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Nature of the Prophet Muhammad Saw's Amanah in Technology Service Business

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Abstract

Any product produced cannot be separated from the service element, whether it is a service as a core product, or as a complementary product. The purpose of this study is to determine the service quality of internet providers and how to minimize the occurrence of complaints from customers. The motivation of this research is to implement the nature of the Prophet Muhammad SAW, *Amanah*, into service business services to increase customer satisfaction. The novelty proposed is the development of the dimensions of the character of the Prophet Muhammad SAW, namely

Amanah, with indicators of responsibility, keeping promises, and being transparent. This research is descriptive research with a qualitative approach. The results of this study indicate that the quality of service is satisfactory for customers. Internet providers in the city of Pekanbaru have made improvements every year to the facilities and services provided to customers, such as changing new programs to minimize disruption. The results of the study also show the nature of *Amanah* which has been applied in this service business activity.

Keywords: *Amanah*, Service Quality, Customer Satisfaction, Consumer Trust, Service Business

JEL Classification: M41, L84

1. Introduction

High mobility and the need for fast information make Indonesian people's preferences shift to wireless telecommunications modes. Moreover, spurred by the development of ICT (Information, Communication, and Technology) in the world, it encourages the rapid growth of technology in Indonesia. For the development of the telecommunications industry in Indonesia, technology has a very vital role. This is because the development of telecommunications always follows the existing technology. Whenever a new technology appears, it will be immediately applied to telecommunications services. This will continue to be repeated and will always be an opportunity for telecommunication industry activists in Indonesia. For example, cellular service providers in Indonesia can be said to be very diverse. These providers have one thing in common, namely that they are both activists in the telecommunications industry in Indonesia. Although there are many telecommunications service providers, every time a new technology emerges, they will compete to apply it to the services provided. As a result, the existing telecommunications industry will always provide convenience for all users.

In addition to having a lot of potentials that can be explored, the telecommunications industry also has many challenges that must be faced. An example is the form of global competition between other countries and Indonesia. Telecommunications industry activists in Indonesia believe that the telecommunications industry will get bigger. Provided, these industry activists prepare a long-term solution, given the very high growth of this industry.

Thus, only quality companies can compete and dominate the market. Quality has a close relationship with customer satisfaction. Service quality provides an impetus to customers to establish strong ties with the company. In the long term, this kind of bond allows the company to carefully understand customer expectations and their needs. Thus, the company can increase customer satisfaction where the company maximizes a pleasant customer experience and minimizes a less pleasant customer experience.

Internet service is a product package that offers complete solutions for customers' homes (Digital Home Experience). The internet package consists of a home phone package + internet package + television channel package. For areas that can be served, it can be accessed in all areas in the city of Pekanbaru ^[1].

This proves that the service of this product has met the needs of the people of the city of Pekanbaru. Internet speed ranges from 1 Mbps to 100 Mbps. A content monitoring package is a service that offers services (web-based surveillance) where users can perform (live access) and (recorded) video using a web browser connected to the Internet. Home monitoring provides storage

media that is handled centrally so that users only need to provide a camera. Users are no longer bothered with the business of providing data storage and server provision.

Another content package is Trend Micro, an internet security service for customers with trend micro applications as a platform. With this service, customers when conducting internet access activities will be protected from attacks by viruses, malware, spyware, spam, phishing, and inappropriate content from the internet so that data and application systems on the customer's terminal are free from these disturbances. The third content package is a digital music portal that provides music content from various genres, both local and foreign music. And the last content is interactive television services and online media entertainment from the internet network that can be enjoyed by customers through triple screens (television, PC/laptop, and smartphones) with local live TV features, international channel subscription packages, collections (Video on Demand) in the form of movies, box-office, drama, and video clips, as well as online games.

Talking about service issues, in this case, has a big relationship with ethics, therefore Islam itself also provides a good ethical way of serving employees to customers. Based on the concept of Islamic economics, *Rasulullah SAW* has set an example for his people to be successful in all fields, including doing business or work. ^[2] There are four characteristics of the Prophets and Messengers in fostering their people for economic activities. These four things are *Siddiq* (true), *Tabligh* (telling the truth), *Amanah* (trusted), and *Fathonah* (intelligent).

The explanation of the urgency of each of these characteristics of the Prophet and Apostle in economic activities is: *Shidiq* (true), true and honest nature must be the vision of a Muslim's life. From this honest and true nature will bring up the effectiveness and efficiency of one's work. A Muslim will try to achieve the target of each job properly and correctly. In addition, in carrying out each activity correctly, namely using effective methods. *Tabligh* (telling the truth) in life, every Muslim has the responsibility to call and convey the commandments of *ma'ruf nahi munkar*. In economic activities, this *tabligh* nature can also be implemented in the form of transparency, bad climate, and advising each other with the truth. *Amanah* (trustworthy) is a trait that must be the mission of a Muslim's life. This trait will form high credibility and a responsible attitude to every individual Muslim. The nature of trust plays a fundamental role in making economic activities run well. If every economic actor carries out the mandate entrusted to him properly, then corruption, fraud, speculation, and other economic ills will not occur. *Fathonah* (intellect) *Fathonah*, clever, wise, and intellectual must be owned by every Muslim. Every Muslim, in carrying out every activity of his life must be with knowledge. So that every activity in his life is thirsty for knowledge. In order for every work, he does to be effective and efficient, and to avoid fraud, he must optimize the potential of the intellect that God has bestowed upon him. ^[3] Explained that the characteristics of *Fathonah*, *Siddiq*, *Amanah*, and *Tabligh* are Key Success Factors (KSF) in business because the business requires moral and ethical values to prevent injustice. *Amanah* as one of the characters of the Prophet Muhammad SAW, is something that should be followed in the management and development efforts of the organization in a better direction. This study uses the nature of *Amanah* as an assessment tool.

The nature of trust needs to be applied by employees of internet providers in the city of Pekanbaru in a responsible manner, for the welfare of customers and employees themselves. If every economic actor carries out the mandate entrusted to him properly, then corruption, fraud, speculation, and other economic ills will not occur. Submission of information ^[4] is important. The implementation of the values of trust in employees, for example, is a promise to customers because this is also an important thing that needs to be implemented by employees, and keeping promises is also an indicator of trust.

Quality has a close relationship with customer satisfaction. The notion of service quality is the service company's efforts to meet consumer wants and needs as well as its accuracy to balance consumer expectations. From this understanding, it can be seen that there are two factors that affect the quality of service, namely, the service expected by the consumer (expected service) and the service received or perceived by the consumer (perceived service) or the perceived result. Consumer satisfaction is the overall attitude of consumers given their experience in receiving products or services, which are provided by service providers in accordance with consumer expectations. Consumer satisfaction will be fulfilled if the process of delivering services from service providers to consumers is in accordance with what is perceived by consumers. Consumer satisfaction itself is influenced by service quality which must pay attention to five dimensions of service quality such as physical facilities (Tangible), reliability, responsiveness, assurance, and empathy. The operational continuity of a service company depends on the quality of service and customer satisfaction. Because the more satisfaction felt by consumers with the service quality of a company, it will be able to provide benefits in the form of profits and a positive image for the company in the eyes of the community which will be one of the strengths of the company to survive and compete in the market.

Consumer satisfaction is one of the strategies ^[4] to achieve success in the service sector business and customer satisfaction is a reference to the success of a service company in providing services to consumers. Based on the results of preliminary research conducted by researchers, it turns out that there are still problems regarding customer satisfaction, namely as follows: Dimensions of Overall Customer Satisfaction, consumers are not satisfied with the handling provided by internet provider employees in the city of Pekanbaru on customer complaints/complaints. For example, the slow handling of complaints about telephone or internet problems that cannot be used. Dimensions of Consumer Satisfaction Consumers are not satisfied with the services provided. For example, consumers are only given promises of handling but there is no improvement.

The motivation of this research is to implement the nature of the Prophet Muhammad SAW, *Amanah*, into service business services to increase customer satisfaction. The novelty proposed is the development of the dimensions of the character of the Prophet Muhammad SAW, namely *Amanah*, with indicators of responsibility, keeping promises, and being transparent.

2. Methodology

In this study, the researcher used a qualitative approach. In this approach, qualitative research produces descriptive data in the form of written or spoken words from people and

observed behavior ^[5]. The type of research used is descriptive research that only analyzes to a descriptive level, namely analyzing and presenting facts systematically so that they can be easier to understand and conclude. The sample is 5 respondents who use internet network services in the city of Pekanbaru. Data were collected through open interviews.

3. Discussion

Service Quality and Customer Satisfaction

Quality is a dynamic condition that affects products, services, people, processes, and the environment that meet or exceed expectations ^[6]. The concept of quality according to Fandy Tjiptono is conformity with requirements or guidelines, suitability for use, continuous repair or improvement, free from damage or defects, meeting customer needs from the start and at all times, doing everything right from the start, and something that can make customers happy.

While service is any action or activity that can be offered by one party to another, which is essentially intangible and does not result in any ownership. According to Basu Swasta ^[7], service is the behavior of producers in order to meet the needs or understanding as an effort to make improvements and improvements as well as continuously meeting consumer needs so as to satisfy consumers. According to Kasmir ^[8], customer service plays an important role as the spearhead of the company in dealing with consumers. In the business world, the main task of customer service is to provide services and foster public relations in order to create a good relationship between consumers and companies.

It can be concluded that service quality is all forms of activities carried out by the company in order to meet consumer expectations. According to Philip Kotler ^[9], service quality is defined as a customer's assessment of the superiority or privilege of a product or service that affects the ability to satisfy stated or implied needs. Meanwhile, according to Parasuraman, service quality is defined as how far the difference between reality and customer expectations for the services they receive or obtain ^[10].

Amanah Practices in the Implementation of Services

Amanah does not only have a brief explanation that *Amanah* is trusted or trustworthy, but in a broader scope there are several indicators contained in it and some indicators of achieving the mandate are responsibility, correct promise, and transparency ^[3].

Responsibility is the state of being obliged to bear everything. Responsibility can also be interpreted as a person's attitudes and actions in accepting something as a trust and lovingly fulfilling it in the form of good deeds. Responsibility means that every decision and action must be carefully considered the implications that arise for human life by maximizing welfare and minimizing *mafsadat* and harm. There is a passage in a hadith narrated by *Thabrani* stating that Abu Bakr wanted to install Umar bin Khattab as a caliph, so he sent a messenger to summon *Umar bin Khattab* and said to him: "O Umar, I invite you to a tiring responsibility for the people who holds it. So, fear Allah SWT by obeying all His commands and fearing Him. Because indeed piety is a protector from all sins. Indeed, these positions and responsibilities can only be held by those who carry out their responsibilities" and as Muslims know that Umar always carried out orders and feared Allah as was

entrusted by Abu Bakr to Umar bin Khattab. This is an example that trust is not only trustworthy or reliable, but trust is also the implementation of the responsibilities given by superiors, parents, and the responsibility of Allah SWT to His creatures to always look after, pray and be grateful only to Him. The responsibility in terms of management that is borne by humans to manage this earth is to apply the mandate as a requirement of the *Shari'a* in managing the earth for the welfare and security of all creatures on earth. A sense of responsibility (*taqwa*), is one of self-actualization to show optimal results or *islah*.

The promise is one of the Key Performance Indicators of trust. The attitude of trustworthiness and the right to promise, are two interrelated traits, if there is trust there must be an attitude of keeping a promise, if one trait is lost then the other is lost, a person is said to be trustworthy if he is able to keep his promises and words in front of others, on the other hand, someone is said to be trustworthy, keep his promise if he has a trustworthy character in him. There is a hadith narrated by Anas bin Malik Radhiyallahu 'anhu, which explains that trust and keeping promises are one of the characteristics of believers: "The Prophet Muhammad did not preach to us, but he said: "There is no faith for those who do not have trust, and there is no religion for those who do not keep their promises." The hadith can be interpreted that whoever enters into an agreement with another person, then himself violates and does not keep his promise without any *syar'i 'udzur* (reason) then his religion is lacking. As for if with *'udzur* (*shari'a* reasons) like an Imam (leader) who cancels an agreement with a *harbi* (unbeliever who is fought), if he sees there is a benefit to him, then this is permissible. Promises are often related to word of mouth, so when someone makes a promise, it is better to keep it so that that person, apart from keeping their promise, is also a person who keeps the trust. And if the trust has spread in the community, then the relationship between them will be great, the relationship will be strong and good and blessings will cover it. The correct application of the promise which is part of the mandate in its implementation in the employee sphere can be carried out by keeping the work promise made at the beginning so as to produce high work commitment and maximum results.

Transparency can also be interpreted as open, which means being open here is reporting all activities both to the public and to superiors. Never commercializing a position or manipulating and using it is also a guide to behaving and behaving based on trust. By having a trustworthy mental attitude, there will be mutual trust, positive thinking, honesty, and transparency in all life activities which will eventually form an ideal model of society, namely a safe, peaceful, and prosperous society. So making transparency is also part of the nature of trust. Transparency needs to be done by everyone so as not to arouse suspicion of one another so that it creates a sense of *suudzon* between fellow human beings. And transparency is carried out by employees to produce a sense of comfort among others and in this study, an attitude of transparency is expected to be achieved between guests, employees, and other study and training division employees.

Amanah is a trait that must be the mission of a Muslim's life. This trait will form high credibility and a responsible attitude in every individual Muslim. The nature of trust plays a fundamental role in making economic activities run well. If every economic actor carries out the mandate

entrusted to him properly, then corruption, fraud, speculation, and other economic ills will not occur. *Amanah* as one of the characters of the Prophet Muhammad SAW, is something that should be followed in the management and development efforts of the organization in a better direction. The nature of trust needs to be applied by employees of internet providers in the city of Pekanbaru in a responsible manner, for the welfare of customers and employees themselves, this is necessary because by carrying out the mandate, employees must maintain responsibility for the tasks given both maintaining the trust in the form of responsibility to oneself, to superiors, or to be responsible to the people or the customers themselves. In addition, carrying out the mandate also needs to be implemented by employees in the form of transparency in carrying out their duties and taking actions that always maintain the mandate and other Islamic values. *Amanah* is a trait that must be the mission of a Muslim's life. This trait will form high credibility and a responsible attitude in every individual Muslim. The nature of trust plays a fundamental role in economic and business activities so that economic life can run well. If every economic actor carries out the mandate entrusted to him properly, then corruption, fraud, speculation, and other economic ills will not occur. The implementation of the values of trust in employees, for example, is a promise to customers because this is also an important thing that needs to be implemented by employees, and keeping promises is also an indicator of trust.

4. Conclusions and recommendations

Based on the findings of the data and its relation to the confirmation of the theory that answers the research problem formulation, several conclusions can be drawn, including: The application of *Amanah* services provided by the Pekanbaru city internet provider has been satisfactory for customers. These factors are firmly entrenched in the minds of customers, resulting in a positive perception of the services they have received when using internet services using fiber optic networks. On the other hand, internet providers in the city of Pekanbaru have made improvements and improvements every year to the facilities and services provided to customers. From some of the subject's perceptions, it can be concluded that there are 5 (five) factors that determine service quality, TERRA, including tangible evidence in the form of physical facilities that can be seen and felt directly by customers, which are the main points that can lead to positive perceptions. In the minds of customers, the empathy factor is in the form of sincere and individual or personal attention given to customers by trying to understand the customer's desires, reliability in the form of the ability to provide services accurately, consistently and reliably, responsiveness in the form of a policy to assist, and provide appropriate service to customers by conveying clear information, assurance in the form of knowledge and courtesy of company employees to maintain trust.

Based on the conclusions of the results of the research above, the following suggestions are submitted: It is better that the performance of employees and facilities provided by internet service providers in the city of Pekanbaru should be further improved so that they can be even better. We recommend that all aspects given must be further improved in quality so that these aspects can be better. We recommend that customer service be further improved so that customers feel satisfied.

The drawback of this research is that this research still uses the nature of the Prophet, namely *Amanah* in the analysis. There are still other properties that can be used. Then the nature of generation Z^[11] which includes the largest internet users in the world also needs to be considered by internet service businesses. Internet providers also need to implement good internal control^[12-13], green behavior^[14], digital technology^[15], and intelligence^[16]. Future research opportunities can still be developed further with other properties, especially traits that can increase customer satisfaction.

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