

ADDRESSING THE CHALLENGES OF COMPETITION AND FICTIONAL PRICING REGULATION: STRATEGIES AND APPROACHES TO FACING PRACTICE DISHONEST BUSINESS

Nida Garnida Fitrianti^{1*}, Anggun Yolistina², Raden Roro Fatmasari³

¹Yayasan Kreatif Indonesia Emas, Bandung, 40281, Indonesia, NidaFitrianti@gmail.com

²Yayasan Kreatif Indonesia Emas, Bandung, 40281, Indonesia, Anggun_yolistina@yahoo.com

³Yayasan Kreatif Indonesia Emas, Bandung, 40281, Indonesia, Fatma.Sarie85@gmail.com

Abstract

Dishonest business practices, including fictitious pricing, have a significant impact on competitive dynamics in the market and threaten the integrity of a healthy market. In overcoming these challenges, cooperation between companies, partnerships with governments, and collaboration with regulatory bodies play a crucial role. Intercompany cooperation enables the exchange of information and experience to combat unfair business practices. Partnerships with governments enable companies to understand and comply with applicable regulations, while collaboration with regulatory bodies strengthens law enforcement. By considering the internal and external factors that influence the successful implementation of anti-corruption strategies, companies can manage them effectively through a holistic and sustainable approach. By collaborating effectively with these stakeholders, companies can build a fairer, more ethical and sustainable business environment that provides maximum benefits for all parties involved.

Key words: dishonest business practices, fictitious pricing, inter-company collaboration, partnerships with government, collaboration with regulatory bodies.

INTRODUCTION

Facing the challenges of competition and fictitious pricing regulations is an urgent agenda for companies in this era of globalization. Dishonest business practices, such as price manipulation or the use of fictitious prices, not only harm consumers but also damage the integrity of the market as a whole. Therefore, it is important to develop effective strategies and approaches to overcome this phenomenon. In this case, a deep understanding of market mechanisms and industry dynamics is the key to designing the right solution. Companies need to conduct a thorough review of their own business practices as well as analyze general industry practices to identify points of vulnerability to unfair business practices. The next step is to strengthen organizational integrity through the enforcement of strict and consistent policies on business ethics. This involves establishing a corporate culture that emphasizes the importance of honesty, transparency and regulatory compliance.

In addition, companies must also strengthen their internal monitoring systems to detect and prevent potential violations. This includes implementing strict audit procedures and clear reporting of business ethics violations. In addition, it is important to increase employee awareness about the importance of integrity in business. Regular training on business ethics and the consequences of dishonest business practices can help create a culture that supports ethical business behavior. The use of technology can also be a powerful tool in facing this challenge. Data analysis systems and artificial intelligence can help companies detect suspicious patterns and prevent dishonest business practices.

However, facing these challenges also requires close collaboration with government and regulatory bodies. Companies need to actively participate in the policy formulation process and provide input to the authorities on steps that can increase the effectiveness of regulations. Close collaboration with regulators can also help companies better understand applicable rules and anticipate changes in regulations that may impact their operations. Apart from that, companies also need to work together with other stakeholders, such as industry associations and consumer organizations, in facing this challenge together.

Not only that, companies must also increase transparency in their pricing and overall operations. By providing broader access to information about company prices and policies, customers and other interested parties can more easily identify and avoid unfair business practices. In addressing unfair business practices, it is important to strengthen cooperation between companies in the same industry. By sharing information and experiences, companies can support each other in upholding high standards of business ethics and create collective pressure on irresponsible business actors.

It is also important to pay attention to aspects of organizational culture and values in overcoming these challenges. Strengthening a corporate culture that emphasizes integrity, honesty and social responsibility can be a strong foundation in encouraging ethical and sustainable business behavior. In this case, effective internal communication and education of employees about the principles of proper business ethics are also very important. Apart from that, companies must also strengthen cooperation between companies in the same industry. By sharing knowledge and resources, companies can strengthen their position in the face of competitive and regulatory pressures.

However, it is important to remember that overcoming this challenge is not an easy task and requires continued commitment from all parties involved. A

holistic and sustainable approach is needed that includes various strategies and approaches to ensure success in dealing with dishonest business practices. By combining these strategies, companies can build a solid foundation for sustainable growth and positive contributions to society and the economy as a whole.

METHOD

The literature study research method is an important instrument in exploring issues regarding overcoming the challenges of competition and fictitious pricing regulations as well as strategies for dealing with dishonest business practices. The first step in this method is to search for related literature from various sources such as academic journals, books, research reports and online articles. This literature search was conducted using relevant keywords, such as “business competition,” “price regulation,” “dishonest business practices,” and “coping strategies.” After that, a selection of literature was carried out that was appropriate to the scope of the research, taking into account the quality and relevance of the information presented. The next stage is to conduct an analysis of the selected literature to identify key findings, patterns and trends in an effort to overcome the challenges of competition and fictitious pricing regulations and dishonest business practices.

During the analysis process, a synthesis was carried out from various selected literature, with a focus on the strategies and approaches that have been implemented by companies in facing these challenges. The results of this analysis include identifying various factors that influence unfair business practices, such as weaknesses in the internal control system, high competitive pressure, and gaps in regulations. Apart from that, the literature study research method also makes it possible to identify various strategies that have been implemented by companies to overcome these challenges, ranging from strengthening internal policies, increasing transparency, to inter-company collaboration and partnerships with the government.

In addition, the literature study research method also makes it possible to evaluate the effectiveness of the strategies and approaches that have been implemented by companies in dealing with dishonest business practices. By analyzing findings from the literature, successes and challenges faced by companies in implementing this strategy can be identified. This analysis provides valuable insights for other companies in designing more effective strategies to face similar challenges.

The literature study research method also makes it possible to identify gaps in research that has been conducted and suggest further research directions. By exploring the available literature, researchers can identify under-researched topics or specific aspects of competitive challenges and fictitious pricing regulations and unfair business practices that require further attention. Thus, the literature study research method not only provides in-depth insight into relevant issues, but also encourages the development of broader knowledge and understanding in this field.

DISCUSSION

Dishonest business practices, such as fictitious pricing, affect competitive dynamics in the market and threaten the integrity of a healthy market

Dishonest business practices, including fictitious pricing, have a significant impact on competitive dynamics in the market and can threaten the integrity of a healthy market. First of all, dishonest business practices create distortions in competition that harm competitors who operate honestly. By setting prices that do not correspond to the true value of their products or services, companies that engage in fictitious pricing can attract customers by offering lower prices than competitors who sell products or services at fairer prices. This not only harms companies that operate honestly, but also harms consumers because they may be persuaded to purchase products or services that do not correspond to their true value. Table 1 below provides several examples of unfair business practices, including fictitious pricing, and their impact on competition in the market.

Dishonest Business Practices	Impact on Competition in the Market
Fictitious Pricing	Makes healthy competition difficult
Cartel	Limiting consumer choices
Abuse of Market Domination	Inhibiting the entry of new competitors into the market
Dishonest Information	Misleading consumers and harming competitors

In addition, dishonest business practices can also threaten the integrity of healthy markets by creating injustice and undermining consumer trust. When prices are influenced by unfair business practices, this can lead to unstable

fluctuations in prices, which in turn can disrupt market balance. For example, if one company dominates a market with unfair business practices, they can use their market power to set unfair prices or disadvantage their competitors. This can lead to a decline in market balance and create an environment where honestly operating companies struggle to survive. Table 2 below provides further insight into the impact of unfair business practices on market integrity.

Dishonest Business Practices	Impact on Market Integrity
Fictitious Pricing	Reduce consumer confidence in the market
Cartel	Creating monopolies and oligopolies
Abuse of Market Domination	Reduced market choice and innovation
Dishonest Information	Makes the market non-transparent

Furthermore, dishonest business practices such as fictitious pricing can also undermine consumer confidence in the market as a whole. When consumers realize that they may be victims of unfair business practices, they may lose confidence in the integrity of the marketplace and feel unsafe in making transactions. This can reduce consumer participation in the market and hinder overall economic growth. Additionally, these practices can also create detrimental inequities for small or new companies trying to enter the market. By engaging in unfair business practices, large or established companies can stifle the growth and innovation of smaller or new competitors by holding down prices or closing markets to them. This creates an unhealthy environment for competition and can be detrimental to the business ecosystem as a whole.

In this regard, steps need to be taken to prevent and address these practices, including strengthening regulations, strict law enforcement, and increasing consumer awareness of their rights. Only by taking action together can we create a healthy, fair and sustainable business environment for all parties involved.

Strategies that have been implemented by companies in facing the challenges of competition and fictitious pricing regulations, and how effective these strategies are in overcoming unfair business practices

Companies have met the challenges of competition and fictitious pricing regulations with a variety of strategies designed to protect market integrity and

maintain fair competition. One strategy that is often implemented is the enforcement of strict internal policies related to business ethics and regulatory compliance. By implementing clear policies and providing training to employees on the importance of ethical business behavior, companies can create a culture that supports honest business practices. In addition, the company is also increasing transparency in its pricing process and overall operations, thereby providing wider access to information to customers and other related parties. This helps reduce opportunities for unfair business practices, such as fictitious pricing, by enabling more effective checks and monitoring by consumers and regulators.

Another strategy implemented by the company is strengthening the internal monitoring and audit system. By developing strict audit procedures and strengthening oversight of their business activities, companies can more easily detect suspicious patterns or potential violations of business ethics. The use of technologies such as data analytics and artificial intelligence is also increasingly common in strengthening these surveillance systems, by enabling the automatic and rapid identification of patterns of unfair behavior. However, the effectiveness of this strategy depends on the company's ability to implement the system well and consistently.

Furthermore, cooperation between companies in the same industry is also an important strategy in facing the challenges of competition and fictitious pricing regulations. By sharing information and experiences, companies can support each other in upholding high standards of business ethics and create collective pressure on irresponsible business actors. This collaboration includes not only the exchange of information about unfair business practices, but also joint efforts to promote ethical business practices and make positive contributions to society and the environment.

Apart from that, the company is also increasing cooperation with the government and regulatory bodies to strengthen law enforcement and ensure compliance with existing regulations. Close collaboration with regulators can help companies better understand applicable rules and anticipate changes in regulations that may impact their business practices. Apart from that, companies can also play an active role in the process of formulating public policy and providing input to the authorities on steps that can increase the effectiveness of regulations.

However, it is important to recognize that each strategy has its own strengths and weaknesses, and no approach is perfect for dealing with dishonest business practices. The strategies implemented by companies can vary depending

on their industry, company size, and operational environment. Apart from that, the effectiveness of the strategy also depends on the level of commitment of the company's management and employees in implementing the strategy well. Therefore, it is important to carefully evaluate each strategy implemented and continuously make adjustments to increase its effectiveness. By adopting a holistic and sustainable approach to facing these challenges, companies can build a solid foundation for sustainable growth and positive contributions to society and the economy as a whole.

Internal and external factors that influence the successful implementation of strategies and approaches to overcome dishonest business practices, and companies can manage them effectively

The successful implementation of strategies and approaches to address unfair business practices, such as fictitious pricing, is influenced by a number of complex internal and external factors. These factors include variables related to corporate culture, organizational structure, government regulations, and market dynamics. First of all, internal factors such as management commitment and corporate culture play a key role in determining the success of an anti-corruption strategy. If company management does not fully support efforts to combat unfair business practices, implementing such strategies can be difficult and ineffective. Additionally, a company culture that does not support integrity and compliance can facilitate unethical practices. Table 1 below provides an overview of several internal factors that influence the successful implementation of anti-corruption strategies.

Internal factors	Impact on Successful Implementation of Anti-Corruption Strategies
Management Commitment	Determine the level of support and priority for the strategy
Company Culture	Influence norms and values that support or hinder compliance
Internal Monitoring System	Determines a company's ability to detect and prevent unfair business practices
Employee Engagement	Strengthen strategy implementation by ensuring broad participation and understanding

Apart from internal factors, external factors also have a significant role in determining the effectiveness of a company's anti-corruption strategy. One of them is government regulations that are relevant to the company's industry and operational area. Strict regulations and strong law enforcement can provide additional incentives for companies to adopt ethical business practices and adhere to high compliance standards. However, too much regulation or weak law enforcement can also hinder innovation and economic growth. Therefore, companies need to properly understand their regulatory environment and collaborate with governments in creating a balanced and effective framework. Table 2 below provides examples of several external factors that influence the implementation of anti-corruption strategies.

External Factors	Impact on Implementation of Anti-Corruption Strategies
Government Regulations	Provide guidance and encouragement for companies to comply with compliance standards
Industry Reputation	Influence pressure from stakeholders to strengthen compliance and integrity
Market Dynamics	Influence the risks and opportunities companies face in fighting unfair business practices
Pressure from Stakeholders	Encourage companies to adopt ethical and responsible business practices

Companies can manage these internal and external factors effectively through a holistic and sustainable approach. First of all, it is important for companies to build an organizational culture that emphasizes integrity, honesty and compliance as core values. This involves not only management commitment, but also employee engagement and education about the importance of ethical business behavior. Additionally, companies need to strengthen their internal monitoring systems to detect and prevent unfair business practices, as well as ensure transparency in their business processes. Furthermore, companies must collaborate with governments and regulatory bodies to ensure a clear understanding of applicable regulations and influence the formulation of balanced policies. Lastly, companies need to communicate openly with their stakeholders about their commitment to integrity and compliance, and strengthen their

reputation as responsible businesspeople. By adopting this comprehensive approach, companies can manage the internal and external factors that influence the successful implementation of their anti-corruption strategy more effectively and achieve long-term success.

The role of inter-company cooperation, partnerships with government, and collaboration with regulatory bodies in strengthening law enforcement and ensuring compliance with regulations in overcoming unfair business practices, including fictitious price setting regulations

Cooperation between companies, partnerships with government, and collaboration with regulatory bodies are the three main pillars in efforts to strengthen law enforcement and ensure compliance with regulations in overcoming unfair business practices, including fictitious price setting regulations. Intercompany cooperation plays an important role in forming a solid industry coalition to oppose unethical business practices. In the context of fictitious pricing regulations, interfirm cooperation enables the exchange of information and experience that can help firms to identify suspicious patterns and warn of potential violations. For example, through industry forums or trade associations, companies can work together to advocate for stricter regulations and promote high business ethics among competitors. By supporting each other, companies can increase the effectiveness of their efforts to combat unfair business practices and create a fairer and more transparent business environment.

Partnership with the government is another strategic step in strengthening law enforcement and compliance with regulations. The government has a crucial role in establishing regulations and enforcing laws to maintain market integrity. Through regular dialogue with relevant government bodies, companies can better understand applicable regulations and anticipate possible changes. In the context of fictitious pricing regulations, partnerships with governments allow companies to collaborate in developing policies that prevent practices that harm consumers and competitors. Companies can also provide valuable input to government through public consultations or industry panels, ensuring that policies reflect the needs and challenges faced by industry stakeholders.

In addition, collaboration with regulatory bodies is an important aspect in strengthening law enforcement and compliance with regulations. Regulatory bodies have the authority to set rules and standards that companies must follow in conducting their business. By actively collaborating with regulatory bodies,

companies can ensure that they understand and comply with applicable regulations. In order to address unfair business practices such as fictitious pricing, companies can participate in establishing fair and transparent pricing guidelines. This collaboration may also involve self-reporting and monitoring from regulatory bodies, thereby ensuring that companies are properly complying with regulations and taking necessary actions to correct non-conformances.

Cooperation between companies, partnerships with governments, and collaboration with regulatory agencies not only strengthens law enforcement, but also produces various additional benefits. One of them is increased transparency in business practices, which can increase consumer and investor confidence. With inter-company cooperation, companies can monitor each other and ensure that dishonest business practices do not damage the image of the industry as a whole. This helps in maintaining market integrity and strengthens public trust in the products and services provided by the company. Partnerships with government also pave the way for more open dialogue between the business sector and government, which can result in policies that are more effective and acceptable to all parties.

Apart from that, collaboration with regulatory bodies can provide legal certainty for companies. By understanding and complying with applicable regulations, companies can avoid costly sanctions and litigation. This reduces a company's operational and legal risks and creates a more stable and predictable business environment. Additionally, companies that actively collaborate with regulatory agencies are often considered more trustworthy by the market and investors, which can have a positive impact on the company's share price and brand value.

However, there are several challenges that may be faced in establishing collaboration between companies, partnerships with government, and collaboration with regulatory bodies. One of them is the difference in interests between stakeholders. Each company may have different priorities and goals, which can make it difficult to achieve agreement and effective collaboration. Additionally, collaboration processes often require significant time and resources, which can be an additional burden for companies with limited resources.

In overcoming these challenges, it is important for companies to have a strong commitment to integrity and compliance. This requires full support from top management and other stakeholders, as well as investment in the human resources and technology necessary to facilitate cooperation and collaboration. In

addition, companies need to maintain open and transparent communication with all parties involved, and adopt an inclusive approach to decision making.

In the context of globalization and growing market complexity, cooperation between companies, partnerships with governments, and collaboration with regulatory bodies are becoming increasingly important in maintaining market integrity and ensuring long-term business sustainability. By strengthening these relationships and making them an integral part of their business strategy, companies can form a solid foundation for continued growth and success.

Overall, cooperation between companies, partnerships with governments, and collaboration with regulatory agencies are key to strengthening law enforcement and ensuring regulatory compliance in addressing unfair business practices, including fictitious pricing regulations. By leveraging the synergy between these three pillars, companies can increase the effectiveness of their efforts in combating unethical business practices and create a more fair, transparent and sustainable business environment.

CONCLUSION

In dealing with dishonest business practices, such as fictitious pricing, inter-company cooperation, partnerships with governments, and collaboration with regulatory bodies play a crucial role. From the previous discussion, we can conclude that joint efforts between companies, governments and regulatory bodies are essential to strengthen law enforcement and ensure compliance with regulations. Cooperation between companies can form a common front in fighting unfair business practices, while partnerships with governments allow companies to better understand applicable regulations and anticipate possible changes. Collaboration with regulatory bodies provides necessary support in law enforcement and compliance monitoring. Therefore, to create a more fair, ethical and sustainable business environment, companies need to continue to increase cooperation with these stakeholders. This can be done through the formation of strategic partnerships, active participation in industry initiatives, and a commitment to adhering to high standards of business ethics. In this way, we can ensure that the market operates within a healthy framework and can provide maximum benefits for all parties involved.

BIBLIOGRAPHY

- Abdullah, R.Z., Lahaling, H., & Rusmulyadi, R. (2024). Legal Analysis of Government Procurement of Goods/Services Through Electronic Purchasing (E-Purchasing) in Gorontalo Province. *Judge* , 2 (1), 278-287.
- Alcika, Y.S. (2023). Practices of Tender Conspiracy in Business Competition. *REUSAM: Journal of Legal Studies* , 10 (2), 85-106.
- Antonius Prahendratno, AD, Subagja, AD, SE, M., Zunan Setiawan, SE, Efdison, MZ, Kom, S., ... & SE, M. (2023). Introduction to Business Textbook.
- Aripin, Z., Fitrianti, NG, & Fatmasari, RR (2023). Digital Innovation and Knowledge Management: The Latest Approaches in International Business. A Systematic Literature Review in the Indonesian Context. *KRIEZ ACADEMY: Journal of development and community service* , 1 (1), 62-74.
- Aripin, Z., Ichwanudin, W., & Faisal, I. (2023). BRAND SUSTAINABILITY STRATEGY DEVELOPMENT: THE ROLE OF SOCIAL MEDIA MARKETING AND MARKETING MANAGEMENT. *KRIEZ ACADEMY: Journal of development and community service* , 1 (1), 39-49.
- Aripin, Z., Mulyani, SR, & Haryaman, A. (2023). MARKETING STRATEGY IN PROJECT SUSTAINABILITY MANAGEMENT EFFORTS IN EXTRACTIVE INDUSTRIES: BUILDING A RECIPROCITY FRAMEWORK FOR COMMUNITY ENGAGEMENT. *KRIEZ ACADEMY: Journal of development and community service* , 1 (1), 25-38.
- Aripin, Z., Sikki, N., & Fatmasari, RR (2024, January). AN IN-DEPTH EXPLORATION OF EMPIRICAL RESEARCH ON ENTREPRENEURIAL MINDFULNESS: A SYSTEMATIC LITERATURE REVIEW TO EXPLORE NUANCES, FINDINGS, AND CHALLENGES. In *Journal of West Java Economic Society Networking Forum* (Vol. 1, No. 2, pp. 1-15).
- Aripin, Z., Supriatna, U., & Mahaputra, MS (2023). WITH THE ADVENT OF CHATGPT: HOW TO IDENTIFY STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS FOR THE FIELD OF EDUCATION AND THE BUSINESS WORLD OF VARIOUS DISCIPLINES. *KRIEZ ACADEMY: Journal of development and community service* , 1 (1), 50-61.
- Bahri, M. (2023). MARKETING EFFORTS OF RAHN PRODUCTS TO MAINTAIN MARKET SHARE (STUDY ON BMT-UGT SIDOGIRI IN PEGANTENAN DISTRICT). *Investi: Journal of Economics and Banking* , 4 (2), 529-541.
- Budiman, AB, & Iwan, I. (2023). Legal Protection Efforts for Business Actors Who Have Been Harmed Due to Fictitious Negative Reviews Judging from the MUI DSN Fatwa No. 24 of 2017 (Case Study of the Google Maps Application). *UNES Law Review* , 6 (2), 5263-5273.

- Dina, D.N. (2020). The Influence of Product Knowledge and Price on the Decision to Purchase the Rabbani Hijab (Research on the Women's Community in Cibitung District, Bekasi). *Al-Fatih Global Mulia Journal* , 2 (1), 1-10.
- Hanuun, NNP, Negara, MRP, & Aripin, Z. (2023, December). ENTREPRENEURIAL EMPOWERMENT IN CREATING SUSTAINABLE DEVELOPMENT IN DEVELOPING COUNTRIES: TO WHAT EXTENT DO THEY STRENGTHEN AND CONTRIBUTE TO EACH OTHER?. In *Journal of West Java Economic Society Networking Forum* (Vol. 1, No. 1, pp. 54-63).
- Latimena, AS, & Isnawaty, NW (2024). Technological Transformation: E-Procurement as the Front Guard in Fighting Corruption, Collusion and Nepotism in the Procurement of Goods and Services. *Reslaj: Religion Education Social Laa Roiba Journal* , 6 (4), 2348-2359.
- Putri, DNC, & Rohman, A. (2023). ANALYSIS OF LEGALITY AND MARKETING OF "PIA NURIS" UMKM FROM THE PERSPECTIVE OF SHARIA BUSINESS FEASIBILITY STUDY. *EDUNOMICS SCIENTIFIC JOURNAL* , 8 (1).
- Pynatih, NMN, Amrita, NDA, & Aripin, Z. (2024). FINANCIAL IMPACT OF BRAND STRATEGY: AN ANALYSIS OF KEY FINDINGS AND FUTURE RESEARCH PROSPECTS. *KRIEZ ACADEMY: Journal of development and community service* , 1 (3), 33-46.
- Rambe, RFA, Bayu, SI, & Sagala, S. (2023). Application of the ITE Law (Electronic Information and Transactions) and the Consumer Protection Law in Cases of Buying and Selling Fake Review Services. *Journal on Education* , 6 (1), 10030-10040.
- Rambe, RFA, Bayu, SI, & Sagala, S. (2023). Application of the ITE Law (Electronic Information and Transactions) and the Consumer Protection Law in Cases of Buying and Selling Fake Review Services. *Journal on Education* , 6 (1), 10030-10040.
- Sagala, PM, Tarigan, KMB, Andarini, S., & Kusumasari, IR (2024). ANALYZE THE IMPORTANCE OF BUSINESS PLANNING AND DEVELOPMENT IN IMPROVING COMPANY PERFORMANCE. *WORKS: Journal of Community Service* , 4 (1), 150-159.
- Setiyono, WP, & Prapanca, D. (2021). Financial Technology Textbook. *Umsida Press* , 1-195.
- WIBOWO, S. (2023). INTERRELATION OF THE PARTIES IN THE TENDER CONTRACT FOR ELECTRONIC PROCUREMENT OF GOODS AND SERVICES (E-PROCUREMENT) ON CONSTRUCTION WORK CONTRACTS IN INDONESIA