the factors influencing price changes, the transparency of price information provided to consumers, and the practice of reselling cakes that remain unsold from the previous day. The study contributes theoretically by connecting contemporary MSME pricing practices with the normative framework of Islamic commercial jurisprudence, particularly the principles of justice, transparency, mutual consent, honesty, and consumer protection. Practically, the findings are expected to provide micro-entrepreneurs with a framework for developing pricing practices that are economically rational while remaining ethically responsible and consistent with Islamic principles. In this sense, a fair price is understood not merely as a monetary value attached to a product but as the outcome of a transaction constructed through fairness, transparency, mutual consent, and responsibility toward both the seller and the consumer. Recent Islamic economic literature similarly positions fair pricing as an intersection between market mechanisms, ethical conduct, consumer welfare, and Sharia objectives (Rizqullah et al., 2024; Kamal, 2024).

Method

This study employed a qualitative research design with an empirical juridical approach to examine the practice of price formation for ready-to-eat cakes and assess its conformity with the principles of fiqh muamalah. The qualitative design was selected because the study seeks to understand the experiences, considerations, and practices of business actors and consumers within their natural setting rather than measure relationships among variables statistically. The empirical juridical approach was used to integrate empirical findings concerning actual business practices with normative analysis based on Islamic commercial jurisprudence. In this study, the empirical dimension focused on how prices were determined, adjusted, communicated to consumers, and applied to products that remained unsold, while the normative dimension examined these practices through the principles of justice (al-'adl), mutual consent (tarāḍin), transparency, honesty (ṣidq), and the prohibition of tadlis and gharar. The research was conducted at Micro Cake Enterprise X in Talang Babat Urban Village. The identity of the enterprise was anonymized to protect the confidentiality and reputation of the research participants.

Data were obtained from primary and secondary sources. Primary data were collected through purposive selection of informants who possessed direct knowledge and experience of the pricing practices under investigation. The informants consisted of the business owner as the principal informant, employees involved in production and sales, and regular customers who had direct experience purchasing the products. The selection of these informants was intended to obtain multiple perspectives regarding price determination, price changes, product quality, disclosure of product information, and the resale of unsold cakes. Secondary data consisted of sales receipts, product and price catalogs, internal price records where available, relevant fiqh muamalah literature, contemporary scholarly articles, and relevant Islamic legal and ethical provisions. Data collection was conducted through non-participant observation, semi-structured in-depth interviews, and documentation. Observation was used to examine actual pricing practices, interactions between sellers and consumers, price information displayed at the point of sale, and the treatment of unsold products. Semi-structured interviews were conducted to explore the rationale behind price determination and changes, while documentation was used to verify information obtained from observation and interviews.

The data were analyzed using an interactive qualitative analysis process consisting of data condensation, data display, and conclusion drawing and verification. First, the researchers organized and condensed the field data by selecting information relevant to the research questions, particularly information concerning the factors influencing price formation, price fluctuations, transparency of price information, and the resale of previously unsold cakes. Second, the condensed data were organized into thematic categories and presented in descriptive narratives and analytical matrices to identify recurring patterns, similarities, differences, and relationships among the findings. Third, conclusions were developed through an iterative process of interpretation and verification. The empirical findings were subsequently compared with the normative principles of fiqh muamalah to determine whether the observed pricing practices reflected justice, transparency, mutual consent, and honesty or contained elements potentially associated with tadlis and gharar. This analytical process enabled the study to distinguish between economically reasonable pricing practices and practices that may raise Sharia-related concerns because of inadequate disclosure or information asymmetry.

The trustworthiness of the findings was established through source and method triangulation and member checking. Source triangulation was conducted by comparing information obtained from the business owner, employees, and customers, while method triangulation involved comparing findings from observation, interviews, and documentary evidence. Differences or inconsistencies among sources were not immediately treated as errors but were examined further to identify the contextual factors underlying those differences. Member checking was subsequently conducted by confirming the interpretation of relevant findings with selected informants to minimize misunderstanding and researcher interpretation bias. The researchers also maintained field notes and an audit trail documenting the process of data collection, categorization, interpretation, and verification. Ethical considerations were applied throughout the research by obtaining participants' consent, maintaining confidentiality, anonymizing the enterprise and informants, and using the collected information solely for academic purposes. These procedures were intended to ensure that the findings accurately represented the empirical practices of price formation while providing a credible basis for their analysis from the perspective of fiqh muamalah.

Results and Discussion

Results

The findings indicate that the pricing practice at Micro Bakery Business X in Talang Babat Village is primarily based on production costs, product type and size, production complexity, prevailing market prices, and consumers' purchasing power. The owner determines selling prices through a relatively simple calculation, particularly by considering the costs of major raw materials such as flour, eggs, sugar, cooking oil, butter, chocolate, and cheese. However, indirect production costs, including gas, electricity, family labor, production time, and equipment depreciation, are not consistently incorporated into the calculation. The business offers approximately 10–15 varieties of ready-to-eat cakes, with selling prices ranging from IDR 2,000 to IDR 25,000 per item. Daily sales generally reach 50–150 pieces and may increase to approximately 200–300 pieces during weekends, religious holidays, or periods of high demand. These findings demonstrate that pricing decisions are not arbitrary but are based on a combination of cost considerations, market conditions, business experience, and efforts to maintain affordability for local consumers.

A second finding concerns price fluctuations resulting from changes in raw material costs. The owner adjusts selling prices when increases in the prices of eggs, cooking oil, flour, sugar, butter, and other ingredients significantly affect production costs. The adjustment is not always implemented through an increase in the selling price; in some situations, the owner maintains the existing price by reducing the profit margin or slightly adjusting the product size. For example, a cake previously sold for IDR 3,000 may be increased to IDR 3,500 when production costs rise substantially. This practice reflects the owner's attempt to balance business sustainability with consumers' purchasing capacity. Nevertheless, the study found that price changes were predominantly communicated verbally rather than through written price labels or updated price lists. Consequently, some consumers became aware of price changes only during the payment process. The finding suggests that although price adjustments are economically rational, the mechanism for communicating such changes remains relatively informal and requires greater transparency.

The third finding relates to the resale of unsold cakes from the previous day. The business does not immediately discard products that remain unsold at the end of the production day. Based on field observations, approximately 10–30% of daily production may remain unsold, depending on demand, production volume, weather conditions, and special events. The owner first assesses the condition of the remaining products by considering their appearance, texture, aroma, and taste. Products considered suitable for consumption are stored and offered for sale on the following day, whereas products showing noticeable deterioration are not resold. From the perspective of business efficiency, this practice represents an effort to minimize losses and recover production costs. However, the study found that products from the previous day were not consistently accompanied by information concerning their production date or storage status. In some cases, the products were sold at the same price as freshly produced cakes. This condition creates an important issue concerning consumers' access to adequate information about the products they purchase.

The fourth finding concerns consumers' perceptions of price, quality, and information disclosure. Most interviewed consumers considered the prices of the cakes reasonable in relation to their taste, size, and perceived quality. Consumers generally accepted moderate price increases when these were accompanied by understandable reasons, particularly increases in raw material costs. However, consumers consistently emphasized the importance of being informed about price changes before completing a transaction. Similar expectations emerged regarding the resale of cakes from the previous day. Consumers did not necessarily reject such products as long as they remained suitable for consumption, but they expected the seller to disclose that the products were not freshly produced on the same day. This finding indicates that consumer acceptance is strongly influenced not only by nominal price and product quality but also by transparency and the opportunity to make an informed purchasing decision. In the context of a local microbusiness, these elements are particularly important because repeated transactions and social relationships between sellers and consumers constitute significant forms of business trust.

Overall, the research findings reveal a gap between the economic rationality of the pricing practices and the informational transparency required in ethical Islamic transactions. The pricing strategy employed by Micro Bakery Business X can generally be understood as a practical response to production costs, market conditions, and consumer purchasing power. However, two practices require particular attention: the communication of price changes and the resale of products from the previous day without consistent disclosure of their production status. From the perspective of fiqh muamalah, the central issue is therefore not simply whether prices fluctuate or whether unsold cakes are resold, but whether these practices are conducted with honesty, transparency, mutual consent (tarāḍin), and adequate disclosure of material information. The empirical findings suggest that the business has already demonstrated efforts to maintain product quality and avoid selling products that are visibly unsuitable for consumption. Nevertheless, the absence of systematic price labeling and product-status disclosure may create information asymmetry between the seller and consumers. Accordingly, strengthening written price information, recording production dates, distinguishing freshly produced and previously stored products, and informing consumers about relevant product conditions would provide a more consistent alignment between the business's operational practices and the principles of fairness and transparency in fiqh muamalah.

Discussion

The findings demonstrate that the pricing practice at Micro Cake Business X is primarily determined by production costs, prevailing market prices, product size, product type, and established business experience. The owner has not yet implemented comprehensive cost accounting that includes family labor, electricity, gas, production time, and equipment depreciation. Instead, pricing decisions remain largely based on practical estimates and experience in responding to local consumer purchasing power. This pattern is understandable within the context of micro-enterprises, where limited administrative resources often lead business owners to prioritize operational flexibility over formal accounting procedures. From the perspective of marketing management, pricing may legitimately reflect cost considerations, market conditions, and perceived customer value (Kotler & Armstrong, 2022). From the perspective of fiqh muamalah, such pricing is fundamentally permissible as long as it does not involve injustice, exploitation, manipulation, or coercion. Islamic commercial principles do not prohibit reasonable profit, provided that transactions are conducted honestly and with mutual consent ('an taradin minkum) (Haroen, 2021). Therefore, the pricing practice observed at Micro Cake Business X can generally be regarded as consistent with the basic principles of fiqh muamalah, although systematic cost recording remains necessary to ensure that prices more accurately reflect actual production costs.

The use of market prices and established business habits in determining selling prices can also be examined through the concept of 'urf, namely customary practices that may be considered in Islamic jurisprudence as long as they do not conflict with sharia principles. The findings indicate that the owner considers prices charged by similar businesses and the purchasing capacity of local consumers when determining the price of cakes. Such practices reflect the adaptive character of micro-enterprises and demonstrate that pricing is embedded within the social and economic environment of the local community. Nevertheless, customary practices cannot justify the concealment of information that is relevant to consumers. The principle of fairness requires that consumers understand the price they are expected to pay before committing to a transaction. Therefore, although pricing based on market conventions and business experience is acceptable, it should be accompanied by clear price communication. This finding is consistent with the broader principles of Islamic commercial ethics, which emphasize justice, honesty, and the avoidance of gharar and tadlis in economic transactions (Az-Zuhaili, 2011). Accordingly, the main weakness of the pricing practice at Micro Cake Business X is not the basis used to determine the price, but the limited formalization and transparency of the pricing process.

The second major finding concerns price fluctuations resulting from changes in the cost of raw materials. Increases in the prices of eggs, cooking oil, flour, sugar, butter, chocolate, and other ingredients encourage the owner to adjust selling prices, reduce product size, or accept a smaller profit margin. From an economic perspective, this adjustment represents a rational response to changing production costs and is necessary to maintain business sustainability (Assauri, 2017). Such price adjustments are not inherently contrary to Islamic commercial principles because Islam does not impose a permanently fixed price when legitimate market conditions change. However, the findings reveal that price changes are not always communicated through written information, and some consumers become aware of the new price only when completing the transaction. This situation raises an important issue concerning taradhi, or mutual consent, because genuine consent requires sufficient information concerning the essential terms of the transaction. Price transparency is therefore an important component of a fair transaction. As Mardani (2012) explains, clarity in commercial transactions is necessary to minimize gharar and potential disputes between contracting parties. Consequently, the price increases practiced by Micro Cake Business X may be considered economically and legally permissible, but their implementation should be accompanied by clearer and more consistent disclosure.

The third finding concerns the resale of cakes that remain unsold from the previous day. The practice is primarily motivated by the owner's attempt to reduce losses because unsold products have already absorbed expenditures for ingredients, labor, time, and production activities. The owner does not automatically resell every leftover product but first assesses its appearance, aroma, texture, and perceived suitability for consumption. This demonstrates an existing form of informal quality control. Nevertheless, the study found that previously produced cakes are not always accompanied by labels indicating their production date or by explicit information that they were made on the previous day. From the perspective of fiqh muamalah, reselling a product from the previous day is not automatically prohibited, provided that the product remains safe and suitable for consumption and its relevant condition is disclosed to the buyer. The critical issue arises when previously stored products are presented in a manner that leads consumers to believe that they are freshly produced. Such concealment may constitute tadlis, particularly when the undisclosed information can influence the consumer's purchasing decision. Moreover, if the buyer cannot determine whether a cake is freshly produced or has been stored from the previous day, the transaction may involve an element of gharar because the quality and condition of the object of sale are not sufficiently transparent. Thus, the problem is not simply the resale of unsold cakes but the absence of adequate disclosure concerning their production status and condition.

The findings also demonstrate that consumers generally do not reject price increases or the resale of previously produced cakes as long as adequate information is provided. Consumers consider the prices reasonable when they correspond to product quality, size, taste, and prevailing local prices. Similarly, consumers indicate that cakes from the previous day may still be acceptable if they remain in good condition and the seller informs them honestly about their production date. This finding is significant because it demonstrates that transparency does not necessarily undermine the economic interests of micro-enterprises. Instead, disclosure may strengthen consumer trust by allowing buyers to make informed decisions. This is consistent with the principles of consumer protection, particularly the importance of providing accurate and adequate information regarding food products (Tahir et al., 2023). Indonesian food-labeling regulations likewise emphasize the importance of appropriate information concerning processed food products (BPOM, 2021). From the perspective of Islamic business ethics, such disclosure represents the practical implementation of amanah and justice. Therefore, transparency should not be regarded merely as an administrative obligation but as a mechanism through which the seller demonstrates ethical responsibility and preserves long-term social trust.

The study shows that the commercial practices of Micro Cake Business X are generally permissible from the perspective of fiqh muamalah, but their implementation remains imperfect in terms of transparency and consumer information. Pricing based on production costs, market conditions, and business experience is legitimate as long as it remains reasonable and is accepted voluntarily by consumers. Likewise, price fluctuations caused by increases in raw-material costs are permissible provided that changes are communicated before the transaction. The resale of previously unsold cakes may also be permitted when the products remain safe and fit for consumption, but the seller must disclose their production status and condition to prevent tadlis and gharar. Based on these findings, the most practical improvements include maintaining simple production-cost records, displaying updated price lists, informing customers of price changes before transactions, separating newly produced cakes from previously stored products, providing production-date information, and adjusting prices when product quality differs materially. These measures would simultaneously strengthen business sustainability, consumer protection, and sharia compliance. Thus, the case of Micro Cake Business X demonstrates that Islamic commercial ethics does not necessarily restrict micro-enterprise activities; rather, principles of amanah, justice, taradhi, and transparency provide an ethical framework for ensuring that profitability is achieved without compromising the rights and informed consent of consumers. (Devi et al., 2025; Al Husna et al., 2024).

Conclusion

Based on the findings and discussion concerning the pricing practices of ready-to-eat cakes at Micro Cake Business X in Talang Babat Village from the perspective of fiqh muamalah, the study concludes that pricing practices are characterized by a simple, experience-based, and adaptive mechanism. The selling price is primarily determined by the cost of raw materials, prevailing market prices, product size and type, production complexity, and established business practices. However, the business has not yet implemented comprehensive production-cost accounting because indirect costs, such as gas, electricity, family labor, production time, and equipment depreciation, are not consistently incorporated into the pricing calculation. Price fluctuations occur mainly in response to increases in the prices of essential raw materials, with the owner responding by adjusting selling prices, modifying product size, or reducing profit margins. The business also resells selected unsold cakes from the previous day after conducting an informal assessment of their physical condition. These practices demonstrate the owner's efforts to maintain business sustainability and minimize losses, but they are not yet supported by systematic price lists, product labels, or production-date information.

From the perspective of fiqh muamalah, the pricing practices at Micro Cake Business X can generally be categorized as permissible but not yet fully compliant with the ideal standards of transparency and consumer protection in Islamic commercial ethics. The determination of prices based on production costs, market conditions, and reasonable profit is not prohibited as long as it is conducted fairly, honestly, and without exploitation. Likewise, price adjustments resulting from increases in raw-material costs are legitimate when they are reasonable and communicated to consumers before the transaction. The principal concern identified by this study is therefore not the existence of price changes or profit-seeking itself, but the limited disclosure of relevant information. When consumers do not receive adequate information about changes in prices or the condition and production status of previously stored cakes, the quality of mutual consent (taradhi) may be weakened. Furthermore, reselling cakes from the previous day without sufficient disclosure may create potential elements of gharar due to uncertainty concerning product condition and tadlis when material information is concealed from buyers.

The study concludes that the central issue in the implementation of fiqh muamalah at Micro Cake Business X lies in the gap between substantive permissibility and procedural transparency. The business activities are generally conducted for legitimate economic purposes and do not demonstrate an inherent prohibition in the pricing mechanism itself. Nevertheless, sharia compliance requires not only a lawful object and mutually agreed price but also honesty, clarity, fairness, and adequate disclosure of information relevant to the transaction. The study therefore recommends several practical improvements: maintaining simple production-cost records, displaying current prices, communicating price changes before transactions, separating freshly produced cakes from previously stored products, providing production-date or product-status information, and adjusting prices when there is a material difference in product quality. These measures can strengthen amanah, taradhi, and justice while reducing the risk of gharar and tadlis. In this regard, the findings demonstrate that the application of fiqh muamalah in micro-enterprises should not merely focus on determining whether a transaction is halal or haram, but should also promote transparent, ethical, and mutually beneficial commercial relationships.

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