

## Abstract

This thesis entitled "**The Behavior of Market Traders of Padang City of Perspective of Islamic Business Ethics**", compiled by **Alluxmanul Hakim NIM.311.169**, Department of Syari'ah Economics Law Faculty of Syari'ah. This research is motivated by the behavior of adult clothing merchant that is not in accordance with Islamic business ethics. One of the clothing merchants when serving the buyer is not being friendly or humble with marked service with moody bitches. The formulation of the problem in this research is how the behavior of market traders Padang City perspective of Islamic business ethics. This type of research is field research (*field research*). The data collection techniques in this study is to use observation techniques, interviews, documentation. Then the data have been collected processed and analyzed and presented in the form of research reports (thesis) which is a descriptive analysis. Based on the results of the study that the behavior of adult clothing merchants in the market in serving the buyer is an adult clothing merchant show different attitudes in serving buyers. Some of the adult clothing merchants show these behaviors include five aspects: honest in explaining a good, trusting in communicating with buyers, hospitality in serving buyers, attitude of the clothing trader's responsibility and empathy attitude to the customer. While some adult clothing merchants show the opposite behavior. The behavior of adult clothing merchant in Pasar Raya Kota Padang according to Islamic business ethics is most of the adult clothing merchant is in accordance with Islamic business ethics by showing five attitudes that is honest in explaining a good, trustworthy in communicating with buyers, hospitality in serving buyers, the responsibility of clothing traders and empathy to customers. The five attitudes are in accordance with the four traits of the Prophet in the trade which among others is the nature of siddiq, amanah, tabligh fathonah. While some of them some of the adult clothing merchant is not in accordance with Islamic business ethics.