

Abstract: Market Price Competition Strategies in Wisata Religi Sunan Ampel Surabaya is a research that aims to set the price. Price is the determinant of the success of traders to capitalize on the sold products. This thesis is the result of research to answer the research question how Ampel traders fix market price and how market price competition strategies in Wisata Religi Sunan Ampel Surabaya. The method used by writer is qualitative research to understand the phenomena that occur as well as experienced by the object of research. The results obtained, that price competition occurs in the Market Region Religious Tourism Sunan Ampel Surabaya are in accordance with the recommendation to business ethics in Islam. Evidenced by the activities going on in the market Ampel not distorted, almost all traders do with healthy competition, honest, open and fair.