

ABSTRAK

KORELASI PEMAHAMAN ADAB JUAL BELI DENGAN PERILAKU BERTRANSAKSI PADA KEGIATAN *MARKET DAY* KELAS V SU ISLAMIC CENTRE BIN BAZ PUTRI TAHUN AJARAN 2025/2026

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Penelitian ini membahas korelasi antara pemahaman adab jual beli Islam dan perilaku bertransaksi peserta didik kelas V dalam kegiatan *Market Day*. Penelitian sebelumnya lebih banyak berfokus pada pembentukan karakter dan kewirausahaan secara umum, sehingga hubungan kuantitatif antara pemahaman adab jual beli dan perilaku bertransaksi masih jarang dikaji. Hasil observasi menunjukkan bahwa sebagian peserta didik masih belum konsisten menerapkan adab jual beli, seperti antre, bersabar, berkomunikasi dengan sopan, dan mengelola uang kembalian.

Penelitian kuantitatif korelasional ini dilaksanakan di Salafiyah Ula Islamic Centre Bin Baz Putri tahun ajaran 2025/2026 dengan melibatkan 37 peserta didik kelas V melalui teknik *total sampling*. Data dikumpulkan menggunakan angket skala Likert untuk mengukur pemahaman adab jual beli (variabel X) dan perilaku bertransaksi (variabel Y), serta didukung observasi dan dokumentasi. Analisis data menggunakan uji normalitas Shapiro-Wilk, uji linearitas, dan korelasi Spearman Rank karena data tidak berdistribusi normal.

Hasil penelitian menunjukkan bahwa mayoritas peserta didik memiliki tingkat pemahaman adab jual beli Islam yang tinggi (51,4%) dan perilaku bertransaksi yang tinggi (62,2%). Terdapat korelasi positif yang signifikan antara pemahaman adab jual beli dan perilaku bertransaksi dengan koefisien Spearman Rank sebesar 0,744 dan nilai signifikansi $p = 0,000$.

Penelitian ini menyimpulkan bahwa semakin tinggi pemahaman adab jual beli Islam, semakin baik perilaku bertransaksi peserta didik dalam kegiatan *Market Day*. Temuan ini menegaskan bahwa *Market Day* tidak hanya menjadi sarana pembelajaran kewirausahaan, tetapi juga media pembentukan karakter berdasarkan nilai-nilai Islam.

Kata Kunci: adab jual beli, perilaku bertransaksi, *Market Day*.

ABSTRACT

CORRELATION OF UNDERSTANDING BUYING AND SELLING MANNERS WITH TRANSACTION BEHAVIOR IN *MARKET DAY* ACTIVITIES CLASS V SU ISLAMIC CENTRE BIN BAZ PUTRI FOR THE 2025/2026 ACADEMIC YEAR

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This study discusses the correlation between the understanding of Islamic buying and selling manners and the transactional behavior of class V students in *Market Day* activities. Previous research has focused more on character formation and entrepreneurship in general, so the quantitative relationship between understanding buying and selling manners and transactional behavior is still rarely studied. The results of observations show that some students are still not consistent in applying buying and selling manners, such as queuing, being patient, communicating politely, and managing change.

This correlational quantitative research was carried out at Salafiyah Ula Islamic Center Bin Baz Putri for the 2025/2026 school year by involving 37 students of class V through total sampling techniques. Data was collected using a Likert scale questionnaire to measure understanding of buying and selling manners (variable X) and transaction behavior (variable Y), and supported by observation and documentation. Data analysis used the Shapiro-Wilk normality test, linearity test, and Spearman Rank correlation because the data was not normally distributed.

The results showed that the majority of students had a high level of understanding of Islamic buying and selling manners (51.4%) and high transaction behavior (62.2%). There was a significant positive correlation between the understanding of buying and selling manners and transaction behavior with a Spearman Rank coefficient of 0.744 and a significance value of $p = 0.000$.

This study concludes that the higher the understanding of Islamic buying and selling manners, the better the transaction behavior of students in *Market Day* activities. These findings confirm that *Market Day* is not only a means of learning entrepreneurship, but also a medium for character formation based on Islamic values.

Keywords: buying and selling manners, transaction behavior, *Market Day*.