



## Determination of Behavior, Principles and Law Abiding on Business Ethics

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**Abstract:** Literature Review Article Determination of Behavior, Principles and Legal Obedience to Business Ethics is a scientific article that aims to build a research hypothesis on the influence between variables that will be used in further research, within the scope of Business Law. The method of writing this Literature Review article is the library research method, which is sourced from online media such as Google Scholar, Mendeley and other academic online media. The results of this Literature Review article are that: 1) Behavior affects Business Ethics; 2) Principles affect Business Ethics; and 3) Obedience to the Law affects Business Ethics. Apart from these 3 exogenous variables that affect the endogenous variables of Business Ethics, there are still many other factors including Social responsibility, honesty, trust, compliance, and commitment variables.

**Keywords:** Behavior, Principles, Law Abiding, Business Ethics

### INTRODUCTION

In doing business, it is necessary to have a code of ethics and binding norms, to maintain business continuity and existence. However, in the current era of disruption, where there is a very massive innovation, business ethics are ignored by some business actors or businesses. So that the business or business they live is only oriented to money and profit. A business can be said to be good if the business can survive and continue to innovate following the times and technology. For this reason, researchers conducted this study to analyze the background of business ethics such as Behavior, Principles and Obedience to the Law.

#### Formulation of the problem

Based on the above background, the researchers determined the formulation of the problem as follows:

1. Does Behavior affect Business Ethics?
2. Does Principle affect Business Ethics?
3. Does Law Abiding affect Business Ethics?

## **LITERATURE REVIEW**

### **Business Ethics**

Business ethics is knowledge about the ideal procedures for regulating and managing business which pays attention to norms and morality that apply universally and economically or socially, as well as the implementation of norms and morality with the aim of supporting business activities (Muslich, 2004). Business ethics are rules with the aim of confirming whether a business or business may or may not act, where the rules are derived from written rules or not. If a business or business violates existing rules, it will be subject to sanctions in the form of direct or indirect forms. Business ethics indicators, namely: economic indicators, indicators of applicable special regulations, legal indicators, indicators of religious teachings, cultural indicators and ethical indicators of each business actor (R.A. Wagley, 1988).

Business Ethics has been widely studied by previous researchers, among others: (M Rizky Mahaputra & Saputra, 2021a), (Atikasari, Amira, Arifin, & Semarang, 2020).

### **Behavior**

Behavior is a set of actions or actions of a person in responding to something and then becoming a habit because of the values that are believed. Human behavior is essentially an act or activity of humans, both observable and unobservable by human interaction with their environment which is manifested in the form of knowledge, attitudes, and actions. Behavior more rationally can be interpreted as the response of an organism or a person to stimuli from outside the subject. This response is formed in two kinds, namely the passive form and the active form where the passive form is an internal response that occurs in humans and cannot be directly seen from others, while the active form is when the behavior can be observed directly (Adventus, dkk, 2019).

Behavior is all activities carried out by humans on a daily basis in general (Djali, 2013). Behavioral indicators include: Motivation, leadership behavior and power, interpersonal communication, group structure and process, change process and development of attitude perception.

Behavior has been widely studied by previous researchers, including: (Ali, Sastrodiharjo, & Saputra, 2022), (M Rizky Mahaputra & Saputra, 2021b), (Maharani & Saputra, 2021), (Sari & Ali, 2022).

### **Principle**

Principles are patterns or methods used by social beings in determining their choices in order to achieve prosperity. Principles are owned by each individual and become a differentiator with others. With the principle, it makes a person to be wiser about how to take steps and make decisions. Principles can help a person in shaping his character to be better and able to adapt to everything that happens (Makmur Khairani, 2014).

The principle has been widely studied by previous researchers, among others: (Putri, Jasmine Putri, Salma, Bagasta, & Faturrahman, 2021), (Hermawan, 2021).

### **Law Abiding**

Obedience to the law is obedience that starts from public awareness of an existing law. Legal awareness is a belief in the values contained in humans about the law. Obedience to the law is not only oriented to the laws that exist in society and within the government, but in institutions including educational institutions or schools. Law-abiding indicators include: legal knowledge, legal understanding, legal attitudes and legal behavior (Mustafa Abdullah & Soerjono Soekanto, 1982).

Law Abiding has been widely studied by previous researchers, among others: (Yurnal, 2016), (Kainde, Saimima, & Yurnal, 2021).

**Table 1. Relevant Previous Research**

No	Author (years)	Previous Research Results	Similarity with this article	Difference with this article
1	(Madonna, Reza, Sovianti, & Widyasari, 2022)	Popularity, Competence and Behavior as Influencer Credibility Indicators of Public Health Resilience in Facing the Covid-19 Pandemic	Discussing Behavior	There are differences in the Popularity, Competence . variables
2	(Rohmiyati, 2018)	Millennial Generation Information Search Behavior Model	Discussing Behavior	There is a Millennial Generation variable
3	(Lathiifa & Ali, 2013)	Factors Affecting Product Differentiation & Consumer Behavior: Product, Price, Promotion, Distribution	Talking about behavior	There are differences in product differentiation, price, promotion and distribution variables
4	(Putri et al., 2021)	Impact of ASEAN's Basic Principles on ASEAN Cooperation Patterns in Facing Myanmar's Coup Crisis	Discussing the Principles	There are differences in the variables of the ASEAN Cooperation Pattern
5	(Sitorus, 2016)	Violation of the Miranda Rule Principle in the Indonesian Criminal Procedure Code	Discussing the Principles	There is a difference in the Criminal Law variable
6	(M Rizky Mahaputra & Saputra, 2021a)	Application of Business Ethics and Business Law on Economic Democracy that Impacts Business Sustainability	Discussing business ethics	Variable Differences in Business Law, Economic Democracy & Business Continuity

## RESEARCH METHODS

The method of writing scientific articles is the qualitative method and literature review (Library Research). Assessing theory and the relationship or influence between variables from books and journals both offline in the library and online sourced from Mendeley, Google Scholar and other online media.

In qualitative research, literature review must be used consistently with methodological assumptions. This means that it must be used inductively so that it does not direct the questions posed by the researcher. One of the main reasons for conducting qualitative research is that the research is exploratory, (Ali & Limakrisna, 2013). In the next stage, it will be discussed in depth in the section entitled "Related literature" or "library review" (Review literature), as the basis for formulating hypotheses and in the final stage these two literatures become the basis for comparing the results and findings. -findings revealed in research (H. Ali & Limakrisna, 2013).

## DISCUSSION

Based on the literature review and relevant previous research tables, the following discussion is discussed:

### 1. Influence of Behavior on Business Ethics

Behavior is an action or attitude that a person has and is attached to him. Someone who has been instilled in good attitudes and behavior since childhood, will certainly carry over to adulthood the attitudes that have been instilled. Especially when doing business activities, good behavior or affecting business ethics. Where in business is very necessary behavior (good) for the sustainability of a business and relationships between people. Aspects

of behavior need to be instilled, those who are accustomed to deviant behavior in business, will lead them to always cheat in business (Zis, Effendi, & Roem, 2021).

One aspect of behavior that needs to be instilled is honesty and responsibility. Where honest behavior is an indispensable behavior in business. Good relationship between employees, colleagues and also buyers. Responsible behavior affects the business activities carried out, for example, avoiding plagiarism (Rennyta Yusiana, Arry Widodo, Hidayat, & Oktaviani, 2020).

Behavior affects Business Ethics, this is in line with research conducted by: (Ali et al., 2022), (M Rizky Mahaputra & Saputra, 2021a), (Sari & Ali, 2022), (Maisah & Ali, 2020).

## 2. Influence of Principle on Business Ethics

The principle is a commitment that a person has and is in line with the activities they do every day. Principles become indicators or benchmarks for someone in determining their direction and goals. Someone who has principles will run something, especially in doing business according to his principles to achieve business goals. They will be focused and result oriented according to the initial principles that they believe in (Azis, 2021).

Principles affect Business Ethics, this is in line with research conducted by: (Putri et al., 2021), (Ambarwati & Raharjo, 2018).

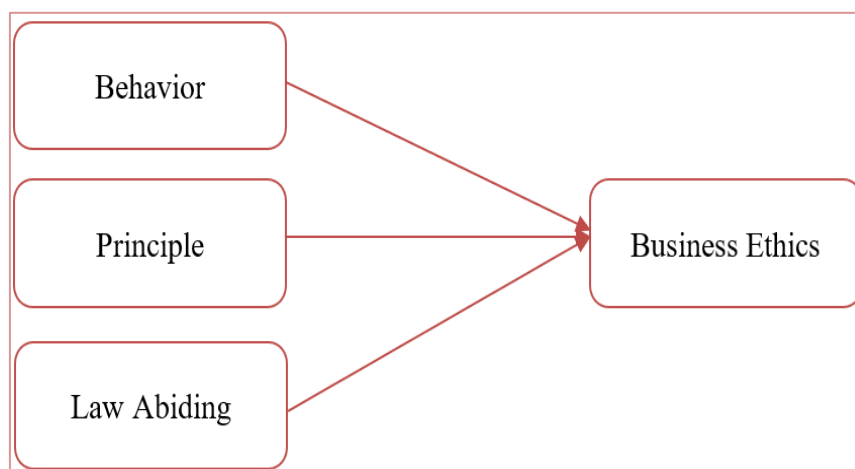
## 3. Influence of Law Abiding on Business Ethics

Obedience to the law is an act of following existing or predetermined regulations, either by the government or the private sector. The purpose of this law itself is to regulate, control and direct someone in a good direction in order to achieve a goal, in this case a business goal. By obeying the applicable legal rules, it will have an impact on ethics in business itself, for example, avoiding plagiarism, product counterfeiting and also other fraudulent actions that harm many people (R. Saputra & Dhianty, 2022).

Obedying the Law has an effect on Business Ethics, this is in line with research conducted by: (Giri, Girinata, & Wiratmaja, 2020), (Yurnal & Ihsan, 2019), (Yurnal, 2018).

## Conceptual Framework

Based on the literature review and the discussion above, the researcher determines the conceptual framework as follows:



**Figure 1: Conceptual Framework**

Based on the conceptual framework above, then: Behavior, Principles and Law Obedience affect Business Ethics. Apart from the Behavior, Principles and Law Obedience variables, there are other factors that affect Business Ethics, including:

- 1) Social responsibility: (M Rizky Mahaputra & Saputra, 2021b), (F. Saputra & Ali, 2021), (Putri Primawanti & Ali, 2022), (R. F. A. Saputra, Pranoto, & Ali, 2021), (Sudiantini, Sastrodiharjo, Narpati, & Indrianna, 2022), (Pujiyono, Arfian, & Subiyakto, 2021), (Usman, Kadiyono, Sulastiana, & Harding, 2021), (Arfian, Kadiyono, Sulastiana, & Harding, 2020), (Beatrix, 2022).
- 2) Compliance: (F. Saputra, 2022), (Ali, 2019), (Agussalim, Ndraha, & Ali, 2020), (Bambang Karsono, 2018b), (B Karsono & Suraji, 2020), (Karsono, B., & Syauket, 2021a), (Karsono, B., & Syauket, 2021c), (Noviriska, 2019), (Atmoko & Noviriska, 2022).
- 3) Commitment: (Ali et al., 2022), (Maharani & Saputra, 2021), (Suharyono & Ali, 2015), (Fahmi & Ali, 2022), (Bambang Karsono, Suraji, & Sastrodiharjo, 2022), (Karsono, B., & Syauket, 2021b), (Apriyani, Roberta, Pribadi, & Ainun, 2022), (Anggit & Setyorini, 2022).
- 4) Trust: (M Ridho Mahaputra & Saputra, 2021), (Sulistiorini & Ali, 2017), (Riyanto, Adila, & Ali, 2017), (Hernikasari, Ali, & Hadita, 2022), (Syauket, Karsono, & Atmoko, 2022), (Zulfadhli, Hamdani, & Farokhah, 2021), (Sinaga, Madonna, & Novrian, 2020).
- 5) Honesty: (Sitio & Ali, 2019), (Bambang Karsono, 2018a), (F. Saputra & Mahaputra, 2022), (Sari & Ali, 2022), (Riyani, Sitanggang, & Novrian, 2008), (Sinaga et al., 2020), (Supriyadi et al., 2019), (IRFANSYAH, 2014), (Jayalie et al., 2018).

## CONCLUSION AND RECOMMENDATION

### Conclusion

Based on the discussion above, the researchers determined the conclusions of this study as follows:

1. Behavior has an affect on Business Ethics
2. Principle has an effect on Business Ethics
3. Law Abiding has an effect on Business Ethics

### Recommendation

Based on the conclusions above, in addition to the Behavioral, Principles and Law Obedience factors that affect Business Ethics. There are other factors that influence Business Ethics, namely: Compliance, honesty, commitment, social responsibility and trust.

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