

Dynamics of Chicken Egg Pricing at Simpang Pulai Traditional Market, Jambi City

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Abstract

This research offers novelty through its specific examination of chicken egg price dynamics in traditional markets from an Islamic economic perspective at Simpang Pulai Market, Jambi City, an area that has received limited scholarly attention. The study aims to analyze the factors influencing price fluctuations and evaluate their conformity with Sharia principles. This research employs a qualitative method with a field research approach through direct interviews with traders and buyers, supported by documentation and literature studies. The findings reveal that price fluctuations are influenced by distributor supply, consumer demand levels, competition among traders, product quality, and consumers' purchasing power. The pricing mechanism occurs naturally according to market conditions without interventions that disadvantage any party. From the perspective of Islamic economics, these practices reflect the principles of justice, transparency, and mutual consent between sellers and buyers, with no evidence of price manipulation or hoarding practices. The findings highlight that traditional markets function not only as centers of economic transactions but also as spaces capable of creating fair pricing mechanisms aligned with Sharia values, thereby offering a potential model for strengthening Islamic-based trading systems.

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INTRODUCTION

Indonesia as an agricultural country has a livestock sector that plays an important role in meeting the need for animal protein and supporting the people's economy. (Indonesia, 2018) One of the strategic subsectors is egg-laying chicken farming, which continues to grow, including in Jambi Province, where egg production is expected to increase to around 1,700 tons by 2024. This increase is driven by high market demand and improved farming practices by farmers. However, (Rukmana et al., 2025), this development is also accompanied by the dynamics of egg prices which tend to fluctuate due to changes in supply, demand, production costs, and external conditions such as the pandemic and rising feed prices.

Table 1 Prices of Chicken Egg Farm Producers in Jambi City

No.	Information	Average price (Rp/prg)	Annual growth (%)
1.	The beginning of the COVID-19 pandemic	43.200	-
2.	Economic recovery, feed prices rise	45.000	4,17%
3.	Limited supply, rising demand	48.600	8,00%
4.	Stable prices tend to rise	52.200	7,41%
5.	Prices fall towards the end of the year	49.500	(5,17%)

Fluctuations in chicken egg prices in traditional markets, particularly at Simpang Pulai Market in Jambi City, indicate price instability from 2020 to 2024. These price changes directly impact vendor incomes and consumer purchasing power, particularly among low-income communities. In addition to being influenced by supply and demand mechanisms, pricing is also influenced by production costs borne by farmers and vendors. This situation presents a challenge in creating fair and balanced prices amidst competition in traditional markets (Asma, 2016).

Traditional markets, as centers of local economic activity, are characterized by bargaining that reflects the social and economic interactions of the community. However, in practice, there is still the potential for price imbalances due to unfair competition, limited profit margins, and traders' limited understanding of Islamic economic principles, such as the prohibition of *ihthakar* (unlawful exchange), *gharar* (unlawful selling), and the importance of transaction transparency. (Habibi, 2025). This is important considering that chicken eggs are a staple commodity that has a high consumption rate and influences the economic stability of the community.

From an Islamic economic perspective, pricing is not only based on market mechanisms, but must also reflect the values of justice, honesty and balance (Rachmawati & Pinasti, 2024). This principle emphasizes that transactions must be conducted transparently and without any element of fraud, as stated in Q.S. Al-Mutaffifin verse 1. Therefore, this study aims to analyze the dynamics of chicken egg pricing at Simpang Pulai Market in Jambi City and assess its compliance with the principle of justice in Islamic economics. A qualitative approach is used to describe empirical conditions in the field and evaluate pricing practices based on sharia values (Diki, 2024).

In Islamic economics, prices are formed through the interaction of supply and demand which occurs naturally without intervention that damages justice (Lutfi & Wahab, 2026). The concept of a just price is known as *tsaman al-mitsl*, a fair price that reflects market conditions

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without manipulation, hoarding, or monopolistic practices. Islam does not set prices rigidly, but allows for market mechanisms as long as they remain within the bounds of honesty and justice.

Price formation from an Islamic economic perspective is influenced not only by economic factors but also by moral values and societal behavior. Consumer consumption levels, purchasing power, and religious awareness also influence price dynamics in the market (Ningsih et al., 2025). Increased demand due to high consumption will drive up prices, while efficient production and distribution can maintain price stability. Therefore, price fluctuations are acceptable as long as they occur within reasonable limits and do not violate Sharia principles (Rani et al., 2025).

Islamic economics places justice, balance, and welfare as the primary principles in economic activity. This system is oriented not only toward growth but also toward equity and social welfare (Aprilia et al., 2024). The implementation of sharia principles in various sectors, including small businesses and sharia finance, shows a real contribution in increasing economic stability and the sustainability of community businesses.

In the context of pricing, Islam emphasizes that prices should not harm any party and should reflect the public interest (*maslahah*). Intervention is permitted if market distortions occur that harm the wider community. This principle aligns with the objectives of sharia (*maqasid sharia*), particularly in safeguarding the wealth and well-being of the community (Lutfi & Wahab, 2026).

Thus, the concept of price in Islamic economics is not only based on market mechanisms but also considers ethical and fair aspects. A fair price is one that is established reasonably, transparently, and maintains a balance between the interests of traders and consumers (Basari et al., 2024). Therefore, price analysis in traditional markets is important to assess the conformity of economic practices with sharia principles.

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The theory of supply and demand explains the process of price formation through interactions between consumers and producers in the market. Demand describes the quantity of goods consumers want at various price levels within a given period, while supply indicates the quantity of goods producers are willing to sell at a given price (Cici Lestari et al., 2024). The interaction of the two results in an equilibrium price, a condition where the quantity demanded equals the quantity supplied in a market assumed to be perfectly competitive.

Demand is influenced by several key factors, namely the price of the good itself, the prices of other goods (substitutes and complements), consumer income levels, the number of household dependents, and consumer tastes or preferences. The relationship between price and quantity demanded is negative, with price increases tending to decrease demand (Tajri, 2023). However, for staple commodities like chicken eggs, demand tends to be inelastic, so price changes do not significantly reduce consumption levels.

On the other hand, supply is influenced by the price of the good, the prices of other goods, and production costs. Price increases encourage producers to increase supply, while increases in production costs can reduce the quantity supplied. Therefore, producer decisions are heavily influenced by cost structures and potential profits.

Equilibrium prices are dynamic and can change due to internal and external factors, such as changes in production costs, supply, and the economic conditions of the community. In the context of traditional markets, particularly for chicken eggs, price fluctuations often occur due to changes in feed prices, supply availability, and consumer purchasing power (Aulia et al., 2025). This condition demonstrates that price dynamics are not solely determined by market mechanisms but are also influenced by socioeconomic factors and evolving macroeconomic conditions.

Justice in Islamic economics is a fundamental principle that emphasizes the balance between rights and obligations and impartial treatment in all transactional activities (Permana & Nisa, 2024). This concept originates from the term *al-'adl*, which means proportionality and harmony, where each party obtains its rights without harming the other. In the context of transactions, justice is realized through honesty, transparency, and the correspondence between the value of the goods and the set price.

The Quran emphasizes the importance of justice in trade, including the prohibition of reducing weights and measures, demonstrating that justice is not only an ethical value but also a sharia obligation (Ritonga & Jamal, 2025). In economic practice, justice aims to prevent exploitation and social inequality, and ensure a balanced distribution of benefits. This principle is also supported by social mechanisms such as *zakat*, *infaq*, and *sadaqah* to maintain social welfare.

The implementation of justice in transactions is reflected in several key principles, namely the prohibition of usury (*riba*), which has the potential to harm one party; the obligation of transparency (*shidq*) in conveying product information; the prohibition of *gharar*, or ambiguity, in transactions; the principle of pleasure (*ridha*), which emphasizes agreement without coercion; and the prohibition of *najasy*, or the fabrication of false demands (Pratitis et al., 2026). These principles emphasize that transactions must be conducted honestly, openly, and fairly.

In the context of trading basic necessities like chicken eggs, the application of the principle of fairness is crucial because prices directly impact people's purchasing power. While natural price fluctuations due to changes in supply and production costs are acceptable, manipulative practices such as hoarding and price speculation contradict the Islamic value of fairness (SUCI, 2024).

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The view of classical Islamic scholars asserts that price fluctuations are a normal phenomenon. (Oktaviastanti et al., 2025) He stated that price changes are largely influenced by the dynamics of supply and demand, so intervention is unnecessary if the market is operating healthily. Al-Ghazali viewed the market as a natural distribution mechanism that must be maintained through honesty and transparency (Masyhudi, 2025) emphasizes that prices are also influenced by factors of production, distribution, and the economic conditions of society.

Contemporary Muslim economic thought reinforces this concept by adding dimensions of justice and social welfare. Market mechanisms are allowed to operate freely, but the state has a role to intervene if distortions occur that are detrimental to society, such as monopolistic practices and price speculation. Thus, market mechanisms in Islam are oriented not only toward economic efficiency but also toward the common good.

Compared to conventional economics, which emphasizes free markets, Islamic economics integrates ethical values into price formation. Market supervision in Islamic history was carried out through the institution of *hisbah* to ensure fair and transparent transactions (Yuwono et al., 2025). Therefore, market mechanisms in Islam emphasize a balance between economic freedom and social responsibility, ensuring that price fluctuations remain within the bounds of justice and in accordance with the objectives of Sharia (*maqāṣid al-Shari'ah*).

Studies on the price dynamics of food commodities, particularly chicken eggs, have been widely discussed from a conventional economic perspective, emphasizing the interaction of supply and demand and market efficiency. However, research integrating empirical analysis in traditional markets with an Islamic economic perspective remains relatively limited, particularly in local contexts such as Jambi City. Most previous studies have focused on factors of production, distribution, and market behavior without in-depth examination of ethical dimensions such as honesty, transparency, and the prohibition of *ihṭikar* and *gharar* practices (Rosharyati, 2024). Furthermore, research examining the conformity of pricing practices at the small-scale trader level with the principles of *maqāṣid al-syarī'ah* (obligatory principles of Islamic law). This situation indicates a gap between the theoretical approach of Islamic economics and the dynamic and complex reality of traditional market practices.

This research offers a novel approach by combining an empirical analysis of price mechanisms in traditional markets with a normative evaluation based on Islamic economic principles. This study not only identifies economic factors such as supply, demand, and production costs but also assesses pricing practices from the perspective of fairness, honesty, and willingness in transactions. Another novelty lies in the use of a qualitative approach to directly explore the perceptions of traders and buyers, resulting in a more contextual understanding of economic practices on the ground. Thus, this research contributes to expanding the literature on Islamic economics, which has been primarily conceptual, to one based on empirical evidence at the micro level.

This research aims to analyze the dynamics of chicken egg pricing in traditional markets, specifically Simpang Pulai Market, by identifying factors influencing price changes and interaction patterns between traders and consumers. Furthermore, this study also aims to evaluate the extent to which these pricing practices align with Islamic economic principles, particularly those related to fairness, transparency, and balance in transactions. Through these objectives, this study is expected to provide a comprehensive understanding of pricing mechanisms that are not only economically efficient but also aligned with Sharia values.

METHOD

This research uses a qualitative approach with the aim of in-depth understanding of the dynamics of chicken egg pricing from an Islamic economic perspective. This approach was chosen because it allows for a contextual depiction of social reality through descriptive data obtained directly from the field.

The research location is Simpang Pulai Market, Jambi City, chosen because it is a traditional market with intense transaction activity between traders and consumers. This environment is considered representative for examining pricing practices and their compliance with the principles of justice in Islamic economics.

The data used comprises primary and secondary data. Primary data was obtained through direct interviews with egg traders and observations of market activity. Meanwhile, secondary data was obtained from scientific literature, such as books, journals, and supporting documents relevant to the research topic.

Data collection techniques included observation, interviews, and documentation. Observations were conducted to directly observe trading activities, interviews were used to gather in-depth information from informants, and documentation was used to supplement and strengthen the research data.

Data validity was tested using source triangulation, which involves comparing data from interviews, observations, and documentation to ensure consistency and validity. Data analysis was conducted qualitatively, with the stages of data collection, data reduction, data presentation, and conclusion drawing. This process was carried out systematically and continuously to produce valid findings and comprehensively explain the phenomenon of chicken egg pricing in accordance with Islamic economic principles.

RESULTS AND DISCUSSION

Simpang Pulai Market in Jambi City is a traditional market that plays a vital role as a center of economic activity in the community. This market exhibits the distinctive characteristics of traditional markets through direct interaction between sellers and buyers, bargaining practices, and naturally occurring price flexibility. Trading activity occurs daily, with peak intensity in the morning. The diversity of traders, both experienced and new, reinforces the market's adaptive dynamics. This makes the market a relevant research location for examining the pricing mechanism of chicken eggs from an Islamic economic perspective.

This research involved 21 informants, consisting of 7 traders and 14 egg buyers, with diverse backgrounds and experiences. This diversity of experiences provides a comprehensive perspective on the perceptions, behaviors, and economic interactions occurring in the market. The involvement of business actors and consumers allows for a more in-depth analysis of price dynamics and transaction practices that actually occur in the field.

Table 2 Names of Informants of Egg Traders at Simpang Pulai Market, Jambi City

No.	Name of Informant	Status	Length of Experience	Type of Business/Activity
1.	Ibu Rosida	Trader	6 years	Retail sales
2.	Ibu Rita	Trader	2 years	Retail sales

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3.	Bapak Aldo	Trader	3 years	Retail sales
4.	Bapak Nopal	Trader	10 years	Egg stall seller
5.	Ibu Ani	Trader	10 years	Retail sales
6.	Ibu Intan	Trader	5 years	Retail sales
7.	Ibu Suri	Trader	9 years	Retail sales

Table 3 Names of Informants Buying Eggs at Simpang Pulai Market, Jambi City

No.	Name of Informant	Status	Length of Experience	Type of Business/Activity
1.	Ibu Yunidar	Buyer	8 years	Household consumers
2.	Pak Merry	Buyer	5 years	Household consumers
3.	Ibu Sainah	Buyer	10 years	Household consumers
4.	Pakde Sandoso	Buyer	9 years	MSME business actors
5.	Ibu Rozauna	Buyer	5 years	MSME business actors
6.	Bude Ami	Buyer	2 years	MSME business actors
7.	Bapak Darsito	Buyer	8 years	Household consumers
8.	Ibu Nur Aini	Buyer	8 years	MSME business actors
9.	Wak Bani	Buyer	10 years	Household consumers
10.	Ibu Nur Diana	Buyer	9 years	MSME business actors
11.	Ibu Ria	Buyer	3 years	Household consumers
12.	Nenek Zainab	Buyer	10 years	Household consumers
13.	Ibu Zahara	Buyer	2 years	MSME business actors
14.	Bapak Deni	Buyer	7 years	Household consumers

The research results show that the egg pricing mechanism at Simpang Pulai Market is determined by a combination of factors: supplier prices, supply and demand conditions, and traders' operational costs. Most practices reflect the Islamic principle of justice, although there is potential for deviations, such as a lack of transparency under certain circumstances. Dominant factors influencing prices include fluctuations in production costs, supply from farmers, and purchasing power, resulting in prices being dynamic and subject to market conditions.

Table 4 Factors Influencing Chicken Egg Price Determination at Simpang Pulai Market, Jambi City

No.	Factors	Information
1.	Distributor Price	Traders follow prices from agents or main suppliers.

2.	Consumer demand	Prices increase during times of high demand, such as holidays.
3.	Trader competition	Traders adjust their prices to suit surrounding stalls..
4.	Quality and size of eggs	Differences in size and condition affect the selling price.
5.	People's purchasing power	Consumers adjust the amount they buy when prices rise.

Egg price fluctuations in the market are heavily influenced by distributor prices. Traders tend to act as price takers, adjusting their selling prices based on supplier prices. Distributor price fluctuations can occur over short periods of time, depending on supply conditions and upstream production costs. When supply decreases, prices increase, and traders adjust their selling prices to maintain profit margins. Conversely, when supply is abundant, prices tend to fall. This situation indicates that the pricing mechanism at the trader level is a reflection of the broader distribution structure.

In addition to distribution factors, consumer demand also influences price dynamics. Increased demand during certain periods, such as before religious holidays, drives up prices. Conversely, a decline in purchasing power causes traders to adjust prices to remain competitive. This pattern indicates that egg prices fluctuate and periodically follow changing consumer needs.

Competition between traders also plays a role in price formation. Although the base price follows the distributor's, traders still adjust based on prices at nearby stalls to retain customers. Price differences between traders are relatively small, so competition remains healthy and does not disrupt the market price structure. Buyers also tend to compare prices before making a transaction, creating a competitive yet stable market mechanism.

Egg quality and size are important factors in pricing. Traders differentiate prices based on the size and physical condition of the eggs. Larger or better quality eggs are sold at a higher price, while eggs of poorer quality are sold at a lower price. This practice reflects the balance between price and value, which is part of a rational market mechanism.

Consumer purchasing power also influences traders' pricing decisions. Traders adjust prices to maintain affordability for consumers, especially since the majority of buyers are from lower-middle income groups. When prices increase, consumers tend to reduce purchases or choose other alternatives. This demonstrates that prices are influenced not only by market factors but also by the socioeconomic conditions of the community.

Overall, egg price dynamics at Simpang Pulai Market are shaped by the interaction between supply, demand, competition, product quality, and consumer purchasing power. Price patterns are flexible, fluctuating, and subject to short-term change. These fluctuations reflect traditional market mechanisms that operate naturally without coercive intervention.

Table 5 Conformity of Chicken Egg Pricing at Simpang Pulai Market, Jambi City

No.	Principles of Islamic Economics	Findings in the field
1.	Price transparency	Traders convey prices openly to buyers.

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2.	Honesty in quality	Prices are adjusted according to the size and condition of the eggs.
3.	No forced transactions	Buyers are free to choose whether to buy or not.
4.	No price manipulation	Prices depend on market conditions and distributors.
5.	Trader-buyer interaction	There was fair bargaining.

In terms of practical suitability, pricing in this market generally complies with Islamic economic principles. Traders communicate prices openly, adjust prices according to the quality of the goods, and avoid coercion in transactions. The bargaining process takes place fairly and reflects harmonious social interactions between traders and buyers. This practice demonstrates the application of honesty, transparency, and willingness to accept the value of goods in trading activities.

Analysis from an Islamic economic perspective indicates that the pricing mechanism in this market aligns with basic Sharia principles. Prices are determined through the interaction of supply and demand without manipulation. Price fluctuations that occur at certain times, such as religious holidays, are normal as long as they are not accompanied by practices that harm other parties.

The principle of fairness in pricing is also reflected in price adjustments based on market conditions and the quality of the goods. Traders do not set prices arbitrarily, but rather consider distribution factors and consumer affordability. This demonstrates a balance between the interests of traders and buyers.

Furthermore, honesty and transparency are evident in the traders' openness in communicating prices and the condition of goods. There are no indications of quality manipulation or misleading information. This reinforces the conformity of trading practices with Islamic principles of muamalah (muamalah).

This study also found no hoarding practices. Traders sell eggs according to available supply and do not hold stock to influence prices. Price fluctuations are largely due to external factors, such as distribution and market demand.

Finally, the principle of voluntary transactions is also effectively implemented. The buying and selling process is voluntary, with buyers having the freedom to choose, negotiate, or cancel the transaction. This interaction reflects a fair agreement between both parties, thus categorizing trading practices at Simpang Pulai Market as compliant with Islamic economic principles.

The main findings of this study indicate that the chicken egg pricing mechanism at Simpang Pulai Market is formed through the interaction of multiple factors, including distributor prices, consumer demand, the level of competition between traders, product quality, and purchasing power. Empirically, traders act as price followers, adjusting selling prices based on changes in supplier prices, so that price fluctuations at the market level reflect dynamics at the upstream level. Furthermore, prices are flexible and responsive to changes in demand, particularly during seasonal periods such as religious holidays. From a practical perspective, most traders have implemented the principles of honesty, transparency, and willingness in their transactions, so the resulting pricing mechanism tends to align with Islamic economic principles. However, the potential for market imperfections remains, particularly related to limited transparency under certain circumstances.

Empirically, this study found that egg price dynamics in traditional markets are not determined by a single variable, but rather by the interplay of structural factors and market behavior. Price fluctuations occur periodically, even in the short term, triggered by changes in supply from farmers, increases in production costs such as feed, and variations in consumer demand. Competition between traders occurs within reasonable limits, with relatively small price differences, thus preventing unfair competitive practices. Furthermore, price differentiation based on egg quality and size demonstrates economic rationality in pricing. From the consumer perspective, purchasing power is proven to be a balancing factor influencing traders' decisions to maintain affordable prices. These findings confirm that traditional markets possess adaptive mechanisms capable of dynamically balancing the interests of sellers and buyers.

The results of this study align with the theory of supply and demand, which states that prices are determined through the interaction between the quantity of goods offered and the level of consumer demand. The findings regarding the dominant role of distributors also reinforce the concept of the distribution chain in microeconomics, where downstream actors tend to follow the price structure of upstream actors. From an Islamic economic perspective, these results are consistent with the views of classical scholars such as Ibn Taymiyyah, who stated that price fluctuations are a natural phenomenon as long as there is no market distortion. Furthermore, the transparency and honesty practices found in the field support the concept of *muamalah*, which emphasizes openness of information and fairness in transactions. However, compared to several previous studies that found price manipulation or hoarding in traditional markets, this study demonstrates a relatively more conducive environment, where market mechanisms operate naturally without strong indications of *ihtikar*. Thus, this research provides an empirical contribution that strengthens the integration of conventional economic theory and Islamic economic principles in the context of traditional markets.

CONCLUSION

Based on the results of the research on the dynamics of egg pricing in Simpang Pulai Market, Jambi City, it can be concluded that the pricing mechanism operates dynamically in accordance with market conditions. It is mainly influenced by factors such as distributor supply, consumer demand levels, competition among traders, product quality, and the purchasing power of the community. The price fluctuations that occur indicate the existence of a traditional market mechanism that functions naturally through interactions between sellers and buyers without any manipulative intervention. From the perspective of Islamic economics, these pricing practices reflect *muamalah* principles that are in accordance with Sharia values, such as honesty, transparency, justice, and mutual consent between both parties. In addition, this study also found that there were no practices of hoarding (*ihtikar*) or price manipulation that could harm society, so trading activities in Simpang Pulai Market can be categorized as healthy and fair trade practices.

Academically, this research contributes to the development of Islamic economic studies, particularly regarding pricing mechanisms in the context of traditional markets. The findings strengthen the theory that prices in Islamic economics are fundamentally formed through the mechanisms of supply and demand as long as they do not contain elements of injustice, fraud, or monopoly. This research also confirms that the concept of a fair price in Islamic economics remains relevant in local community trading activities. Therefore, this study can serve as an academic reference for the development of more contextual Islamic economic studies, especially regarding the integration of modern market mechanisms with moral values and justice in Islam.

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Based on the research findings, synergy among traders, the government, and society is necessary to maintain price stability and create a fairer and more sustainable trading system. Traders are expected to continue maintaining honest and transparent pricing practices that are aligned with the quality of the goods sold so that consumer trust can be preserved. In addition, traders also need to consider the purchasing power of the community in order to maintain the economic stability of traditional markets.

For local governments and market administrators, more active policies are needed to ensure smooth distribution and stable supplies of food commodities, particularly eggs. Supervision of distribution, prevention of hoarding, and regular price monitoring are important measures to anticipate unreasonable price increases, especially ahead of religious holidays. The government is also advised to provide guidance to traders regarding trading practices that are in line with Islamic economic principles in order to create a traditional market that is healthy, fair, and oriented toward public welfare.

Meanwhile, for academics and future researchers, this study is expected to serve as a foundation for developing broader research on price dynamics from the perspective of Islamic economics, whether through quantitative approaches or mixed methods. Future studies may also expand the scope of research to various types of commodities and different market regions in order to obtain a more comprehensive understanding of the implementation of Sharia values in traditional market mechanisms in Indonesia.

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