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## Refill Perfume Transactions in Islamic Economic Law: A Case Study of Lanaressa Perfume

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### Abstract

**Objective:** This study aims to determine the halal status of perfumes containing alcohol from the perspective of sharia economics, both for worship needs and daily use. The main focus is to assess whether the buying and selling of alcoholic perfumes can be categorized as halal or haram according to the principles of Islamic law and sharia economics. **Theoretical framework:** Using the framework of sharia economic law based on the Qur'an, Al-Hadith, and positive laws of Indonesia, with an emphasis on the principles of free gharar, fraud, and the fulfillment of the principles of buying and selling. **Literature review:** Reviewing the literature on the law of buying and selling in Islam, the classification of alcohol, as well as the principles of sharia economics and fatwas related to non-consumer products. **Methods:** The method used is a normative juridical approach, which is a legal research method sourced from literature studies and analysis of legal documents. This approach is qualitative, where the data is analyzed descriptively and does not use statistical methods. **Results:** The results of the study show that alcoholic perfumes can be categorized as halal as long as the alcohol used is not intoxicating and not consumed directly. The sale of perfume is also considered legal because it meets the requirements and principles of buying and selling according to sharia, and does not contain prohibited elements such as gharar or fraud. **Implications:** Guide Muslim consumers and business actors on the halalness of alcoholic perfumes within the framework of sharia. **Novelty:** The novelty of this study combines the analysis of fiqh and sharia economics and highlights the relevance of Indonesia's positive law in the practice of buying and selling perfumes.

**Keywords:** transactions, perfume refill, alcohol, buying and selling, sharia economic law.

### INTRODUCTION

The development of the perfume industry has witnessed a growing trend in refill perfume transactions, offering consumers an affordable alternative to branded fragrances. This practice is particularly prevalent in developing countries, including Indonesia, where small and medium enterprises (SMEs) such as Lanaressa Perfume thrive. While economically beneficial, the legality of such transactions from the perspective of Islamic economic law remains underexplored. Islamic commercial jurisprudence emphasizes fairness, transparency, and the avoidance of gharar (uncertainty) and deceit in business dealings. However, the

practice of refilling perfumes—often without clear labeling, origin disclosure, or standardization—raises important legal and ethical questions [1].

Previous studies have discussed general principles of Islamic economic transactions and halal product standards, but few have addressed specific business models like perfume refilling. This creates a significant research gap regarding how such practices align with sharia principles in real-world settings. This study seeks to fill that gap by examining the implementation of refill perfume transactions at Lanaressa Parfume in light of Islamic economic law. The findings of this study are expected to contribute to the discourse on ethical business practices in Muslim-majority societies and provide practical recommendations for entrepreneurs operating within the framework of sharia compliance [2].

Buying and selling (business) is a daily activity that everyone does. However, the correct buying and selling according to Islamic law is buying and selling that applies Islamic law, and avoiding Riba, gharar, and maysir. That's what all Muslims should do. Many people do not know at all about the provisions set by Islamic law in terms of buying and selling or doing business. The Qur'an and Hadith, which are the sources of Islamic law, such as the Qur'an Surah Al-Baqarah verse 275:

واحل الله و البيع و حرم الربا

Many provide examples or business rules that are by Islamic teachings. Both for sellers and buyers. Today's sellers prioritize personal gain over following the provisions of Islamic law. They did not expect great results from what they had done, only seeking material gain [3]. People in this world always need others, and they always do help in meeting the needs of others. It varies, one of which is done through trading or buying and selling. Buying and selling is a social interaction that is based on terms and harmony [4]. "Al-bai', al-Tijarah, and al-Mubadalah" are terms used to describe sales. Buying and selling is an agreement to exchange goods or services that are beneficial to the user after both parties reach an agreement [5].

In addition to food, clothing, and board, humans have primary needs that must be met, namely food and drink. Drinks consumed by humans have various functions, such as not only quenching thirst, but also providing psychological satisfaction, therapy, and producing certain responses or goals [6]. Liqueur is a drink that contains addictive substances in the form of alcohol. One type of drink that is commonly consumed by the public is alcoholic beverages. But not everything alcoholic is haram, for example, the mixture of alcohol in perfume refill [7].

Perfume is a mixture of solvents, oils, and other ingredients that produce an aromatic aroma. Commonly used solvents in perfumes include ethanol mixed with water or other liquids, or essential oils mixed with other additives [8]. Perfumes usually contain ethanol mixed with water. Perfume can be applied directly to the body or clothes as a fragrance. It can also be added to other cosmetic products such as lipsticks, powders, soaps, and other cosmetics [9]. Fragrance oils can be mixed with other ingredients to create different formulations of soaps, lip glosses, and more. Alternatively, it can be mixed with other neutral oils such as coconut oil or jojoba oil [10].

Presidential Decree Number 74 of 2013 states that alcoholic beverages are drinks derived from carbohydrates-based agricultural materials obtained through fermentation and production of ethanol (C<sub>2</sub>H<sub>2</sub>OH). The ethanol content in beverages can lead to a decrease in consumer awareness. And whether or not it is haram or not to mix alcohol in perfume will be discussed by the rules of Islam and sharia principles.

The increasing popularity of refill perfume transactions in Indonesia reflects a shift toward more sustainable and affordable consumer behavior. Refill systems offer eco-friendly solutions by reducing packaging waste while allowing customers to purchase fragrances at lower costs. However, in Islamic economic law, the permissibility of such transactions must be scrutinized through the lens of Sharia principles, especially in terms of transparency (al-

bayyinah), justice (‘adl), and the avoidance of gharar (uncertainty). This study explores the implementation of refill perfume sales at Lanaressa Parfume, a growing local business, to assess its compliance with Islamic economic principles [11].

The novelty of this research lies in its focus on a niche commercial practice—refill perfume transactions—that has received little scholarly attention from a Sharia economic law perspective. By using a case study approach, the research provides empirical insights into how Islamic legal norms are applied in contemporary Muslim consumer contexts. The implications are significant for both Muslim entrepreneurs and consumers, offering guidance on conducting halal and ethical business practices in modern trade. Furthermore, this study contributes to the broader discourse on adapting Islamic economic law to evolving market models, particularly those driven by sustainability and innovation [11].

## LITERATURE REVIEW

Strive for interesting and relevant works to the needs of the Muslim community today. This study carefully discusses important issues related to the halalness of alcoholic perfumes from the perspective of sharia economic law [12]. The qualitative approach used, especially through in-depth interviews, allows for rich and in-depth data mining, resulting in a structured analysis [13].

One of the journal's main strengths is its ability to relate real-world business practices to sharia principles. The study conducted is not only based on theory but also pays attention to direct practice at the Lanaressa Perfume Shop [14]. The author neatly connects the field findings with the postulates of the Qur'an and Hadith, which provide a strong theological foundation for the conclusion of the research. In addition, this journal provides a clear view that the transaction of buying and selling refill perfume, if carried out according to the terms and pillars of Islam, can be accepted by sharia [15].

The author also managed to present this research in an easy-to-understand language, so that this journal is not only relevant for academics but also useful for business actors and the wider community [16]. By presenting a comprehensive discussion, this journal is an important reference for those who want to understand more deeply the laws of sharia economics related to perfume transactions [17].

Overall, this journal is a significant contribution to the study of sharia economic law and provides new insights into issues that often concern the public. This work should be appreciated as a serious and in-depth effort in answering contemporary challenges through a sharia perspective [18].

**Table 1. Literature Review Summary**

Study Focus	Key Findings	Relevance and Implications
Halalness of alcoholic perfumes	Discusses whether perfumes containing alcohol are permissible in Islam based on Sharia economic principles	Addresses concerns among Muslim consumers about the permissibility of commonly used products
Qualitative analysis via interviews	In-depth interviews yield rich data for understanding practical applications of Islamic law	Provides empirical depth and clarity to theoretical discussions
Business practice and Sharia compliance	Connects real-world business at Lanaressa Parfume with Islamic principles	Demonstrates how modern trade models can align with Islamic values
Quran and Hadith integration	Findings are aligned with Islamic textual sources, strengthening the legal and ethical conclusions	Builds theological legitimacy and trust among Muslim stakeholders
Simplicity and accessibility of language	Written in a clear and understandable manner	Useful for not only academics but also business practitioners and the general Muslim public

Acceptance of refill perfume under Islamic law	Shows that refill perfume sales are permissible if conditions and pillars of Islamic contracts are met	Offers practical guidance for halal entrepreneurship and ethical commerce
Contemporary contribution to Sharia economic law	Engages with modern market issues using classical Islamic jurisprudence	Provides innovative solutions to current challenges faced by Muslim communities

## METHODOLOGY

This type of research is field research. According to Dedy Mulyana, field research is a type of research that studies phenomena in its natural environment. And this study analyzes the sources of written law, by studying literature through the existing regulations in the Quran and Al Hadith. The researcher uses the type of field research and a qualitative approach because the type of research is on the theme that the researcher makes [19].

The field research method or interview is one of the techniques widely used in social and business research to dig deeper and more comprehensive information [20]. In this study, the author will use the interview method to obtain data related to refill perfume products, especially at the Lanaressa Parfum Store located in Cemani. This store was chosen because it is one of the most popular stores in the region selling refill perfumes. This study aims to find out more about consumers' preferences for refill perfumes, as well as their reasons for choosing the product.

The interview method in this study was used to explore the views, experiences, and motivations of consumers who bought refill perfume at Lanaressa Store. In addition, interviews will also be conducted with the store to understand the factors that affect the sales of refill perfume and how the store meets the needs of its consumers.

### Types of Research

This study uses a qualitative approach with the interview method as a data collection technique [21]. Qualitative research is chosen because it aims to dig into information in-depth and understand the views and perceptions of individuals regarding the phenomenon being studied. In this case, the phenomenon in question is consumer preference for perfume refills at Lanaressa Stores [22].

Qualitative research allows researchers to conduct in-depth interviews with consumers and stores. This interview method is conducted in a semi-structured manner, which allows the researcher to explore the respondents' answers more freely, but still be directed to dig up information relevant to the research topic [23].



Figure 1. Perfume Products that are the Object of Research

## Location and Research Subject

The location of this research was conducted at the Lanaressa Perfume Store located in Cemani. This store was chosen because it has a good reputation for selling refill perfumes, as well as being the choice of many consumers in the area. The research subjects consisted of two main groups, namely:

1. Lanaressa Store Employees: The researcher will conduct interviews with some consumers who buy refill perfume at this store. Respondents will be selected by purposive sampling, namely by selecting consumers who actively buy refill perfume at the store. The researcher will interview consumers with various characteristics, both in terms of age, gender, and socio-economic status, to get diverse views on refill perfume products.
2. Lanaressa Store Owners: Interviews will also be conducted with store managers or staff who have knowledge of the refill perfume products sold, as well as information related to the marketing strategies implemented by the store. Through this interview, it is hoped that information can be obtained about the store's policy in choosing refill perfumes to sell, as well as how they meet consumer needs and preferences.

## RESULTS AND DISCUSSION

The beginning of the establishment of the Lanaressa perfume store in 2017 on Jl. Jati Cemani, Kec.Grogol, Sukoharjo Regency, Central Java. With a 4x4 store width, initially, this store only had one branch, but with the precision and hard work of sellers, it now stands with 4 Lanaressa perfume branches [24]. Sales at the Lanaressa perfume store have used the method well, even attracting a lot of customers, both from the long-lasting aroma, or many variants of aromas that are fragrant and different, and for the amount of alcohol in the Lanaressa perfume store, the dosage, and not all of them contain alcohol, some use chemical mixtures such as *Absolute and so violet*, and there are several perfume scents made from spices such as spicy aromas from spices such as pepper, sage, ginger, coriander, and basil can be combined with woody or musk scents.

From the results of the interview with the owner of the Lanaressa store, the use of alcohol in the perfume is according to the dosage, and the use also varies or differs according to the formulation, according to the results of the interview from Rizky Afifah's sister, as an employee at the Lanaressa perfume store, for the amount of alcohol in Lanaressa perfume is different, some are pure consisting of 100% perfume seeds, There are also mixed variants consisting of 70% perfume seeds and 30% Absolute mixtures, there are also variants called ordinary quality consisting of perfume seeds, and some mixtures that have been said to be halal. Here are some lists of the best-selling Aroma Perfumes at Lanaressa Parfum:

**Table 2. Kind of Perfume**

Feminine Perfume	Male Perfume
Selena Gomes	Dunhill blue
April forbidden	Bulgari qua
Jlo still	Antonio Flags
Aqua Kiss	Bulgari estrim
The Romans Wish	Black Opium
Paris sirent	Lamborgini
Sarah Jessica	Baccarat
Gucci Garden	Aigner black
Gucci flora	Hugo boss orange

Slavina	Dior Savage
Black Opium	D&G light blue
Vanilla Body Shop	Gray Jay Rose
Pink Cloth	Mercedes black
Baccarat	Jaguar vision

For carving lanaressa perfume store bottles have several sizes, there are several smear bottles and there are several spray bottles. The smear bottle has 2 sizes of 10ml and 15ml. And the spray bottle consists of 15ml, 25ml, 35ml, 50ml, 75ml, 100ml, 150ml, 200ml. For the price of perfume seeds per ml, there are 2 variants. Regular seed variants cost 1000/ml and premium seeds range from 2500/ml to 5000/ml, depending on the type of perfume.



Figure 2. Perfume Products in Lanaressa

### Islamic Views on Refill Perfume

In the discussion of perfume, there are also several things related to Islamic law, the meaning of Islamic law itself is sharia which means the rules set by Allah SWT for his people which are brought by the Prophet Allah which is written in the Quran and Al hadith and must be practiced by all Muslims [25].

Islam strongly advocates the use of fragrances. In many hadiths, the Prophet Muhammad SAW encouraged his people to use perfume, because fragrances are part of purity and cleanliness. In a hadith narrated by Abu Hurairah, the Prophet SAW said:

*"If one of you wants to go out to pray, let him wear perfume."* (HR. Muslim)

This shows that perfume is not only a complement to beauty but also has a spiritual dimension in Islam. In addition, Islam also emphasizes cleanliness as part of faith, where fragrances can improve one's sense of cleanliness.

*"Cleanliness is part of faith."* (HR. Muslim)

Based on this hadith, the use of perfume is relevant because it is part of the effort to maintain body cleanliness [26]. Fragrances in Islam, in addition to serving to cleanse oneself, also have a spiritual dimension that brings us closer to Allah.

## Mechanism of Buying and Selling Refill Perfume at Laneressa Parfum

In principle, the mechanism for buying and selling perfumes containing alcohol at TokoLanaressa Prfum Cemani. It has been carried out well, even though the perfume sold by the shop owner has a variety of perfume fragrances that can attract buyers or users of the perfume. However, not all of the perfumes use alcohol. Some perfumes use chemical ingredients, as stated by Afifah a store employee: "The ingredients used in perfumes do not all use alcohol but some are mixed with chemical content [27].

In increasing perfume sales at the Lanaressa Parfum Cemani Store, Cemani also holds promotions or wears discounts on every purchase in the hope of attracting consumer interest in buying perfume at the store, as stated by store employees, namely: "In attracting consumer interest we also provide promotions and wear discounts in every perfume purchase, as for discounts given such as free bottles in every purchase of premium quality perfumes" From the results of the interview At Jatas, the strategy in increasing perfume sales is carried out by promoting the type of perfume and providing discounts in every purchase of the perfume, for example, buying premium quality perfume and being given free/free bottles in each size, and because of the seller's ethics with buyers and friendliness in serving, that is what attracts consumers to make Lanaressa Parfum as a subscription perfume provider [28].

Running a business that has many enthusiasts such as the perfume business run by Mr. Adi requires a lot of capital, the initial capital used is 50,000,000 (fifty million rupiah) and gets a profit of 5,000,000 (five million rupiah) per month.

## Buying and Selling in the Time of the Rasulullah SAW

Buying and selling have existed since the time of the Prophet PBUH. Then it became one of the ways of exchange based on a consensual attitude without any element of coercion and something that is traded must meet the applicable terms and conditions [29]. All muamalah activities are allowed until there is evidence that prohibits it. This is in line with the rules of fiqh:

الأَصْلُ فِي الْمُعَامَلَاتِ الْبَاحَّةُ أَنْ يَدُلَّ دَلِيلٌ عَلَى تَحْرِيمِهَا

*"As long as everything is lawful (permissible) until there are instructions or evidence that prohibit it."*

From what the author knows, there are 2 types of alcohol, ethanol alcohol and methanol alcohol. Ethanol alcohol is an alcohol that is used as a solvent and does not come from the alcoholic beverage industry (khamar) which is not impure, while methanol alcohol is an alcohol that is used for septic materials such as washing technical equipment in hospitals and if it is used in the food industry and is detected to be harmful, then it is haram [30]. As a rule of fiqh which states: "The law of everything is halal" Based on the words of Allah SWT about the substance of Q.S al-Baqarah (2): 29:

هُوَ الَّذِي خَلَقَ لَكُمْ مَا فِي الْأَرْضِ جَمِيعًا ثُمَّ اسْتَوَىٰ إِلَى السَّمَاءِ فَسَوَّاهُنَّ سَبْعَ سَمَاوَاتٍ وَهُوَ بِكُلِّ شَيْءٍ عَلِيمٌ

*"He is Allah SWT, who made all that is on earth for you and He wills (created) the heavens, and He makes the seven heavens, and He is the Knower of all things."*

There are several views, by K.H Abdul Wahab Khafids emphasizing that the use of alcoholic and non-alcoholic perfumes is haram, if the perfume contains alcohol, then the perfume is unclean to use. In addition, it will pose a danger of defamation due to using alcoholic perfume because it can attract the opposite sex to enjoy the smell [31]. Likewise,

for example, if a drop of khamar falls on something and is not affected by it, then it does not necessarily become khamar.

From the opinion of Uztadz Sul Khan, the reasons for alcohol can be said to be sacred and allow alcoholic perfumes. From some of the statements above, it can be concluded that the law of using alcoholic perfume is mubah (permissible), considering the status of alcohol that is originally holy if it stands alone and does not mix with other substances is halal [32]. Ethanol can change its status to haram if it is combined with haram drinks such as liquor, and ethanol when it is in liquor is punished as a mixture of liquor and not ethanol anymore. Wearing alcoholic perfume is said to be illegal when there is a mixture of substances.

## Types of Alcohol

Then, regarding the question of whether it is permissible to use alcoholic perfume for prayer, according to scholars from the Shafi'iyah circle, the use of alcoholic perfume does not legally invalidate the prayer. They argue that the alcohol in perfume does not affect the sanctity or validity of prayer [33]. The reason is, that something that is prohibited is to consume it in the form of drinking, while for external purposes, scholars say it is allowed.

Check out Imam As-Syaukani's explanation that alcohol is sacred. There is also the meaning of "rijsun" in Q.S al Maidah (5) verse 90, which means haram and not unclean. This explanation is in the book As-Sailul Jarar:

ليس في نجاسة المسكر دليل يصلح للتمسك به اما الآية وهو قوله: يَا أَيُّهَا الَّذِينَ آمَنُوا إِنَّمَا الْخَمْرُ  
وَالْمَيْسِرُ وَالْأَنْصَابُ وَالْأَزْلَامُ رِجْسٌ مِنْ عَمَلِ الشَّيْطَانِ فَاجْتَنِبُوهُ لَعَلَّكُمْ تُفْلِحُونَ (90) فليس المراد بالرجس  
نجس بل الحرام

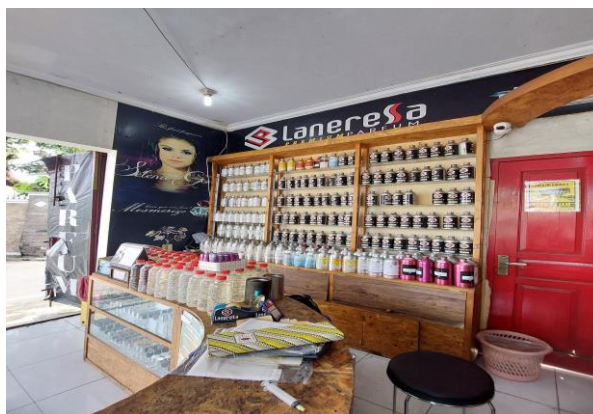
"There is no strong evidence to support the opinion that says the impurity of something intoxicating. As for the verse "Verily (drinking) khamr, gambling, (sacrificing for) idols, casting lots with arrows, are abominable deeds that are included in the deeds of the devil. So stay away from them so that you may have good luck." (Al-Maidah: 90). The word "rijsun" here does not mean najis but means haram."

Furthermore, Shaykh Wahbah Az Zuhayli in the book *Al Fiqhul Islami wa Adillatuhu* said that alcohol is a sacred object, be it pure alcohol or alcohol that has been mixed [34].

مادة الكحول غير نجسة شرعاً، بناء على ما سبق تقريره من أن الأصل في الأشياء الطهارة، سواء  
كان الكحول صرفاً أم مخففاً بالماء ترجيحاً للقول بأن نجاسة الخمر وسائر المسكرات معنوية غير حسية،  
لاعتبارها رجساً من عمل الشيطان

"Alcoholic substances are not impure according to Islamic law, based on the fiqh method that has been stated earlier, that the basic principle in something is sacred; Whether the alcohol is pure or diluted or the alcohol content is reduced with a mixture of water, by corroborating the opinion that the impurity of khamr and all substances that can be intoxicating, is meaningful, not literal, with the main consideration that it is a dirty object as the work of Satan."

We know that according to the research above the shop owner uses 100% perfume ingredients with seeds without any alcohol mixture at all, the shop owner uses Methanol only for perfume measuring tool cleaners or as a bottle cleaner only, so it can be said that the use of perfume in Lanaressa perfume is 100% permissible and does not violate Islamic law [35].



**Figure 3. Lanaressa Perfume Sales Shop**

## **Types of Alcohol and The Laws of The Use of Alcohol in Perfumes, Cosmetics, Medicines**

Alcohol in everyday products has several main types, each with different functions and characteristics:

**Ethyl Alcohol (Ethanol):** Most commonly used in perfumes, cosmetics, and medicines as a solvent, preservative, and aroma carrier. Ethanol is also known as ethyl alcohol or grain alcohol.

**Denatured Alcohol:** Ethanol that has been added to make it undrinkable, is often used in cosmetics to avoid beverage alcohol taxes.

**Isopropyl Alcohol:** Used as an astringent, antifoaming, and solvent in skin, hair, and nail care products.

**Methyl Alcohol (Methanol):** Rarely used in cosmetics due to its toxicity, it is sometimes found as a denatured alcohol.

**Benzyl Alcohol:** A natural alcohol found in fruits and teas, used as preservatives and solvents in cosmetics and soaps.

**Fatty Alcohols (Cetyl, Stearyl, Cetearyl, Lanolin Alcohol):** Emollient, used to soften and stabilize products.

**Isopropyl Myristate:** Specialized in perfumes, it helps in mixing other ingredients [36].

### **Alcohol Use Law**

#### **Cosmetics**

MUI Fatwa No. 11 of 2018: The use of alcohol/ethanol in cosmetic products is allowed without limit on the level, the condition is that the ethanol does not come from the khamr (intoxicating liquor) industry, either from chemical synthesis or non-khamr fermentation, and is not medically harmful [37].

Cosmetic products containing khamr are unclean and haram to use.

#### **Medicines**

The use of alcohol/ethanol in medicines is allowed if it does not come from the khamr industry, both liquid and non-liquid, provided that [38]:

Does not harm health

There is nothing wrong with using

Safe and dosage

Not used to make a hangover.

For liquid drugs, the maximum synthetic alcohol content is 0.5%.

Alcohol is used as a solvent, preservative, and to extract active substances from plants in the manufacture of medicines.

### Perfume

Alcohol (generally ethanol) is used as the main solvent to make the perfume scent last long and even.

According to Shafi'iyah scholars and MUI fatwas, alcoholic perfume is permissible and does not affect the validity or purity of prayer, as long as the alcohol is not from khamr.

Alcohol itself is considered sacred according to Islamic law unless it comes from khamr [39].

### Other Products

Alcohol is also used in skincare products as a solvent, preservative, astringent, and viscosity regulator.

**Table 3. Summary of the Laws on the Use of Alcohol**

Product	Main Types of Alcohol	Usage Law (MUI)
Cosmetics	Ethanol, Isopropyl, Benzyl	Halal if not from khamr, harmless, without limitation of levels
Medications	Ethanol, Isopropyl	Halal if not from khamr, is safe, not abused, reasonable dose; Liquid medicine is a maximum of 0.5% alcohol.
Perfume	Ethanol, Isopropyl Myristate	Halal if not from khamr; can be worn for prayer.

### Analysis

This study provides an insightful examination of refill perfume transactions within the framework of Islamic economic law. Focusing on Lanaressa Perfume, a successful SME in Indonesia, the research investigates the permissibility of selling perfumes that may contain alcohol. The central concern revolves around whether such products align with Islamic principles, specifically regarding halal status, transparency, and avoidance of prohibited elements such as gharar and riba [40].

Using a normative juridical and qualitative field approach, the study combines theoretical analysis with empirical data collected through interviews. This dual-method approach enhances the validity of the findings by connecting Islamic legal theory to real-world commercial practice. The researcher found that the alcohol used in Lanaressa's perfumes is either absent, used only as a tool cleaner (methanol), or consists of safe components like Absolute and Solviolet. The perfume formulas are diverse, and many products do not contain any intoxicating substances. This substantiates the conclusion that, as long as the perfume is not used for consumption and does not originate from khamr (intoxicating liquor), it is halal and permissible in Islamic law [40].

From a business perspective, Lanaressa Perfume has successfully implemented ethical practices, including clear product descriptions, consumer transparency, and promotional strategies that reflect Islamic commercial ethics. Their growing consumer base is attributed not only to quality products but also to the sellers' ethics, fair pricing, and friendly service.

Theologically, the use of perfumes—even those with ethanol—is generally accepted by scholars if the alcohol is non-intoxicating and not consumed. Referencing fatwas from

Indonesian Islamic authorities (e.g., MUI) and classical scholars, the study supports the view that ethanol is not impure unless derived from khamr. Thus, the research bridges religious interpretation with modern practice [41].

The novelty of this study lies in its contextual focus on a niche industry that has not been widely addressed in Sharia economic law discourse. It contributes significantly to consumer education and guides Muslim entrepreneurs in aligning their businesses with Islamic ethical standards. The implications extend to policy recommendations for halal certification and raise awareness among Muslim communities about the legality of everyday products like perfumes. Ultimately, the study affirms that refill perfume transactions, when conducted according to Sharia principles, are both religiously and economically viable [41].

## CONCLUSION

Research on refilling perfume at Lanaressa Parfum Cemani Store provides a comprehensive picture of sales mechanisms, product quality, and Islamic views on the use of perfume. Based on the results of the research, it can be concluded that several important things are related to refilling perfume products and store management. The Lanaressa Parfum store, which was established in 2017 in Cemani, Sukoharjo, has grown rapidly with the addition of branches that now reach four units. With a simple store size (4x4 meters), store owners can introduce various perfume variants that attract consumers, both in terms of long-lasting scents and the variety of scents offered. The store also focuses on ingredient quality, where most of the perfume products sold do not contain alcohol, but rather a blend of chemicals such as Absolut and Solviolet, as well as some perfumes that use natural spices. In increasing sales, Lanaressa Parfum Stores applies various promotional strategies, one of which is providing discounts or gifts in the form of perfume bottles on every purchase of premium products. This has proven to be effective in attracting consumer interest and expanding the customer base. Its ever-growing sales are supported by a friendly seller ethic and satisfactory service. In the context of Islamic views, perfumes, whether they contain alcohol or not, can be used as long as they do not cause harm or slander. Based on the hadith of the Prophet Muhammad PBUH, the use of perfume is highly recommended as part of cleanliness and purity. However, regarding the law of alcoholic perfumes, there are differences of opinion. Some scholars argue that alcoholic perfumes are permissible as long as the alcohol used is of an unclean type, such as ethanol. Therefore, the use of perfume at Lanaressa Shop that uses pure perfume ingredients or that contains a small amount of alcohol mixture in a controlled amount, can be categorized as halal according to Islamic law. Lanaressa Parfum stores adhere to principles of Islamic law in their sales. Based on the results of interviews with store owners and employees, it can be concluded that the use of alcohol in perfume products at Lanaressa Stores is safe and halal, especially since the alcohol used is only limited to cleaning perfume tools and bottles, not as the main ingredient. Thus, there are no elements that violate Islamic law in the products sold in this store. Overall, Lanaressa Parfum Shop has carried out business practices that not only comply with the needs of the market but also comply with the principles that apply in Islamic law. Its growing sales, supported by good service and effective promotional strategies, make this store a top choice for consumers looking for perfumes with guaranteed quality and competitive prices.

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## Author Contribution

All authors contributed equally to the research, analysis, and writing of this article. Each author participated in data collection, literature review, and manuscript preparation through collaborative discussions and shared responsibilities.

## Conflicts of Interest

All authors declare no conflict of interest.

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