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THE MEANING OF PROFIT FOR KREMPYENG MARKET GRESIK'S MERCHANTS THROUGH THE CULTURAL PERSPECTIVE

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ABSTRACT

Background: In the economic process, culture is needed. Accounting principles actually vary depending on the cultural variations owned by a country. Culture affects economic processes as well as the main determinants of economic events.
Aim: This research aims to discover merchants' thoughts on profit through the cultural perspective.
Method: This research uses a qualitative approach that is research that understands the phenomenon of what is being experienced by the research subject. This study uses qualitative to describe the behavior of people, field events, and certain activities in detail and in-depth.
Findings: a) The value of service quality is due to 3 factors, namely tolerance, empathy, and innovation; b) The value of Islamic business ethics 2 factors, namely gratitude and alms; c) Gratitude and charity are part of religious values; d) The need, business, and turnover of capital are attributes in social values; and e) Profit in cultural perspectives in traders in Krempyeng Gresik Market through the value of quality of service and the value of Islamic business ethics that will have an impact on social value by mediated by religious values. Where these values are used to achieve the planned goal is to achieve the expected profit.

KEYWORDS *profit; Krempyeng Market Gresik; merchant; cultural perspective*

INTRODUCTION

The market has played an important role in the country's economic development because through the market, trade activities can run (Aprianto, 2017). The market can also help household communities both producers and customers and the government in obtaining needs and income. The market is able to create jobs, providing employment opportunities for the community (Soleh, 2017). Many people depend on their lives from economic activities in the market, either in seeking fulfillment of needs or seeking income. The market also struggles in price stability where market prices are used as a benchmark for inflation and also a determinant of policy by the government (Ali, Sari, & Putri, 2019).

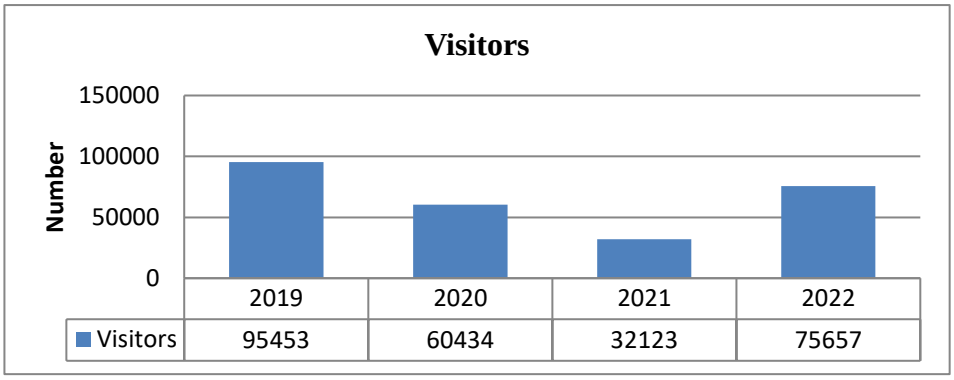
With regard to the culture in Indonesia, traditional markets have purity based on their culture and customs. The use of language in trading in traditional markets such as manners, tolerance, tolerance in the process of buying and selling interactions, a typical location of regional and strategic culture, a large sales area, the many and varied goods sold, relatively low and cheap prices, the existence of bargains between sellers and buyers to cause familiarity (Yulita et al., 2020). In the economic process, culture is urgently needed (Sakina, 2017). Accounting principles actually vary depending on the cultural variations owned by a country. Culture affects economic processes as well as the main determinants of economic events.

Pasar Krempyeng Gresik located on Jl. Governor Suryo Gresik is a community-run market itself. Pasar Krempyeng Gresik is located close to Gresik City Market and Pasar Baru. After

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the inauguration in 2018, traders began to sell with conditions that are very comfortable with the situation and supportive trading conditions. The process of selling traders goes with what is expected. The income of traders according to what is expected is even more because of the increasingly good market conditions with the fulfillment of facilities that make customers comfortable in shopping. However, in 2019 there has been a Covid-19 pandemic that makes the state of Indonesia, especially the Krempyeng Gresik Market, an obstacle in terms of traders' income. The condition of Krempyeng Gresik Market becomes quiet for visitors who shop. The Government's decision to close many places (*lockdown*) makes people no longer able to leave the house to do activities as usual. Traders are not allowed to trade during the Covid-19 pandemic. This is what makes traders' income decrease drastically so that it cannot be predicted to return to normal.

The following is consumer visit data summarized by researchers through data collected by related parties:



Picture 1. Visit to Krempyeng Gresik Market
Source: Trader Data in Krempyeng Gresik Market

It can be seen that the list of visits in 2020 summarized at the beginning of 2021 has decreased drastically. Traders are unable to trade as usual due to government rules that limit community activities. In 2021, traders are able to move their trading activities and are able to return revenues and profits that had decreased.

The relaxation during the lockdown made the purchase volume very large uncharacteristically large (Kuswantoro & Alfi, 2020), although the crowd at Krempyeng Gresik Market was closely guarded by the Covid-19 task force. The solidarity of cooperation between swords also makes the swordsmen related to each other so as to facilitate the transaction process between sellers and buyers. In the process of unstable trading traders still apply the existing cultural values. The culture applied is to maintain relationships with buyers and traders.

The following are previous research related to the topics in this study.

Table 1. Previous Research

Name (Year)	Study	Analysis Methods	Research Results
Brata (2016)	Profit In Cultural Aspects Amid Modern Market Threats	Qualitative	Traditional markets must have innovations to maintain and earn the profits expected by traders without leaving the cultures that have existed for a long time.
Puspita & Kusumaningtyas (2018)	Meaning of Profit	Qualitative	This profit concept is based on the meaning of traders, namely the concept of *nambah dulur* (Socializing) so that traders are willing to reduce profit results for loyalty to customers.
Mursy & Rosidi (2013)	Meaning of Profit Based on Aspects of Beliefs, Traditions, Rituals, and Culture	Qualitative	(1) profit is interpreted as an abstract form that has a taste, (2) profit has a form as gratitude and happiness, (3) profit is also able to serve as a sow of happiness.
Asnita (2018)	Spiritual Value of Traditional Market Traders	Qualitative	The spiritual value of traders is very influential on accounting practices. Accumulates in the long run
Syarifuddin (2018)	Traditional Market Culture	Qualitative	A form of negotiation through interpersonal communication between traders and closer social relations between traders and buyers, as well as fostering the value of kinship, brotherhood, unity, cooperation, empathy, and mutual cooperation.

Source: Processed Researcher, 2021

Based on the description above, it can be seen that the concept of cultural values applied by traditional traders still exists and survives even though there are patterns and lifestyles of people who tend to change. Traders still maintain the existence of traditional markets with cultures that they apply to earn income and profits. So with this, the author conducted a study entitled "The Meaning Of Profit For Krempyeng Market Gresik's Merchants Through The Cultural Perspective." From the description of the formulation of the problem above, researchers have a research purpose, namely to understand the meaning of profit from a cultural perspective in Krempyeng Gresik Market traders.

METHOD

This research uses a qualitative approach that understands the phenomenon of what is being experienced by the research subject (Sugiyono, 2019). This study uses qualitative to describe the behavior of people, field events, and certain activities in detail and in-depth. This research is used to obtain information about the source of profit and for what profit is used in the Krempyeng Gresik Market trader in detail and in-depth. Based on this research, the analysis unit used is the traders of Krempyeng Gresik Market.

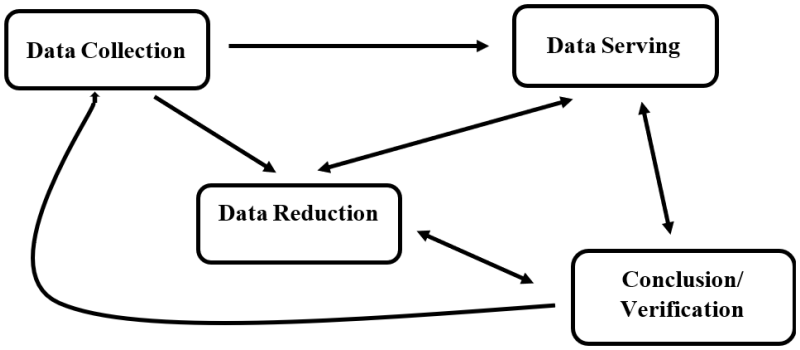
The place that will be used in this research is at Krempyeng Gresik Market located on Jalan Gubernur Suryo No.11, Karangturi, Kroman, Gresik District, Gresik Regency, East Java 61116. Researchers chose the research location based on considerations where Krempyeng Gresik market is the largest traditional market in Gresik and is located in the city center. The purpose of choosing a place is also to see the reality in the field related to activities to get profit from the sale.

The activity carried out from this researched object is a trading activity carried out on Krempyeng Gresik Traders. These merchants are people or shops whose main job is to sell people's needs. This trading activity is carried out with the aim of finding a source of profit.

Based on this study, using non-probability sampling techniques were using snowball sampling. Snowball sampling is a technique that uses samples first of small amounts and then grows. The selection of this technique only determines one or two people but because the data obtained is considered incomplete, researchers are looking for others to help complete the data.

The type of data used in this study is qualitative data. The primary data source in the study was traders at Krempyeng Gresik Market, where researchers made observations and interviews with them.

As for data analysis techniques, below is the flow.



Source: Sugiyono (2019)

In this study, to find out the validity of the data obtained by researchers at the research center, we tried to take advantage of the member check conducted by the researcher. Member check is the process of checking data obtained by researchers with data providers. The purpose of the member check is to ensure that the information obtained in the survey report matches the desired data source.

RESULTS AND DISCUSSION

Observation

Observations have been made directly by researchers to observe and get an overview of the research object, namely traders of Krempyeng Gresik Market and make observations based on research objectives. This observation is carried out by observing the environment, services, and profits obtained by traders of Krempyeng Gresik Market. In the process of observation made by researchers for the first time, namely about what facilities are in krempyeng Gresik Market. Shoppers when shopping is sometimes restless and even overheated, this is because the air inside Krempyeng Gresik Market is not so cool. At Krempyeng Gresik Market there is still a lack of facilities such as cooling devices. Facilities in Krempyeng Gresik Market are still relatively manual and traditional, such as calculators. However, there are merchants who already use cashiers in facilitating their business processes. Merchants also only provide crackle bags for customers. The facilities provided by traders and the market are still relatively limited. In addition, in the market, there is no sewage channel for traders. This causes the smell in the market to be mixed.

In the process of service carried out by traders krempyeng Gresik Market, namely in providing services to customers, not all of them are friendly. At the time of the situation of Krempyeng Market is crowded, of course, traders are exhausted, causing service that cannot satisfy all its customers. In the process of trading, the culture that has always been applied by traders of Krempyeng Gresik Market is bargaining. In the process of serving buyers, many bid on merchants for every purchase they make. There are merchants who provide offers according to what the customer asks for and there are also traders who do not provide the offers that customers ask for because the offer price is so far from the market price.

In addition, in the process of trading, traders use cultures related to human relations with humans themselves such as traders with traders and traders with buyers, human relations with nature, human relations with themselves such as the attitude of traders who are always honest and trustworthy, and relationships with God.

Based on these observations, although many service processes, the environment, and the profits obtained by traders are not very good, they are still able to survive and buyers still shop at Krempyeng Gresik Market.

Interview

The interview technique in this study used first is unstructured interviews. Unstructured interviews can be used as a data collection technique that researchers do such as making inquiries. Where each respondent was given the same question and the researcher recorded it.

Based on the results of interviews that have been conducted on the first informant, namely Mr. Miharjo as the chairman of Krempyeng Gresik Market who took office at the beginning of March 2017, where he told about the management of The Gresik Krempyeng Market, the profit of traders, the quality of service, the target, the purpose of the management process of The Gresik Krempyeng Market and the development situation in the Gresik Krempyeng Market at this time, Here are the results of the interview.

First Informant

The first informant said that The Gresik Krempyeng Market is one of Gresik's culture and wealth, especially the Krempyeng Gresik Market area. This market has been used as a means of strengthening the government's capacity to increase local government revenues. Krempyeng Gresik Market consists of 585 traders with a capacity of 700 traders. Commodities sold by traders as many as 35 kinds of merchandise. In Krempyeng Gresik Market there are capital offers other than their own capital from traders, consisting of savings and loan cooperatives, BRI bank credit. Krempyeng Gresik Market now has an infrastructure, as well as new facilities, and is quite satisfying to customers.

".... Actually, Krempyeng Gresik market has been used by the ancestors as a trading center because it is close to the port. Well, this market has become Gresik's own culture and wealth. This market functions as a means to strengthen the capacity of the Local Government in terms of increasing Local Government Revenue. Krempyeng Gresik market also has a market infrastructure. Krempyeng Gresik market has a capacity of about 700 mbak traders but at this time consists of 585 traders. The commodities sold by the merchants are also very much if it is estimated that there are as many as 35 kinds of merchandise. The traders were offered capital also from the mbak *market, from the capital offer of savings and loan cooperatives, and BRI bank credit. Krempyeng Gresik Market currently has new buildings, facilities and is quite satisfying for mbak customers. This redevelopment is because in 2017 there was a fire that was quite large because of the position of the market building that used to be made of wood. (The results of the interview with the first informant, namely Mr. Miharjo as the chairman of Krempyeng Gresik Market, on November 28, 2021).*

The purpose of managing Krempyeng Gresik Market is to advance and develop the market and traders and buyers feel satisfaction with the facilities and infrastructure provided in the market. Inside Krempyeng Gresik Market consists of several trading blocks. All the needs of the community are available at Krempyeng Gresik Market. Traders trade according to conditions and situations. Like during Covid 19, traders tend to reduce their grocery stock (daily capital) because of the quiet market conditions of buyers so it has an impact on their income and profits which fell drastically during the pandemic.

".... Actually, mbak if the purpose of this Krempyeng Gresik market is to advance and develop the market so that traders and buyers are comfortable in the buying and selling process. Inside the market, there are blocks of their own blocks such as fruits, vegetables, meat, foodstuffs, various kinds of trees. The needs needed by the community are provided by traders of Krempyeng Gresik Market. When covid kemaren, the merchant was sad because of the drop of all his income. The profit they get is not like previous years. Traders also reduce their trading stock because those who buy it are rarely mbak. (The results of the interview with the first informant, namely Mr. Miharjo as the chairman of Krempyeng Gresik Market, on November 28, 2021).

The influence of Covid-19 had shocked traders because of the lockdown were, and traders experienced a decrease in profit revenue. However, after the relaxation of the lockdown, traders' profits had improved and felt enough to meet daily life even though the situation had not improved so much. Sales of basic necessities had increased during the pandemic, the community needed basic materials to connect life, in that area the volume of purchases was very large as usual, although the crowd at Krempyeng Gresik Market was closely guarded by

the Covid-19 task force, the solidarity of cooperation between swords also made the swordsmen relate to each other so as to facilitate the transaction process between sellers and buyers. For now, the state of Krempyeng Gresik Market has improved again due to government rules that require using masks, washing hands before entering the market, and requiring vaccines for traders and the surrounding community.

"…. During the pandemic, there was a lockdown wherever mbak, until the market was also affected. The trader's income during lockdown also really dropped drastically. When there is a relaxation of the lockdown period, Alhamdulillah traders slightly increase their profits because many buyers need staples for daily necessities during the lockdown. Well, if at this time mbak has begun to stabilize even almost more increased than in previous years. Government policies that affect buyers spending in the market. Now it's delicious, wear a mask, wash your hands before entering the market, and also we traders are obliged to vaccinate. The vaccine program for traders is also here because the community is already there where vaccines are mandatory..." (The results of the interview with the first informant, namely Mr. Miharjo as the chairman of Krempyeng Gresik Market, on November 28, 2021).

Second Informant

The second informant was one of the vegetable traders in Krempyeng Gresik Market named Mr. Aris. Mr. Aris has been trading for 30 years. The goods sold in Mr. Aris' stall are vegetables such as kale, spinach, cucumber, broccoli, cabbage, onions, garlic, onions, celery, *petis*, tomatoes, pepper, etc.

Table 2. Details of Profit Meaning Information (Mr. Aris)

No.	Phrase	Subtopic
1	*The profit I use meets the **needs** of life and the capital round*	Necessity
2	*The profit I use meets the needs of life and **the capital round***	Capital Round
3	*I am so **grateful** that I am aware of this trade*	Grateful
4	*I like it if there are traders who offer my merchandise to their buyers, such as **mutual profiting** from fellow traders.*	Mutual Profit
5	*Bargaining has no effect on profits, but rather helps me to add relationships with buyers, yes **silaturahim** with all*	Silaturahim
6	*Yes* mbak, *I take in Malang farmers, I in addition to giving good cultivation yes attach importance to **the evidence of my best trade goods***	Proof of Trade Goods
7	*I am this if the relationship for myself yes must be **honest** in trading mbak*	Honest
8	*Alhamdulillah* mbak, *by trading I also get **the blessing of** Allah*	Blessing
9	*The pandemic is certainly worrying, so I pray and **be grateful**.*	Grateful
10	*I also maintain trading during the pandemic, applying a culture of bargaining, **honesty**, and mutual benefit.*	Honesty

11	*I also maintain trading during the pandemic, applying a culture of bargaining, honesty, and* ***mutual benefit.***	Mutual

Source: Processed Researcher, 2021

Third Informant

Next is the third informant who is one of the grocers named Munartik's mother. Munartik's mother began trading in 1996. He has been selling for 25 years. Goods sold in Munartik's mother's stall are rice, sugar, oil, packaged noodles, sachet drinks, sachet snacks, packaged bread, cigarettes, etc. The same is the case with Mr. Aris, this munartik mother's business is a hereditary effort.

Table 2. Details of Information on the Meaning of Mrs. Munartik's Profit

No.	Phrase	Subtopic
1.	*The profit is yes the top result of trading that I use for the daily needs of the family*	Necessity
2	*Alhamdulillah I* ***am grateful***	Grateful
3	*this profit* mbak *is also to* ***return capital*** *to make trading again*	Capital Reverse
4	*if the relationship with traders yes it mbak Alhamdulillah help each other and* ***mutual profit***	Mutual Profit
5	***Empathy*** *and mutual help between these traders are very close alhamdulillah mbak*	Empathy
6	*If the relationship with the multiplier I keep through the process of bargaining mbak, someone bid until I do not get a profit and I am* ***sincere***	*Ikhlas*
7	*Courtesy also I apply mbak so that customers are comfortable*	Polite
8	*Yes, you could say that nature provides* ***profit*** *or loss for the sword.*	Profit
9	*I think it must be trusted* mbak *because this is my family's hereditary trade*	Trust
10	***blessings*** *and mandates of mbak in order to achieve the blessings and blessings of God*	Grateful
11	*blessings and* ***trust,*** *mbak, in order to achieve the blessings and blessings of God*	Trust
12	*I am* ***grateful*** *for what I got.*	Grateful

Source: Processed Researcher, 2021

Fourth Informant

Furthermore, the fourth informant was one of the fruit traders in Krempyeng Gresik market named Mas Faqih. The Faqih family has been trading for 40 years. The business run by his family is in the form of fresh fruits. Fruits sold such as watermelon, longan, mango, pineapple, *bengkuang*, banana, durian, etc.

Table 4. Details of Mas Faqih Profit Meaning Information

No.	Phrase	Subtopic
1	*The profit is the profit that is earned during this business mbak. For profit used my family as a fulfillment of* ***needs*** *in a survival*	Necessity
2	*In trading, it* mbak *my family in addition to wanting to get a profit it also* ***wants to increase the friendship*** *with many people.*	Silaturahim
3	*My family is* ***grateful*** *that trading can meet needs.*	Grateful
4	*My family is grateful that trading can meet* ***needs.***	Necessity
5	*With the bargaining arises a familiar impression with the buyers so that there is a sense of* ***empathy****, tolerance in establishing friendship.*	Empathy
6	*With the bargaining arises a familiar impression with the buyers so that there is a sense of empathy,* ***tolerance*** *in establishing friendship.*	Tolerance
7	*With the bargaining arises a familiar impression with the buyers so that there is a sense of empathy, tolerance in establishing* ***friendship.***	Silaturahim
8	*My family is* ***sincere*** *if offered until the lowest price basically not to lose.*	*Ikhlas*
9	*Although the profit obtained is only 500 rupiah is* ***grateful*** *and I hope that the buyer believes and can shop again in our store.*	Grateful
10	*I actually helped my father* ***do business****.*	Business
11	*This effort is a hereditary effort that is my* ***current mandate*** *.*	Trust
12	*Gratitude and* ***trust*** *in order to achieve blessings and God.*	
13	*Gratitude and trust in order* ***to achieve blessings*** *and God.*	Blessing
14	*I* ***am also grateful*** *for what I got.*	Grateful
15	*very worried mbak, my business yes through the process of establishing* ***friendship*** *to the buyers so that this business still survives mbak*	Silaturahim

Source: Processed Researcher, 2021

Fifth Informant

Furthermore, the fourth informant who is one of the fish traders in Krempyeng Gresik Market is named Endang's father. Mr. Endang has started a trading business in 1980 or has turned in 41 years of trading fish.

Table 5. Details of Mr. Endang's Profit Meaning Information

No.	Phrase	Subtopic
1	*Profit is the advantage of trading, this profit is basically enough to buy* ***trading capital***	Trading Capital
2	*cukup for the daily needs of my family, and can be for* ***charity***	Almsgiving
3	*I'm the same customer yes* ***polite*** *mbak*	Polite
4	*When bargaining also I* ***sincerely*** *if there is a high nawar until I do not get a profit*	*Ikhlas*
5	*I am the important thing* ***to benefit*** from each other .	Profit
6	***Empathy*** *must be there.*	Empathy
7	***Trust*** *and honesty is the main thing mbak, because this trade also recognizes the blessing of God.*	Trust
8	*Trust and* ***honesty*** *is the main thing mbak, because this trade also recognizes the blessing of God.*	Honest
9	*I if serving yes with courtesy, friendly if anyone bargain yes I serve too. I give eid parcels to maintain a* ***friendship*** *with customers*	Silaturahim

Source: Processed Researcher (2021)

Sixth Informant

Furthermore, the fifth informant named Siti's mother was one of the egg traders in Krempyeng Gresik Market. He started trading in 2001. The items he sells are chicken eggs, duck eggs, and quail eggs.

Table 6. Details of Information on the Meaning of Mother Siti's Profit

No.	Phrase	Subtopic
1	*Profit is yes the profit of trading results, Alhamdulillah mbak* ***profit***	Profit
2	*enough for the* ***turnover of*** *trading* capital,	Capital Turnover
3	*cukup for the daily needs of the family,*	Necessity
4	*This and can* ***be charitable***	Almsgiving
5	If nature supports for chicken farmers to produce healthy chickens so that they are able to produce many eggs it is **a blessing.**	Blessing
6	***Trust*** *and honesty is the main thing mbak, because this trade also recognizes the blessing of God.*	Trust
7	*Trust and* ***honesty*** *is the main thing mbak, because this trade also recognizes the blessing of God.*	Honest
8	*My profit is the result of my hard work so far through* ***doing business****, I pray that I can survive.*	Business
9	*I apply an attitude of* ***tolerance****, trust, honesty and provide the best quality for the sake of my customers.*	*Tolerance*

10	*I apply an attitude of tolerance, **trust**, honesty and provide the best quality for the sake of my customers.*	Trust
11	*I apply an attitude of tolerance, trust, honesty and provide the best quality for the sake of my customers.*	Honesty

Source: Processed Researcher (2021)

Reduce Interview Results

Table 7. Results of Reduction Interview Meaning of Trader's Profit

Subtopic	Theme
Grateful	Religious Value
Almsgiving	
Necessity	Social Value
Business	
Capital	

Source: Processed Researcher, 2021

The statement that has been summarized by researchers into subtheme is the answer of the five informants to the meaning of profits obtained from the sale of trading in Krempyeng Gresik Market. Profit itself is intended by traders as an advantage in trading where the profits obtained have meaning towards social and religion.

In determining the subtheme and theme on the results of the reduction of Islamic business ethics based on Muhammad (2004) aspects in Islamic business ethics according to the teachings of the Prophet Muhammad SAW, namely honesty, trust, sincerity, friendship with others, and blessings.

Informants interpret the meaning of merchant cultural value as follows:

Table 8. Results of Reducing Interviews of Merchant Cultural Meaning

Subtopic	Theme
Proof of Trade	Quality of Service
Tolerance	
Empathy	
Polite	
Honesty	Islamic Business Ethics
Trust	
Ikhlas	
Silaturahim	
Blessing	

Source: Processed Researcher, 2021

The above statement that has been summarized by researchers into sub-themes is the answer of the five informants of Gresik Krempyeng Market traders regarding the meaning of

profit in a cultural perspective consisting of quality of service and Islamic business ethics applied by Krempyeng Gresik Market traders.

Data Display

Proposition 1: Cultural Meaning Based on Market Traders Krempyeng Gresik Is A Culture Based on The Value of Quality of Service And Islamic Business Ethics

1) The value of quality of service at Krempyeng Gresik Market traders to buyers and customers due to 4 (four) factors, namely proof of trade, tolerance, empathy, and courtesy. Tolerance is very important in trading because traditional markets such as Krempyeng Gresik Market have a bargaining culture that has an agreement between both parties, namely the trader and the buyer. This is certainly supported by empathy and innovation.
2) The value of Islamic business ethics in Krempyeng Gresik Market traders to buyers and customers because of 5 (five) factors, namely honesty, trust, sincerity, friendship, and blessing. In trading, the value of trust and silaturahim is very important because it provides added value for its trading. An honest, responsible, patient attitude applied by traders in trading is able to create trust from buyers. With a feeling of trust, it can attract buyers to become customers and be able to connect with the community. In accordance with the hadith conveyed by the Prophet SAW, the Prophet said: *"Whoever is sennag expanded his sustenance and extended his life, then let him connect the relationship of the silaturahim rope" (HR. Bukhari).*

Proposition 2: Profit Based on Social Values and Religious Values

1) The social value carried out by traders in Krempyeng Gresik Market to buyers is due to factors, namely doing business, capital rounds, needs. The result of the hard work done by traders by trading in profit. The social value itself has a meaning where profits are used for doing business, capital rounds, the needs of traders in Krempyeng Gresik Market.
2) Religious value carried out by traders in Krempyeng Gresik Market to buyers due to 2 (two) factors where factor is gratitude and almsgiving. Religious value is interpreted as the profit obtained by traders in the form of gratitude and almsgiving. These profits are obtained by traders with an attitude of gratitude for the profits obtained and able to do alms so that profits can be given blessings by God.

Major Proposition

The value of service quality and the value of Islamic business ethics have an impact on social values mediated by religious values.

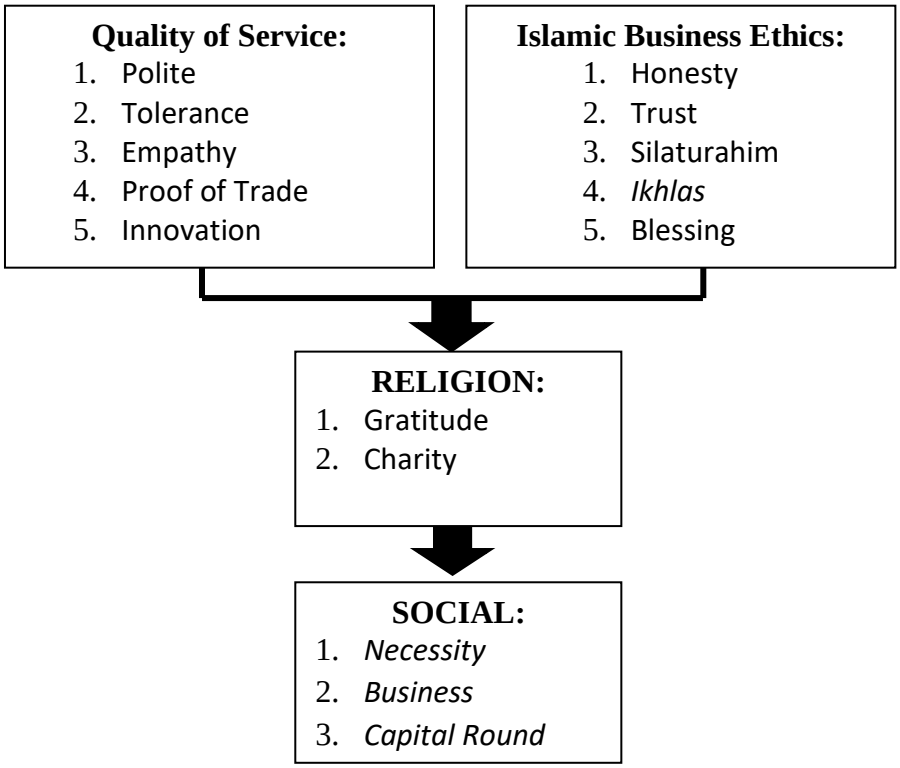


Figure 2. Data Presentation Results
Source: Processed Researcher, 2021

Conclusion Draw

From the presentation of data that has been done member checks to informants to find out the approval of statements have been assembled by researchers so that the data inferred is more valid. So, the meaning of profit can be obtained for traders of Krempyeng Gresik Market in this study, namely as follows:

1) The value of service quality is due to 3 factors, namely tolerance, empathy, and innovation;
2) The value of Islamic business ethics 2 factors, namely gratitude and alms;
3) Gratitude and charity are part of religious values;
4) The need, business, and turnover of capital are attributes in social value;
5) The value of service quality and the value of Islamic business ethics have an impact on social values mediated by religious values.

Data Interpretation

Based on the results of Puspita and Kusumaningtyas' research (2018), traders earn limited income. With limited earnings, traders remain grateful for what they get. Merchants are always grateful for what is given to God because it is enough to meet daily needs, as well as buy merchandise again. The profit can be interpreted by welfare for traders.

In accordance with the results of research that has been conducted by researchers on the quality of merchant service value in Krempyeng Gresik Market where there is a spread of politeness, tolerance, empathy, proof of trade, and innovation. According to research conducted

by Agustin (2020) where research explained the strategy of paying attention to services to obtain profits, traders pay attention to the value of service by maintaining ethics, meeting customer demands, being patient, using polite language, and implementing a delivery system.

Krempyeng Gresik Market traders try to provide the best for buyers or consumers so that they want to shop back at their stores or kiosks, for example providing the five dimensions of the best quality of service, namely first Tangibles (tangible) such as in a clean place, fragrant, a wide trading place so that buyers are not crowded, not muddy, and comfortable. The second is Reliability (reliability) as when serving buyers traders must respond quickly. The third is Responsiveness (responsiveness) such as providing good service, being polite, friendly. The fourth is the assurance (guarantee) such as sellers have many abilities in terms of communicating with buyers, sellers have many abilities in their service. The fifth is empathy (empathy) as traders understand the needs of their buyers and traders memorize with buyers who have subscribed. All these qualities are done so that buyers feel satisfied with the facilities and infrastructure in the traditional market and still survive to shop at Krempyeng Gresik Market, then the five dimensions of service quality are interpreted with satisfaction for market users.

In accordance with the results of research that has been conducted by researchers on the ethical value of Islamic business traders in Krempyeng Gresik Market where there are a kujujuran, trust, friendship, sincereness, and blessings. Meanwhile, research conducted by Lubis et al (2021) where the research shows the application of Islamic business ethics to Muslim entrepreneurs in Laladon Village by applying the principles of unity, justice, trust, responsibility, honesty, products sold halal, and not doing mall business has been applied in entrepreneurial activities.

The result with the causal relationship of the application of Islamic business ethics which became the cultural value of a habit run by traders of Krempyeng Gresik Market resulted in a blessing where market traders Krempeyeng Gresik used some of the profits used to practice *shalih* charity for the acquisition of business profits and grateful for all the favors. Gratitude and charity are part of the religious value that traders have done in the Krempyeng Gresik Market. Meanwhile, according to Yulanda's research (2019) where the study showed that the main value of religion in traders is the value of brotherhood and a sense of success. These values are what make the traditional market can still maintain its existence until now as well as traders in Krempyeng Gresik Market.

There is no pleasure, whatever form it feels, but it comes from God. On that basis, God requires man to always be grateful to Him, by always remembering that the pleasure comes from God, continuing to say *hamdalah*, and further providing as his wealth in the ways that God has spoken of. A person who has gained the knowledge to be grateful, will get blessings in his life so that God will always multiply the pleasure for him. Allah said" And remember when Rabbmu proclaimed: Surely if you are grateful, surely we will add (favors) to you, and if you deny (My favor) then indeed My punishment is very painful" (Qs. Ibrahim/14:7). In another verse, Allah says "And whoever is grateful then he is grateful for his own good" (Qs. An-Naml/27:40). Imam Al-Qurthubi rahimahullah said: "The benefits of gratitude will not be felt, except by the perpetrator himself. With it, he deserves perfection from the favors he has obtained, and they will last and increase. Like gratitude, it also serves to bind the pleasures that have been obtained and achieve the pleasures that have not been achieved" by being grateful,

they can keep the enjoyment from disaster, and bring other pleasures that they have never had. Paying Zakat (Alms), both compulsory zakat and sunnah (almsgiving), is one of the practices that become a factor that can cause a decrease in blessing. God said. "Allah destroys usury and nourishes alms" (QS.Al-Baqarah/2:276).

In accordance with the results of research that has been conducted by researchers on the social value of traders in Krempyeng Gresik Market where the need, business, and capital turnover make a reason to keep trading. Meanwhile, research conducted by Ramadhani et al (2021) stated that one of the main things in the family is the income of a business that can maintain the lives of family members. So that the more the number of family members eats, the greater the dependents of the head of the family. Therefore, the contribution of being a street shoe trader certainly has an effect in order to help the family economy. In this case, street shoe traders in Bina Widya District of Pekanbaru City, becoming traders can contribute to the family economy. The difference from this study is that the social value of Krempyeng Market traders can be used for capital turnover and meeting family needs.

Krempyeng Gresik Market traders in trading are able to survive because of the social value where traders must meet the needs of daily family life. Traders must make capital turnover every day to continue to survive and make a profit. In doing business, of course, all traders must use strategies to stay afloat in any circumstances, especially such as the Covid-19 pandemic.

CONCLUSION

Based on the results of this study, the following conclusions can be drawn:

1) The value of service quality is due to 3 factors, namely tolerance, empathy, and innovation;
2) The value of Islamic business ethics 2 factors, namely gratitude and alms;
3) Gratitude and charity are part of religious values;
4) Needs, doing business, and capital turnover are attributes in social value; and
5) Profit in a cultural perspective on traders in Krempyeng Gresik Market through the value of service quality and Islamic business ethics value that will have an impact on social value by being mediated by religious values. Where these values are used to achieve the planned goal is to achieve the expected profit.

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