



The Meaning of Mujahadah Values for Muslim Entrepreneurs Culinary Business in East Kutai Regency

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Abstract

This research delves into the meaning of mujahadah among Muslim entrepreneurs in the culinary industry of East Kutai, examining the incorporation of Islamic values into their business practices. It seeks to elucidate the intricate relationship between Islamic values and the business strategies employed by Muslim entrepreneurs in the culinary sector of East Kutai, highlighting the significance of mujahadah in shaping their entrepreneurial journey. This research uses a qualitative approach involving in-depth participant observation, interviews, and document analysis. The findings suggest that the mujahadah has maximum effort and strong determination to achieve business goals, with an acknowledgment of divine intervention. Entrepreneurs integrate mujahadah with Islamic values such as patience, sincerity, and reliance on Allah. Additionally, the research identifies vital challenges entrepreneurs face, including human resource management issues, market adaptation, and raw material supply management. This study offers profound insights into the influence of spiritual values on Muslim culinary entrepreneurs and provides practical implications for navigating everyday business challenges.

Keywords: *Mujahadah Value; Muslim Entrepreneur; Culinary Business*

Introduction

Global economic growth and a significant increase in population pose severe challenges in creating adequate employment opportunities. In the global context, Islam plays an important role, where around 23% of the world's total population expects to adhere to Islam by 2030 (Pew Research Center, 2011). The World Islamic Economic Forum and Global Islamic Economic Summit have highlighted the link between faith-based beliefs, especially in a business context, and the drive for productive business in countries such as Saudi Arabia, Malaysia, Turkey, and Iran (Kayed & Hassan, 2010, 2013; Kayed & Kabir Hassan, 2011).

Although many Muslim countries have successfully combined religious beliefs with a passion for business to achieve more significant economic potential, previous research reveals that some Muslim entrepreneurs have experienced a decline in their entrepreneurial confidence, character, and enthusiasm over time (Faizal et al., 2013). Therefore, a deeper understanding of how Islamic principles, especially the concept of mujahadah, can be optimized in the context of the culinary business. Mujahadah, which means hard work and optimal effort in the context of Muslim culinary businesses in East Kutai, is translated as maximum effort in daily operations and includes patience, sincerity, and reliance on Allah. It reflects a

combination of hard work and surrender to the Divine will, guiding entrepreneurs in navigating business challenges while maintaining spiritual integrity.

However, a deeper understanding of the application of abstract Islamic values, such as piety, halal, trust, and worship of Allah, in decision-making and business management in the culinary business sector still needs to be improved (Faizal et al., 2013). At the local level, such as in East Kutai Regency, Indonesia, the concept of mujahadah (hard work and optimal effort) in the culinary business has yet to receive adequate exploration (Faizal et al., 2013). East Kutai, a regency in East Kalimantan, Indonesia, with its rich social and cultural diversity, provides a unique backdrop for examining the integration of mujahadah values in the culinary business. This area, home to a sizeable Muslim community, offers opportunities to explore how Islamic values such as mujahadah influence business practices in a multicultural context.

This research aims to fill this knowledge gap by detailing concepts such as purity, halal, and trust in culinary business practices. By referring to these concepts, we can provide practical guidance for Muslim entrepreneurs to integrate religious values into every aspect of their business life (Rehan et al., 2019; Wahab, 2012). Previous studies show that Islamic values such as honesty, hard work, and administrative order positively impact business success (Rimiyati & Munawaroh, 2016). The Islamic work ethic has also contributed positively to academic performance (Noer, 2022).

In the culinary business context, this research's success can provide a deeper understanding of the application of Islamic values. Previous research in the culinary business field highlights the importance of innovation and information technology in advancing the culinary business (Ahmedova, 2015; Sumual et al., 2019). Culinary tourism is essential in improving the tourism industry and can effectively promote specific destinations (Fitrizal et al., 2021; Malhotra & Rana, 2021; Sismanto et al., 2022).

By exploring these concepts, the results of this research will not only provide new insights into the context of the culinary business but also become the basis for more ethical and sustainable business practices from an Islamic perspective. By embracing abstract values such as sin, reward, hell, and heaven, Muslim entrepreneurs are expected to lead economic activities with greater prudence and responsibility (Faizal et al., 2013).

Research on entrepreneurship that researchers have done in a decade shows progress. Religion is the main driving force influencing entrepreneurship (Audretsch et al., 2013; David & Lawal, 2018; Gursoy et al., 2017; Pistrui & Sreih, 2010). Research on micro-enterprise development and micro-entrepreneurship (Chell & Baines, 2000; Choudhury, 2002; Munizu et al., 2016), entrepreneurship by women (Ahl, 2006; Anggadwita et al., 2015a; Azam Roomi & Harrison, 2010; Hoque et al., 2014b; Jamali, 2009; Kanimozhi & Sunitha, 2012; Levent et al., 2003; Mehtap et al., 2017; Rafiki & Nasution, 2019; Tambunan, 2017; Yadav & Unni, 2016), entrepreneurship and profit-sharing (Kayed, 2012) Islamic Entrepreneurship (Faizal et al., 2013; Gümüşay, 2015; Hoque et al., 2014a; Kayed & Hassan, 2010), rural entrepreneurship development, (Kolawole & Ajila, 2015) and youth entrepreneurship (Chiloane-Tsoka, 2016; Dalibozhko et al., 2018; Hsu et al., 2021; Paul et al., 2015; Rixon et al., 2016; Solaiman & Yasmin, 2012).

This research aims to understand how the value of mujahadah integrating into Muslim culinary businesses in East Kutai and to examine the impact of this value integration on business strategy, resilience, and success. Through this study, we strive to reveal how traditional values and Islamic beliefs influence modern business approaches, providing new insights for Muslim entrepreneurs and the academic community. This research opens a new window regarding the value of mujahadah in the context of the culinary business in Indonesia, especially in East Kutai. By studying it further, we can understand how Muslim entrepreneurs combine religious principles with an entrepreneurial spirit to achieve tremendous success. Therefore, the results of this research can positively contribute to local economic growth and create more jobs. Apart from that, this research can be a starting point for further research regarding the application of Islamic values, especially the value of mujahadah in other business sectors.

Research Methods

This study adopts a qualitative approach to understand the subjective experiences of Muslim culinary entrepreneurs in integrating the value of mujahadah into their business practices. This approach was chosen for its ability to capture the depth and nuances of personal experiences, allowing researchers to deeply understand how the value of mujahadah is interpreted and applied in a business context. This research applies a qualitative approach, especially social phenomenology, to explore social life in natural settings. As Creswell, Denzin, and Lincoln described, this approach allows for a deep understanding of phenomena by representing human action and thought's basic structure and reality (Creswell, 2007, hal. 6; Denzin & Lincoln, 2013, hal. 337) This qualitative research aims to describe, analyze, and provide an interpretation of the meaning of the mujahadah value of Muslim entrepreneurs in the culinary business in East Kutai (Creswell, 2012, hal. 16).

The location of this research is East Kutai Regency, selected based on its cultural and social diversity relevant to the study of the meaning of mujāhadah values and the behaviour of Muslim culinary business entrepreneurs. This study aims to describe, analyze, and provide an in-depth interpretation of the meaning of mujāhadah values in the behaviour of Muslim culinary business entrepreneurs in East Kutai.

Primary data was collected through in-depth interviews with 7 Muslim culinary entrepreneurs in East Kutai, selected through purposive sampling to cover a wide range of experiences and perspectives. Interviews were conducted in the natural settings of the informants to facilitate open and comfortable discussions. Secondary data was obtained by analyzing company documents, websites, and social media to complement and verify the interview findings. The reason for selecting these informants is to ensure that the research covers a broad spectrum of experiences and perspectives related to applying mujāhadah values in the culinary business, providing rich and in-depth insights into the phenomenon under study.

Table 1. Respondent's Profile

No	Name	Business Field	Years of Operation	Reason for Selection
1	Dewi Yuliana	Culinary / Lubna Cake	12 years	Extensive experience in the culinary business, offering a unique perspective on mujāhadah values.
2	Edy Pramono	Culinary / Resto Edy Blangkon	15 years	Stability and experience in managing a restaurant, providing insight into business practices.
3	Agus Kristanto	Culinary / Soto Kwali	12 years	Experience in traditional culinary business, highlighting cultural aspects in applying mujāhadah values.
4	Trisna Sriwulaningsih	Owner of a Diner & 7 Tahu Gila Franchise branches	17 years	Innovation and business development, demonstrating the dynamics of mujāhadah values in business expansion.
5	Yasmin	Jasmine Cake	26 years	Broad experience and stability, providing deep insights into mujāhadah in long-term business.
6	Mega Rindawati	Gummy's Food & Beverage	11 years	Involvement in product innovation, reflecting adaptation and application of mujāhadah values.
7	Basyuni Anwar	Owner of a culinary diner	20 years	Extensive experience and success in business, showing the effectiveness of mujāhadah values in operations.

This research utilizes researchers as the main instrument, emphasizing direct presence in the field by conducting initial surveys, submitting requests to informants, and conducting in-depth observations and interviews (Creswell & Poth, 2018, hal. 300; Lincoln & Guba, 1985, hal. 236). Data collection techniques involve participant observation, in-depth interviews, and documentation studies, with data from Muslim culinary business entrepreneurs in East Kutai organized according to relevant categories and subcategories.

Data analysis was performed using data condensation, data display, and conclusion drawing, following recommendations from Huberman and Miles (Bogdan & Biklen, 2007, hal. 172–178). The data condensation process involved classifying and selecting relevant data, while data presentation was done in narrative form to enable a comprehensive understanding of the findings. After transcribing the interviews, data was analyzed using content analysis. It involved an initial coding process to identify units of meaning, followed by grouping similar codes into themes. These themes were then examined and synthesized to depict a deep understanding of integrating mujahadah values into the culinary business.

This study employed triangulation, combining data from interviews, documents, and direct observation. Reliability was ensured through peer examination, where fellow researchers reviewed the generated codes and themes. Member checking was conducted by returning a summary of findings to several informants for validation. Four criteria were used: credibility, transferability, dependability, and confirmability (Lincoln & Guba, 1985). Credibility was established through prolonged engagement, persistent observation, triangulation, member checking, and discussion with colleagues. Transferability was achieved by presenting the findings in a detailed and systematic manner. Dependability was ensured by quality checks on the research process by the promoters. Confirmability was achieved by examining the research results against the collected data (Ghony et al., 2020, hal. 198–217; Lincoln & Guba, 1985, hal. 289–331).

Finding and Discussion

The study's findings indicate that the value of mujahadah influences Muslim culinary entrepreneurs in East Kutai in several ways, including perseverance in facing challenges, innovation in product development, and policies in human resource management. This value motivates strenuous efforts and encourages entrepreneurs to seek creative solutions while adhering to Islamic principles. The main findings from exploring the meaning of mujahadah values among Muslim entrepreneurs in the culinary industry in East Kutai show that an in-depth analysis has been carried out to reveal the relationship between Islamic values and the business strategies these entrepreneurs implement.

Based on the research results, this research explores the meaning of the value of mujahadah in the context of the culinary business through interviews with several business owners. Mrs. Dewi Yuliana, owner of Lubna Cafe & Cake, emphasized the importance of maximum effort in business while realizing that the final result is in God's control. Eddy Pramono from Edy Blangkon highlighted his belief in hard work and prayer as the key to success. Agus Kristanto from Soto Kwali said that the meaning of mujahadah for him involves responsibility towards family and a determination to provide benefits through business. Trisna Sriwulaningsih highlighted the combination of hard work, trust, and surrender to Allah's will in dealing with the dynamics of the culinary business. Yasmin Abdul Muis, owner of Jasmine Cake, describes hard work, trust, and surrender to Allah's fate as the keys to building a home cake business. Mega Rindawati, the owner of Gummy's Food & Beverage, said that mujahadah for them involves diligent work, innovation, endeavour, prayer, and a focus on providing benefits to others. Basyuni Anwar emphasized that mujahadah in the culinary business includes hard work, a spirit of never giving up, prayer and trust, especially for nomads.

In general, mujahadah values in the culinary business are closely related to other Islamic values, such as patience, responsibility and commitment. Challenges faced by entrepreneurs involve human resource management, employee fluctuations, and handling raw material supply issues. However, even though they face difficulties, business owners emphasize the importance of mujahadah as the primary foundation in facing culinary business challenges. As for the results of findings in the field, researchers can summarise them in the following picture:

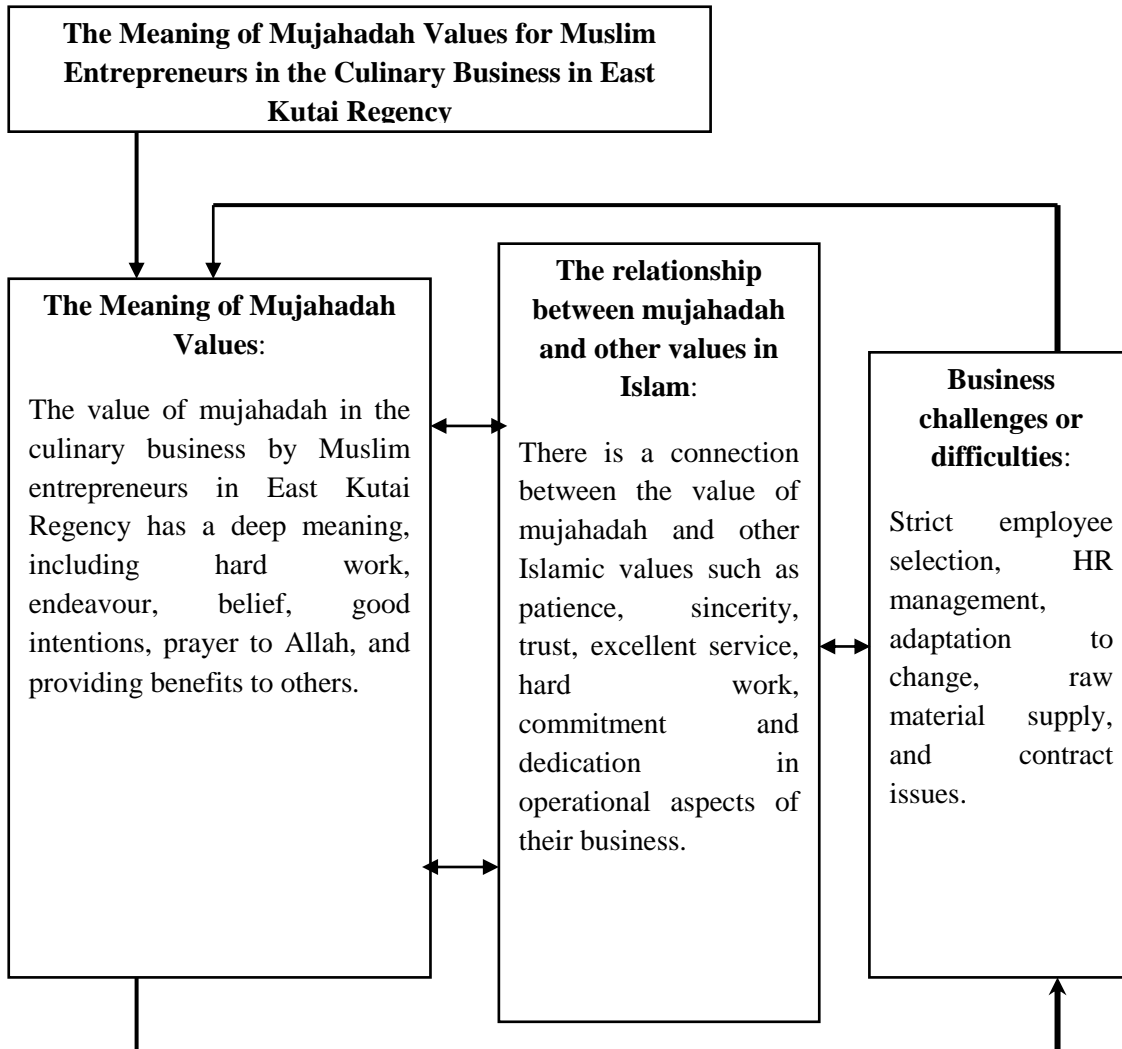


Figure 1. The meaning of the Mujahadah value of Muslim entrepreneurs in the culinary business in East Kutai Regency

The Meaning of Mujahadah Values

This research reveals that Muslim entrepreneurs value mujahadah in the context of the culinary business as a dedication to hard work and optimal effort. The findings show that most respondents consider mujahadah highly committed to running their culinary business. It includes menu planning, stock management, and customer service. These findings provide strong confirmation that business actors do not only focus on the physical dimensions of mujahadah but also make Islamic principles, such as taqwa (piety), halal product, and amanah (trust), the main foundation that must be reflected in every aspect of their business (Faizal et al., 2013).

This research details that the meaning of mujahadah is not only limited to physical efforts but also includes a spiritual dimension (al-Ghazali, 1993). It is consistent with the concept of mujahadah in Islam,

as outlined by Al-Ghazali and Sufi experts, which emphasizes spiritual struggle and continuous efforts to achieve spiritual perfection (Al-Ammar et al., 2012). This understanding enriches how religious values integrate into daily business practice, forming a more holistic work paradigm.

The views of Al-Ghazali, a famous Islamic philosopher, theologian and Sufi, and Abu Laits as-Samarqandi, a scholar and Sufism expert, provide very relevant insights in the context of research findings in the field regarding the meaning of the value of mujahadah in the culinary business of Muslim entrepreneurs in East Kutai. In Al-Ghazali's view, mujahadah refers to spiritual struggle and maximum effort to achieve spiritual perfection. Research findings show that entrepreneurs interpret mujahadah as a high commitment to running a culinary business, including aspects such as menu planning, stock management, and customer service, by the concept of spiritual struggle advocated by Al-Ghazali (al-Ghazali, 1993).

Abu Laits as-Samarqandi's views on maintaining religious values in business were found to be relevant in this research. Findings show that Muslim entrepreneurs in the East Kutai culinary industry consistently carry out values such as not delaying religious obligations (Samarqandi, 2005, hal. 216). They maintain a balance between doing business and fulfilling the demands of their religion, which reflects a high commitment to Allah in a business context. Entrepreneurs also practice business ethics that include maintaining their honour, their families, and their businesses, as Samarqandi recommended.

Apart from that, the concept of tawakal emphasized by Samarqandi is also reflected in the business practices of Muslim culinary entrepreneurs in East Kutai. They fully trust Allah after maximum efforts (Samarqandi, 2005, hal. 216). The results of this research illustrate an optimistic and calm attitude when facing unpredictable or out-of-control business situations. This view is in line with the concept of tawakal in Islam and shows the consistency of the value of tawakal with the daily business practices of entrepreneurs. Furthermore, the practice of not being too pushy or pushing yourself too hard in trying, as recommended by Samarqandi, is also in line with research findings. Entrepreneurs show patience and sincerity when facing business challenges, creating a balance that aligns with the principles outlined by Samarqandi (Samarqandi, 2005, hal. 216).

On the other hand, Abu Laits as-Samarqandi's view of tawakal, namely complete trust in Allah after maximum efforts, is also relevant to research findings. The positive response of entrepreneurs to the concept of tawakkal reflects the importance of trust in Allah in facing business situations that are unpredictable or beyond their control. It aligns with Samarqandi's view, emphasizing the importance of dependence on Allah in running a business. Wahab et al. highlighted the importance of surrendering to Allah in the context of Islamic economics, and these findings strengthen this view by showing that tawakal is an integral part of the value of mujahadah in managing a culinary business (Wahab et al., 2016).

This research provides an in-depth understanding of the application of Islamic values, especially mujahadah, in the culinary business. By detailing the meaning of the value of mujahadah from the perspective of Muslim entrepreneurs, this research provides insights that can become the basis for more ethical and sustainable business practices. Additionally, these findings create space for further reflection on how religious values can be integrated into long-term business strategies, positively impacting local economic growth and job creation (Faizal et al., 2013). Therefore, the results of this research not only fill the knowledge gap in Islamic business literature but can also serve as a basis for further research regarding the application of Islamic values in other business sectors.

Compared to previous research exploring the value of mujahadah in a general business context, these findings expand understanding of its application and impact in the culinary sector. While previous literature recognizes the importance of mujahadah in facing difficulties, this study reveals how this value encourages business innovation and adaptation in compliance with Islamic laws. These findings contribute to the literature on Islamic entrepreneurship by highlighting how the value of mujahadah can

facilitate business success through strategic adaptation and innovation in line with Islamic values when understood and applied in the culinary business context.

The justification for the findings of this research is supported by Muslim entrepreneurs' understanding of the importance of spiritual struggle and *tawakal* in their culinary business. They focus on the physical dimensions of *mujahadah* and integrate Islamic values, such as *taqwa* (piety) and product *halal*, as the primary foundation in every aspect of their business. Thus, Al-Ghazali and Abu Laitis as-Samarqandi's views regarding the spiritual struggle and *tawakal* encourage harmony between Islamic values and the daily business strategies of entrepreneurs. It introduces a robust spiritual dimension into their business practices, forms a more holistic work paradigm, and enriches their understanding of how Islamic religious values are integrated into ethical and sustainable business practices.

The Relationship between Mujahadah Values and Other Values

The relationship between *mujahadah* values and other Islamic values in entrepreneurship has a significant role, especially in the latest research in this field. *Mujahadah*, defined as spiritual struggle or effort in Islam, is related not only to the physical hard work aspect of business but also to the principles of ethics and integrity. Research conducted by Audretsch et al. and David & Lawal shows that religion, especially Islamic values such as *mujahadah*, plays a vital role in shaping Muslim entrepreneurs' approach to business (Audretsch et al., 2013; David & Lawal, 2018). It reflects how Islamic principles influence decision-making and business strategy, emphasizing the importance of balancing material goals and spiritual ethics.

In micro-entrepreneurship and women's entrepreneurship, Islamic values, including *Amanah* (trust) and honesty, are highly prioritized, as found in research by Ahl and Anggadwita et al. (Ahl, 2006; Anggadwita et al., 2015b). Muslim entrepreneurs are expected to apply these values consistently in all aspects of their business, in line with Islamic teachings. It shows the importance of building a materially successful and morally and ethically responsible company. These values serve as a foundation for Muslim entrepreneurs to develop businesses that are sustainable and beneficial to their communities, reinforcing the concept that entrepreneurship in Islam goes beyond the mere achievement of material gain.

Research by Faizal et al. and Gümüşay emphasizes achieving spiritual and material benefits in Islamic entrepreneurship (Faizal et al., 2013; Gümüşay, 2015). It shows that entrepreneurship in Islam does not only focus on achieving financial profits but also on harmony between business ventures and spiritual and moral values. It highlights the importance of maintaining a balance between the interests of this world and the hereafter in business, affirming that the primary goal of a Muslim entrepreneur is to achieve success that is not only defined in material terms but also in the context of spiritual and moral perfection.

The Islamic entrepreneurship model Hoque et al. developed includes knowledge, risk-taking, initiative, customer orientation, strategic thinking, employee involvement, piety, hard work, innovation, excellence, honesty, and morality (Hoque et al., 2014b). This model illustrates how the value of *mujahadah*, related to hard work and purity, is integrated with other Islamic values to create balanced and ethical entrepreneurship. The interconnection between these values helps Muslim entrepreneurs develop businesses that are successful not only in economic terms but also in terms of adherence to Islamic moral and ethical principles.

In East Kutai Regency, Indonesia, Muslim entrepreneurs' application of *mujahadah* values is visible in their business decisions. They believe that business success comes not only from human endeavour but also from dependence on God. The concept of *tawakkal*, or total trust in Allah, is the main foundation of their business strategy, as explained by Samarqandi (Samarqandi, 2005, hal. 216). This approach reflects how Muslim entrepreneurs try to balance hard work and reliance on Allah's destiny, combining the concept of *mujahadah* with *tawakkal* to create a unique business strategy based on Islamic values.

The relationship between the value of mujahadah and other Islamic values, such as trust, honesty, and sustainability, becomes apparent in culinary business practices in East Kutai Regency. Muslim entrepreneurs there demonstrate adherence to sustainability principles by choosing halal raw materials and maintaining product quality. It aligns with trust, where entrepreneurs are accountable to Allah and society for every aspect of their business, as Faizal et al. explained. However, there are challenges and dilemmas in integrating mujahadah values with modern business principles, often emphasizing efficiency and profitability without considering the spiritual dimension (Faizal et al., 2013). Further reflection is needed to understand how Islamic values can be integrated synergistically with current business theories, achieving holistic and sustainable business success.

Business Difficulties of Muslim Entrepreneurs

Muslim entrepreneurs in the culinary sector in East Kutai Regency, and in implementing mujahadah values and Islamic principles, face challenges that reflect Al-Ghazali's views, emphasizing the need to overcome lust and achieve spiritual perfection in mujahadah (al-Ghazali, 1993). These entrepreneurs strive to maintain the sanctity of mujahadah values in a competitive business environment. Still, they are often pressured to achieve efficiency and profitability, which can conflict with Islamic ethical and moral principles. It creates a conflict between maintaining spiritual integrity and meeting the demands of modern business. This dilemma is directly related to Al-Ghazali's teachings about maintaining a balance between this world and the afterlife in every aspect of life.

Samarqandi emphasized the importance of maintaining personal and family honour and carrying out efforts in good faith in business (Samarqandi, 2005, hal. 216). Muslim entrepreneurs in East Kutai Regency seek to integrate these values into their business practices but face challenges in maintaining Islamic business standards amidst market dynamics that demand adaptation and flexibility. For example, maintaining halal and trustworthy standards in selecting raw materials and business operations has become difficult amidst pressure to increase efficiency and profitability. This challenge reflects the conflict between the Islamic business principles emphasized by Samarqandi and the reality of modern business practices.

In the highly competitive culinary business environment in East Kutai Regency, mujahadah can be understood as diligent and persistent efforts to face challenges. However, Muslim entrepreneurs are faced with pressure to achieve efficiency and profitability, which often goes against Islamic ethical and moral principles. Mujahadah, in this context, is related to physical, spiritual, and moral efforts in running a business (Djakfar, 2019). They must navigate between maintaining high standards of Islamic business ethics and adapting modern business practices to remain competitive, which demands constant wisdom and adaptation.

Managing human resources using Islamic principles is another challenge. Employers must balance the need for operational efficiency with a commitment to ethical and spiritual values in employee management. It relates to Al-Ghazali's view of the importance of pursuing moral and spiritual perfection in all actions, including in business (al-Ghazali, 1993). Adopting an approach focusing on Islamic values in human resource management requires a holistic and sustainable approach, often challenging to implement in a results-oriented business environment.

Human resource management is one of the main challenges in the Islamic culinary business in East Kutai Regency. Managing employees by Islamic principles, which include justice, Amanah (trust), and ikhlas (sincerity), is a complex task amidst rapidly changing market dynamics. These challenges are related to recruiting and retaining employees and creating a work environment that conforms to Islamic ethics, which often differs from conventional business practices (Djakfar, 2019; Faizal et al., 2013). Employers must balance the need for operational efficiency with a commitment to ethical and spiritual values in human resource management.

Choosing halal raw materials, maintaining product quality, and ensuring trustworthiness in every aspect of business are complex challenges in dynamic economic conditions. Maintaining compliance with halal and trustworthy business standards often presents obstacles, especially when production efficiency and profits are the main focus. Entrepreneurs must navigate the need to remain competitive in the market and adhere to strict Islamic principles, which require continuous creativity and innovation in their business operations (Djakfar, 2019; Faizal et al., 2013).

In addition, synchronizing mujahadah values with modern business principles requires Muslim entrepreneurs in East Kutai Regency to find a balance between tradition and innovation. They must combine Islamic values with the latest technology and business strategies to remain relevant while maintaining the spiritual and moral integrity emphasized by Al-Ghazali and Samarqandi (al-Ghazali, 1993; Samarqandi, 2005).

Addressing this challenge requires a deep understanding of market trends and adapting effective business strategies without compromising core Islamic values. To face these challenges, entrepreneurs must adopt a holistic approach and maintain awareness of Islamic principles that can be applied without compromising business success. This approach demands a deep understanding of how mujahadah values and Islamic principles can effectively be integrated with modern business dynamics in the East Kutai Regency (Djakfar, 2019; Faizal et al., 2013). This approach covers financial, operational, spiritual, and moral aspects, ensuring that businesses are materially successful and aligned with Islamic teachings, creating financially successful companies that contribute positively to society and the environment.

These findings suggest that Muslim culinary entrepreneurs can further enhance their business success by integrating the value of mujahadah more deeply, such as through innovative product development and ethical human resource management practices, following Islamic values. Future research could explore how the value of mujahadah affects other aspects of business, such as marketing and customer satisfaction, across various industry contexts and geographies. It would expand understanding of the application of Islamic values in diverse business practices.

Conclusion

This study has demonstrated that the value of mujahadah plays a critical role in shaping the strategies and operations of Muslim culinary businesses in East Kutai. Entrepreneurs integrate this value in facing challenges with perseverance, product innovation, and ethical work practices, underscoring the importance of Islamic values in driving business success. The research suggests that Muslim culinary entrepreneurs could further base their business operations on the value of mujahadah by implementing innovations aligned with Islamic principles and developing a work culture that encourages perseverance and ethical work practices. It would enhance business success and ensure adherence to Islamic principles.

These findings enrich the literature on Islamic economics by highlighting how integrating the mujahadah value in culinary business can assist Muslim entrepreneurs in surviving challenging business conditions and achieving competitive advantage. It paves the way for further research on applying Islamic values in various aspects of entrepreneurship. Future research could explore the impact of the mujahadah value on other business aspects, such as customer satisfaction and loyalty, and compare it across various industry sectors. Moreover, comparative studies between regions with Muslim majorities and non-Muslims could provide additional insights into applying Islamic values in a global business context.

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Competing Interests

The authors affirm that they have no conflicts of interest to disclose.

Authors' Contributions

This research represents a collective effort from all authors. Sismanto took the lead in conceptualizing the study, crafting the initial draft, and overseeing the qualitative data collection and analysis. Siswanto played a key role in refining the methodology and integrating the findings. Ahmad Djalaluddin conducted an extensive literature review and offered crucial theoretical insights. Each author has reviewed and endorsed the final manuscript.

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