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The Influence of Islamic Business Ethics on Consumer Satisfaction on the Shoppe Platform

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Abstract

This study aims to analyze the influence of Islamic business ethics on consumer satisfaction on the Shopee e-commerce platform. Islamic business ethics, based on values such as justice, honesty, trust, and responsibility, are believed to enhance consumer satisfaction in online transactions. The research employs a quantitative approach using an explanatory survey method and involves 100 Shopee users selected through purposive random sampling. Data were collected through an online questionnaire using a Likert scale and analyzed with multiple linear regression. The results show that Islamic business ethics have a significant influence on consumer satisfaction, both partially and simultaneously. This study contributes to understanding the importance of applying Islamic ethical values in digital business practices to build consumer trust and loyalty.

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BACKGROUND

Islam is a clear proof of the existence of perfect teachings on this earth, as evidenced by the command of Allah to balance the side of worship (Habrum minallah) with the side of muamalah (Habrum minannas). One form of implementation of Habrum Minannas in people's lives is the existence of buying and selling activities (Struktur et al., 2009). In buying and selling activities or transactions, business ethics are needed because it is an important thing to apply in carrying out business activities. Ethics are closely related to moral obligations, responsibility, and social justice. In business activities, ethics are the basis and rules for companies to emphasize morality, healthy competition, honesty, openness and fairness in doing business. The application of ethics in business activities can provide a win-win solution to both parties, avoiding fraud (Trivena & Erdiansyah, 2022), gain profits and get blessings in every business transaction.

Islamic business ethics are ethics in doing business that are in accordance with

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Islamic values in the form of the value of truth and the value of goodness based on the Quran and hadith. Business activities that are carried out based on business ethics uphold the principles of justice, honesty and trust. When the application of Islamic business ethics in business activities has been carried out, consumers do not need to worry because these activities are already believed to be something right and good(Demirgüt-Kunt et al., 2020). In comparison, behavior that does not apply ethics or is less responsible can damage the company's reputation and can make the company's image less attractive to stakeholders so that it can reduce profits(Emda, 2018).

In this digital era, the development of internet technology has opened up new opportunities for companies to be able to market goods and services produced using online media. In line with technological developments, the number of internet users in Indonesia has also always increased from year to year. The penetration rate of internet users in Indonesia in 2018 was 64.80%, in 2019-2020 it was 73.70% and in 2020-2021 it was 77.02%. Even in 2021-2022, the number of internet users in Indonesia shows a quite fantastic number, which has reached 210 million with an internet penetration rate in Indonesia of 77.02%

One of the reasons internet users access the internet is to be able to make online transactions. The most frequently accessed internet content is online shopping with 3rd place after social media and online chat with a percentage of 21.26% (A. Febrianto, Widad, et al., 2022) . Based on a survey by the Indonesian Internet Service Providers Association (2022), it provides data that the number 1 online store most often used by internet users in Indonesia is Shopee with a percentage of 55.08% and followed by Lazada with a percentage of 33.79%. Some of the advantages provided by Shopee are that there are free shipping features, attractive promos, discounts, ease in making payment transactions both through transfer and cash on delivery and transparency in product delivery because consumers can check Shopee receipts easily (Deliveries, 2018).

Shopee is an application engaged in online buying and selling transactions and can be easily accessed using laptops or smartphones connected to the internet network. On the Shopee marketplace there are various categories of products sold. One of the product categories sold on Shopee is fashion products (N. Febrianto & Putritamara, 2017). Fashion products are related to fashion and fashion styles. Some of the fashion products sold at Shopee include clothes, pants, hijab, shoes, bags, socks, watches, accessories, belts and so on. Consumers get convenience with the grouping of categories that has been provided by Shopee so that consumers can choose the category to be purchased according to their needs (Assya'bani et al., 2022).

Consumers who are used to making online purchases feel very much enjoying online services by referring to the following 5 indicators: 1) Consumers feel the convenience of online purchases 2) Consumers can buy daily necessities products without having to come to the location directly so that it saves time 3) Consumers can get cheaper prices on online purchases 4) Consumers can make payments in any way 5) Consumers get good service friendlier than online sellers (Manshur & Ramdlani, 2020).

The convenience and convenience felt by consumers when making online purchases make consumers satisfied and enjoy shopping online. (Creswell, 2016).

The existence of the Shopee marketplace as an application that can be used to carry out buying and selling transactions online has made it easier for consumers to be able to purchase products online. But besides the convenience of online shopping provided to consumers, there are several problems faced by consumers when purchasing products online on the Shopee marketplace. Some of the problems that arise are the incompatibility between product images in online stores and goods sent to consumers both in terms of color and description related to products including materials, specifications and sizes, product delivery to reach consumers sometimes takes a long time (Stephen, 2016), goods are in a damaged state when they reach the hands of consumers and consumers cannot directly ensure that the products delivered are quality products because consumers cannot see and hold the products directly. These various problems can be handled if the company is always consistent in producing quality products and applying Islamic business ethics in carrying out business activities by prioritizing the values of justice, honesty and trust (Thabroni, 2022).

Although Shopee's global potential is huge, of course there are challenges that Shopee has faced in achieving global success. One of them is the emergence of competitors engaged in the same field. This makes Shopee have to continuously update. In this study, the researcher will analyze what are the strategic challenges faced by companies in designing and implementing marketing strategies on this platform as well as Shopee's opportunities in achieving global success (No, 2018).

One of the problems that is often found in online business is that there are still individuals who take advantage of loopholes for their personal interests, so that this can cause losses to certain parties (Emilia Rosa & Sugiono, 2022). Therefore, business ethics are very important because the business world is related to other elements. The six basic principles that must be the handle of business people in running an ethical business are Honesty, Responsibility, Transparency, Professionalism, Trust, and Fairness. These six principles are important points in maintaining the trust of consumers and other related parties (A. Febrianto, Muhtadin, et al., 2022).

Nursyamsiah & Nopianti (2021) concluded that Islamic business ethics have a positive and significant effect on consumer satisfaction, then product quality has a positive and significant effect on consumer satisfaction. Research conducted by Dhamri & Bhayangkari (2020) provides consistent results that product quality has a positive and significant effect on consumer satisfaction (Selatan et al., 2011).

The results of different studies were revealed by the fact that the application of business ethics using fairness indicators had a negative and insignificant influence on customer satisfaction. Research conducted by Wahyuningsih & Sujianto (2022) showed that Islamic business ethics and product quality have a not significantly positive influence on consumer satisfaction (Anzoátegui et al., 2014). The difference in research results related to the influence of Islamic business ethics on shopee consumer

satisfaction makes the researcher interested in conducting further research related to the influence of Islamic business ethics and product quality on consumer satisfaction in order to get results that can add references and insights related to factors that affect consumer satisfaction. Therefore, the purpose of this study is to analyze the influence of Islamic business ethics on shopee consumer satisfaction both partially and simultaneously (Monoarfa, 2021).

RESEARCH METHODS

This study uses a type of quantitative research with an explanatory approach to test the influence of Islamic business ethics on Shopee consumer satisfaction statistically. The research was conducted using online survey methods that were disseminated through digital platforms such as Google Forms, email, and social media. With online surveys, the scope of the research becomes wider and can reach Shopee user respondents from various regions in Indonesia who have internet access. The subject of the study was a Shopee user who had made a purchase transaction. Samples were taken by purposive random sampling of 100 respondents (Creswell, 2016).

Data was collected through an online questionnaire containing questions related to the application of Islamic business ethics and consumer satisfaction levels. The main instrument is an online questionnaire with a Likert scale of 1-5 that has been tested for validity and reliability. In-depth interview guidelines were also prepared to explore respondents' perceptions of Islamic business ethics in transactions at Shopee (Nsiah et al., 2021).

Quantitative data were analyzed using descriptive statistics and multiple linear regression to test the influence of Islamic business ethics on consumer satisfaction. The qualitative data of the interview results were analyzed descriptively analytically, and the validity and reliability test of the questionnaire instrument was carried out using item-total correlation and Cronbach's Alpha. For interview data, triangulation of sources and techniques as well as member checks were carried out to ensure the validity of the data(Dhofier, 1982).

RESULTS AND DISCUSSION

The application of good Islamic business ethics will realize convenience in every process of business transaction activities, especially in this increasingly sophisticated era of someone who needs any equipment has been provided by several popular e-commerce in Indonesia. However, today there are still many traders who lack business ethics in their business activities, ranging from a lack of honesty, fairness, and even a lot of fraud that customers may not know about.

E-commerce is very helpful in people's needs, transactions are easily carried out, so that online buying and selling is in demand starting from children, teenagers, and even adults. However, the application of business ethics that is still lacking makes the prohibition in transactions in Islam indifferent, there is an unclear of goods that turn out

to be unsuitable goods are still sent to the orderer, so that the orderer gives a poor rating, causing losses between each other and even the existence of money fraud that has transferred goods not sent, therefore still maintain Islamic business ethics in every online buying and selling transaction that will take place, so that all parties who carry out transaction activities in e-commerce provide mutual benefits.

In this case, there is the most basic need for trade activities or transactions with e-commerce, namely by promoting information on special objects and enlarging market share according to better and wider targets in order to realize a profit and also a superior, competitive and global competitiveness. E-commerce itself is a system that is designed and formed, of course, has a mission for progress and smoothness in an effectiveness when trading that utilizes technological media and information in an era that is increasingly advanced and rapidly developing, then in improving the quality of goods and services and information that can minimize less important cost problems, until the price of objects and information can be maximized without having to minimize a quantity is also the quality of the object or goods (Ruslang, Muslimin Kara 2020).

Popular e-commerce in Indonesia continues to compete rapidly in its facilities, to get the best rating and trust of each platform, be it Shopee, Tokopedia, Lazada, and Bukalapak, must compete healthily in its buying and selling activities, from the data exchange below you can see the development of the top 7 e-commerce advances in Indonesia in 2020.

CONCLUSION

Based on the results of the analysis, it can be found that e-commerce (Shopee) has its own unique service. However, behind the uniqueness it has, various views and questions related to the suitability of the implementation of online buying and selling transactions in e-commerce have been widely studied and researched, then producing diverse interpretations as well. The similarities obtained are in the significant differences related to the suitability or not in the application of business ethics carried out. Some say that they have followed Islamic business ethics (the ethics taught by the Prophet PBUH) and others say that they are not even in accordance with Islamic business ethics because there are still elements of fraud (najasy), lies, gharar, and other prohibited and void things. Some also explain that online buying and selling transactions carried out by e-commerce are allowed as long as they do not contain elements that are prohibited by Islamic sharia. According to the researcher, the core conclusion of as many as 4 sources of journal articles and proceedings with literature review is that online buying and selling transactions on the top four most popular e-commerce in Indonesia are implemented in accordance with the principles of Islamic sharia and have followed the business ethics that have been taught by the Prophet PBUH. both sellers and buyers which then resulted in some of the implementations being less in accordance with Islamic sharia. The most important thing to pay attention to is the attitude of caring for the values of honesty, justice and spirituality in business activities, because business is not only to make a profit, but to meet the needs of fellow brothers and sisters and families in this world so

that in addition to the system created, humans (who create the system) also need to pay attention to the appropriate rules and ethics and have set provisions so that the business that runs becomes a blessing and successful so that it can develop well.

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