

ABSTRACT This study aims at identifying the correlation between business ethics and customers satisfaction in logistics sector. Salim Diarra Faculty of Economics and Business, Universitas Negeri Malang Jl. Semarang No. 5 Malang, 65145, Indonesia E-mail: salim.diarra.1804138@students.um.ac.id Prof. Dr. Ery Tri Djatmika Rudijanto Wahyu Wardhana Faculty of Economics and Business, Universitas Negeri Malang Jl. Semarang No. 5 Malang, 65145, Indonesia E-mail: ery.tri.fe@um.ac.id Prof. Dr. Puji Handayati Faculty of Economics and Business, Universitas Negeri Malang Jl. Semarang No. 5 Malang, 65145, Indonesia E-mail: puji.handayati.fe@um.ac.id Therefore, qualities and prices are not only the key elements in competitive advantages but also social and environmental ethical reputations which are the main factors to strengthen their public images today (Bussey and Chang, 2017).

LITERATURE REVIEW

a. Business Ethics Several studies in past years, have been done so that to investigate the correlation between the perception of ethical practices and customer satisfaction at the business level and individual level mentioned by Jaramillo et al (2012) and valenuela (2010). Research hypothesis were tested with Pearson correlation coefficients or also known bivariate coefficients using statistical software (SPSS 26.) where findings of this paper show that there is a strong positive and significant correlation between business ethics and customer satisfaction. In other terms, the differences amongst acceptable actions and justified rules and regulations, and truthful behaviours managers or entrepreneurs are declared as ethical principles.

Keywords: Business Ethics, Customer Satisfaction, Logistics Managers

INTRODUCTION Since last decades, business specialist knew that companies are responsible for their socio-environmental actions and behaviours. This paper is a descriptive explanatory study which describes the correlation between research variables at PT. Indah Logistics Cargo in Kota Malang. This =is good reputation coefficient as  $R = -0.018$  and  $P = 0.754$  which is greater than  $P$