



## **Analysis of Online Buying and Selling Transactions Through the Shopee Application Based Islamic Economic Perspective**

Sri Wahyuni <sup>†1</sup> Sri Sutrismi <sup>2</sup>

<sup>1</sup>. Universitas Muhammadiyah Makassar, Makassar City, 90221, South Sulawesi, Indonesia

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### **Email :**

[sriwahyuni@unismuh.ac.id](mailto:sriwahyuni@unismuh.ac.id)

### **Abstract**

This study aims to determine the transactions and models used for buying and selling online through the Shopee application according to the perspective of Islamic economics. This type of research is qualitative research with a descriptive research model using a survey. With ten informants, this research focuses on shopee users in the Islamic Economics study program, Faculty of Economics and Business, University of Muhammadiyah Makassar. The data in this study uses primary data and secondary data. This study shows that there are many marketplaces in Indonesia, but the most frequently visited marketplace site today is the shopee marketplace site. Shopee is the largest online buying and selling center in Indonesia, visited by more than 100,000 visitors with a significant increase in transaction value, especially for big moments in Indonesia. A review of Islamic business ethics on online buying and selling on the official shopee website, the transacting party must fulfill all the contracts he has made in the online sale and purchase. And you have to be responsible, especially for businesspeople, you can take profits in buying and selling, but the buyer's rights must still be respected.



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## **Introduction**

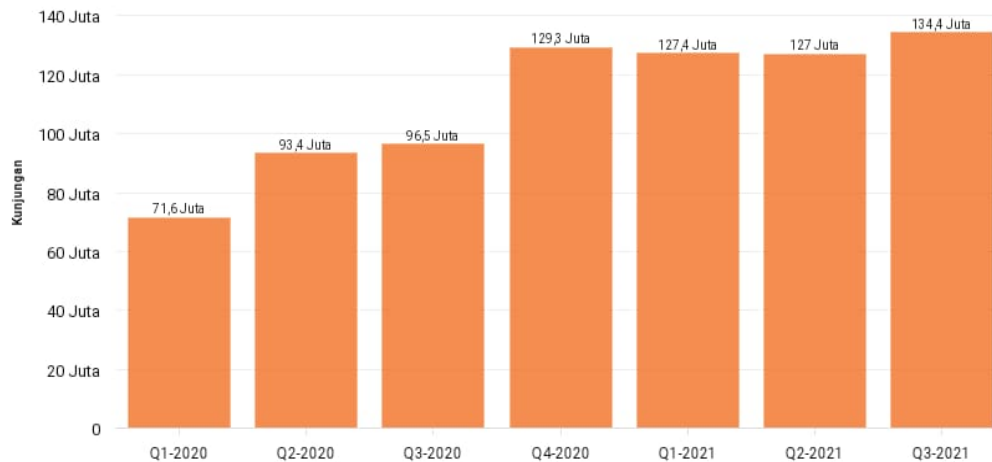
In the industrial era 4.0 and society 5.0, it is now an era that is almost all technology based. As time goes by, technology made by humans is growing. The development of this technology, which is relatively rapid, has become an influence on aspects of human life, including life in muamalah or buying and selling (Aisyah & Achiria, 2019). Activities in muamalah, or buying and selling itself, already existed at the time of the Prophet Muhammad. The buying and selling system were conducted face-to-face between the seller and the buyer. However, along with the times, the buying and selling

<sup>†</sup> Corresponding author. Sri Wahyuni  
Email address: [sriwahyuni@unismuh.ac.id](mailto:sriwahyuni@unismuh.ac.id)

system also follows the current era, namely buying and selling activities with an online buying and selling system.

Currently, many trading activities are carried out using technology. Sophisticated technology is considered more practical for both parties to carry out buying and selling activities because it can be done anywhere and anytime with an unlimited period using internet technology (Suharsimi, 2006; Prayoga et al., 2016). According to Chrismastianto, (2017), the increasingly rapid development of science and technology in the current digital era has influenced human behavior patterns in accessing various information and various features of electronic kites. One example of selling products online via the internet is with E-Commerce. According to (Aisyah & Achiria, 2019), E-Commerce is the distribution, purchase, sale, marketing, goods, and services through electronic systems such as the internet, television, www, or other computer networks. Meanwhile, according to (Norman & Aisyah, 2019), the development of information technology does not only cover social, political, and cultural life but also has an impact on the economy.

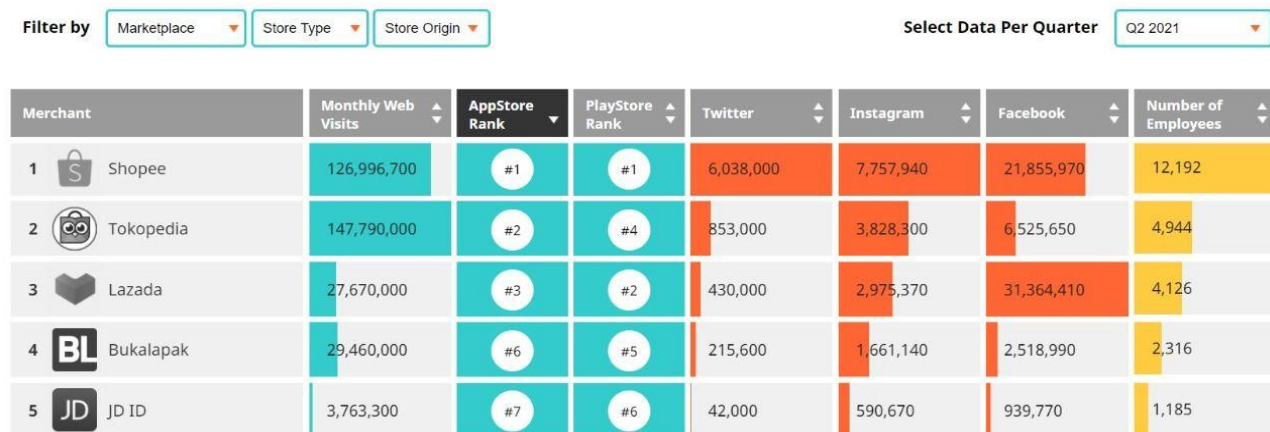
Until 2021 many sites provide online buying and selling goods and services, one of which is the Shopee application. The shopee application is an application that is engaged in buying and selling online and can be accessed easily using a smartphone. Shopee was first launched in Singapore in 2015 and has since expanded its reach to Malaysia, Thailand, Taiwan, Indonesia, and the Philippines. Especially in Indonesia itself, it was started in December 2015 to offer the experience of shopping and selling online with a variety of products.



**Figure 1. Average Shopee Monthly Web Visitors (Quarter 2020-Quarter 2021)**

Based on Figure 1, the average number of Shopee's monthly web visits was 134.4 million in the third quarter of 2021. This figure increased from the previous quarter which was 127 million. The increase was the first time since falling for two consecutive quarters. It was recorded that the number of visits to the Shopee web was 129.3 million in the fourth quarter of 2020, up 34% from the previous quarter, which was 96.5 million visits. However, visits in Q1 2021 decreased by 1.5% to 127.4 million. Then it decreased by 0.3% to 127 million visits in the second quarter of 2021.

## Find Out E-commerce Competition in Indonesia



**Figure 2. Top Five Marketplaces in Indonesia**

Based on the data in Figure 1, if you look at the ranking, Shopee ranks first out of the top 5 marketplaces in Indonesia as e-commerce (electronic commerce) with a reasonably high average web visit. The shopee application is also much in demand by the public because of the variety of attractive products, competitive price offers, and the use of features that extend the time spent and engagement in the application to become a unique attraction for its users. The results of new.id research show that the online marketplace (market) competition in 2021 is proliferating. It is exciting to observe that online buying and selling transactions in the community have become a warm and viral phenomenon.

According to (Astri, 2018; Zurohman & Rahayu, 2019), current technological developments do not conflict with the advancement of Islamic economic development with market schemes or structures; Islam views that the economy is one of the activities that cannot be separated from people's lives. Islam is a religion that regulates matters of worship, but Islam also regulates muamalah issues, both related to social, cultural, and economic issues. Islam regulates economic law itself has specific goals, and one of them is that people in the business world where they are economic actors have Islamic economic ethics or ethics by Islamic law (Susanti, 2020).

There is a DSN-MUI Fatwa No. 24 of 2017 concerning muamalah through social media that muamalah is a process of interaction between individuals or groups, including production, distribution, consumption, and use of information technology. In Islam, responding to the rise of online buying and selling, this is allowed if no argument prohibits online buying and selling activities (Suyudi, 2021). However, there is the community that carries out a provision that must be made when buying and selling online transactions. Islam is a religion that always pays attention to various benefits and eliminates all forms of harm in this world and the hereafter. In the discussion of helpful fiqh, the benefit has relevance to *mashed ash-Syar'i*. This can be seen from the opinion of *ash-Syatibi*, who stated that the benefit of the ummah is the primary goal of establishing the Shari'a. One form of muamalah is buying and selling transactions. There are several main provisions (pillars and conditions) of buying and selling, namely:

1) According to the Hanafi School, the pillars of buying and selling are only one, namely a mutual agreement between them ('*a taradhin*) which is manifested in *ijab* (the expression of buying from the buyer) and *qabul* (selling expression from the seller). In addition to the contract, the Hanafi School calls it a condition. Meanwhile, according to *jumhur fuqaha'* (the majority of fiqh scholars), the pillars of buying and selling are: 1) Seller and buyer. 2) *Ijab* and *qabul*. 3) There are items

purchased. 4) There is an exchange rate (price).

The basic terms of buying and selling are people who have common sense. The goods being traded have benefits, the goods being traded have an owner, and most importantly, when buying and selling, transactions do not contain manipulation or fraud (Ulum, 2020). Based on the description that has been described, it is the same as the problem to be discussed, namely the issue of buying and selling online which is carried out without meeting in person but only through a smartphone or computer, the most crucial point in it is that online buying and selling transactions meet the requirements and get along well buy. While the legal basis for buying and selling in Islam is halal, as the word of Allah SWT. In Surah An-Nisaa/4:29

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِنْكُمْ وَلَا تَقْتُلُوا أَنْفُسَكُمْ إِنَّ اللَّهَ كَانَ رَحِيمًا

Translation:

"O you who believe, do not consume each other's wealth in a wrong way (not true), except in trade based on mutual love between you. Moreover, do not kill yourself. Indeed, Allah is Merciful to you "(Q. S. An-Nisaa/4: 29)

This verse explains that God allows human beings to transact other people's property through trade based on pleasure and mutual sincerity between the two parties, namely the seller and the buyer. If the conditions and pillars have been met in the sale and purchase, then the sale and purchase transaction remain valid and is allowed in jurisprudence.

In the perspective of Ushul Fiqh, as long as the matters are related to muamalah ijtimaiyyah (social transactions of society), then it can be based on the following rules: Al-'adah muhakkamah (precisely al-'urf muhkam, because 'urf must be a habit well, while 'adah it can be a good habit but can forget bad habits), that is, sound habits can be used as a basis for consideration to establish the law. Al-Ashlu fil asy-ya al-ibahah hatta yadullad dalilu alat tahrim, that is; everything is legal if no evidence forbids it (Parmujianto, 2019). Based on the foundation of the rules of fiqh, then online buying and selling is allowed and legal unless casually there is manipulation, fraud, and the like. So casually, the law will be applied, which is haram. Therefore, this study aims to analyze online buying and selling transactions through shopee applications according to the perspective of Islamic economics.

## Theoretical Framework and Hypotheses

Trading or buying and selling in language mean al-mujlah (exchange). Buying and selling is the exchange of objects with other objects by mutually pleasing or transferring property rights so that each is sincere. According to Fitria, 2017 buying and selling is exchanging goods with other goods in specific procedures. Meanwhile, according to (Shabiran & Herwanti, 2017), every Muslim may earn a living by buying and selling, but that method must be done with Islamic law; namely, they must be willing to give up each other, there is no element of fraud and lying, not harming the public interest, free to choose and ril. In the explanation (Syaifullah, 2014), property rights and ownership are emphasized because an exchange of property does not have to be owned, such as renting. The goods are replaced with tools that have been agreed upon or allowed in Islam. The word replace means that the first party or object is exchanged with the applicable payment instrument in the transaction. The situation has been justified, for example, currency, gold, or silver; therefore, this is allowed (Sah et al.,

2021).

From some of the opinions expressed, it can be understood that the essence of the definition of buying, and selling is an agreement to exchange goods (goods) or services that have value, based on a willingness agreement (agreement) between two parties following an agreement that has been justified by share. Syara' is a sale and purchase carried out following the terms, pillars, and other matters related to buying and selling. According to Syaifullah (2014), humans are social beings who need each other; therefore, the wisdom of buying and selling is to help humans for their survival.

Buying and selling online is an activity where sellers and buyers do not have to meet in buying and selling transactions and do not carry out direct negotiations but online using smartphones and computers (Maghfuroh, 2020). As in the buying and selling process in general, online buying and selling are considered more practical because it can be done anywhere and anytime with a range that does not take much time, through a forum or online buying and selling site that also provides many items that can be purchased and sold on sale. Buying and selling online also positively impacts society because it is considered faster, easier, and cheaper. Currently, buying and selling online is proliferating in internet forums, especially in buying and selling forums such as the shopee application. The difference between buying and selling in the market and buying and selling online is from the transaction process that meets face-to-face and does not meet but uses internet technology. However, each conducts buying and selling transactions that are exchanged (Putra, 2019).

Buying and selling online makes it easier to promote merchandise. Increasing the number of sales is also very good and makes it easier for buyers to choose the goods they want to buy with a more efficient and more practical timeframe (Mujiatun, 2014). So, both are mutually beneficial. In buying and selling online, payments are made through a transfer system with an ATM or with COD (Cash on Delivery). The ease of buying and selling transactions online makes people prefer to shop with marketplace applications, one of which is shopee (Suyudi, 2021).

The shopee application is an application that is engaged in buying and selling online and can be accessed easily using a smartphone (Auliaddina et al., 2021). Shopee comes in the form of an application that makes it easy for users to shop online with reasonable time using mobile phones or computer devices. Shopee offers a variety of fashion products to products for daily needs, with various products on offer that make people more interested in using the Shopee application.

Buying and selling according to Islam are essentially not consumptive and only contains material elements to gain profits in the world, but also essential benefits in the hereafter, of course by paying attention to the principles of buying and selling, which are allowed according to Islamic provisions (Zurohman & Rahayu, 2019). In the current era of globalization, emerging business models use advanced technology. Online transactions are the same as offline transactions, which differ only in terms of the place of the transaction, so buying and selling online or offline is allowed in Islam with a note that the transaction is under the provisions of Islam, and no one is harmed by each other (Susanti, 2020).

Several previous studies serve as references in this study, namely research conducted by (Fatriansyah, 2020). Buying and selling, according to Islam, is essentially not only consumptive and only contains material elements to gain essential benefits in the afterlife, of course with due observance of the principles of buying and selling. They are allowed according to stars. In the current era of

globalization, emerging business models use modern technology's sophistication.

Wahibatul Maghfuroh (2020), online buying and selling transactions are muamalah; the law is permissible (permissible). Buying and selling online is not against texts, and this is a form of benefit and mutual benefit. Then cases such as in qiyaskan with buying and selling online transactions through FB, WhatsApp, Instagram, Shopee, and so on, the most important thing is mutual acceptance between the two or called anataradin, mutual openness, and honesty in carrying out transaction activities. Muhammad Ihsan (2021), Legal problems from buying and selling online, where buying and selling online is allowed or halal if buying and selling online is fulfilled the pillars and conditions of buying and selling itself according to Islamic teachings. Moreover, there are no things that change the law from halal to haram in online buying and selling.

Achnad Zurohman (2019), Buying and selling via the internet is buying and selling through electronic media. To make a sale and purchase transaction, you do not have to meet face to face or face each other directly. However, doing transactions online is allowed in Islam as long as it is under the pillars and conditions that have been determined. Misbahul Ulum (2020), Islamic buying and selling principles specifically consist of the principle of willingness (ridhaiyyah), the principle of benefit or benefit, the principle of justice, divinity (tawhid), the principle of honesty, the principle of freedom, the principle of ethics (morals), and the principle of truth. The parties to the sale and purchase transactions that occurred in E-Commerce hijup.com, have demonstrated the existence of buying and selling principles in Islam which are facilitated through various policies and purchasing protocols on the Hijup.com site.

The previous research that was described explained about buying and selling online, which is currently very widespread and has become a phenomenon in conversation in the community because it is considered very easy and practical to do anywhere and anytime. The previous research above describes each law according to the perspective of Islamic economics in buying and selling online. The difference between previous research and the research that will be carried out is in terms of the online buying and selling application used, namely the Shopee application. The shopee application is one of the online shopping applications in Indonesia that is widely used by the public that offers a variety of products; this application also includes the main object of research that will be carried out but viewed from an Islamic economic perspective.

## **Research Method**

This type of research is qualitative research with a descriptive research model using a survey. With ten informants, this research focuses on shopee users in the Islamic Economics study program, Faculty of Economics and Business, the University of Muhammadiyah Makassar. The data in this study uses primary data and secondary data. The data collection method in this research is to conduct a literature study and a field study consisting of interviews and documentation. The qualitative data analysis technique used consists of 1) Data collection, namely the process of searching for data to the site to be examined. The data collected is from factual data with the research carried out. 2) Data reduction, namely the data that researchers get from the field written in a detailed description or report. This report will continue to grow to increase the difficulty for researchers if it is not analyzed

immediately. Therefore, the researcher reduces the data by compiling the data systematically, highlighting the essential points so that it is easier to control. 3) Data display is carried out in brief descriptions, charts, relationships between categories, and the like. The most frequently used to present data in qualitative research is narrative text. 4) Concluding and Verification (Conclusion Drawing and Verification). The initial conclusions are still temporary and will change if no substantial evidence is found that supports it at the next stage of data collection.

## **Data Analysis and Discussion**

### **Data Analysis**

The number of informants in this study was ten people from students of the Islamic Economics study program, Faculty of Economics and Business, University of Muhammadiyah Makassar.

**Tabel 2. Identitas Informan**

No	Name	Info	Coding
1.	Nurazizah	Ekonomi Islam	NA
2.	Jusna Eni	Ekonomi Islam	JE
3.	Nurul Mutia Dewi	Ekonomi Islam	NMD
4.	Dian Yuliana Syam	Ekonomi Islam	DYS
5.	Asna Febriana	Ekonomi Islam	AF
6.	Wahda Nia	Ekonomi Islam	WN
7.	Nurhalisa Natasya	Ekonomi Islam	NN
8.	Nurfaida Turi	Ekonomi Islam	NT
9.	Nuramalia Putri	Ekonomi Islam	NP
10.	Firna Figriyanti	Ekonomi Islam	FF

### **Analisis purposive sampling**

Purposive sampling is a sampling technique of data sources with specific considerations. The considerations in question are considered to get information that meets the characteristics of a sample in the population in the research process itself. Therefore, the results of the information that has been obtained from the informants are more relevant and more transparent with the object of the problem. For more details, the author presents the interpretation of informants related to how buying and selling transactions online through the Shopee application, and payment methods are carried out in online buying and selling transactions:

### **Buying and Selling Transactions Online**

Buying and selling online is overgrowing, where most people prefer to shop online, especially during the emergence of Covid 19, which is recommended not to do many activities outside the home. However, online shopping is also considered more accessible and practical because it can be done anywhere and anytime. Many people are interested in it, one of which is buying and selling online through the Shopee application. However, of course, this cannot be far from the ethics of buying and selling in general, which has ethics in carrying out these transactions so that in it no one will be harmed and increases how fairness and honesty are in transactions, primarily online where transactions are

carried out without meeting directly with the person involved. Only make transactions through technology such as cellphones or computers. The following are the results of the author's interview with several Islamic Economics students who make online buying and selling transactions through the Shopee application.

The results of research from informants about online buying and selling transactions, 70% of people say that transactions from buying and selling online through the Shopee application are not under the perspective of Islamic Economics because using shopee later (credit) is considered to contain usury in it. Some think that it is not under the perspective of Islamic economics. In the Shopee application, no space reflects the Islamic economy, for example, the alms room. Meanwhile, 30% said buying and selling online through the application is under the perspective of the Islamic economy because all the products offered in the Shopee application are complete, namely the pictures and prices on the products, only we need to be more careful in that regard, and they consider buying and selling online a thing. According to Islamic law, what is allowed is like buying and selling in general, which has nothing to lose in it.

In the transaction process, several obstacles are experienced, for example, the delivery process, which is considered not under the predetermined delivery schedule, which makes them consider it an obstacle. In contrast, other obstacles such as goods that do not match the picture and expectations, for example, from the quality of product materials or product size, but the item cannot be returned. However, from the information results, some say that there are no obstacles when conducting online buying and selling transactions through the Shopee application. It is considered a wrong process and risk of inadvertence in online buying and selling transactions.

Some of the obstacles that exist in online buying and selling transactions through the Shopee application are ways to overcome these obstacles. According to the informant, the way to solve problems in transactions is to be more careful and thorough in seeing the product to be purchased, namely by looking at the rating and the results of the reviews on the website. The comment column contained in the product is from several consumers who previously made transactions on the item, but what if there is something you do not want? You can do that by making a complaint about the product.

### **Payment method for buying and selling online through the shopee application**

The results of the research carried out that the payment method carried out in online buying and selling transactions through the Shopee application; namely 70% made transactions using the COD method (paid goods on the spot), 20% made transactions using the transfer payment method, Alfamart, and Indomaret. In comparison, 10% carried out payment methods using Shopee pay. All of the payment methods can be seen that the COD payment method is the most popular method with 70% because it is considered safer. After all, payments can be made when the goods are in place. However, the reason for the 30% who prefer the payment method with the transfer method and shopee pay is because it is considered more accessible and more practical to do, and goods can be taken without paying in cash.

As a student of Islamic economics, of course, you must be able to see whether the payment method used is under the perspective of Islamic economics or not. Therefore, 70% of the research results say that the payment method in online buying and selling transactions through the Shopee

application is under the Islamic economic perspective because nothing contains usury outside of admin fees and shipping costs. However, 30% consider that it is not under the perspective of Islamic economics when using payment methods using conventional banks. As a student of the Islamic economics study program, I choose to make online buying and selling transactions through the Shopee application because making transactions is more accessible more practical, and many products are offered at affordable prices. They are considered suitable for students' pockets.

The difference between buying and selling online and buying and selling face to face, according to the responses from all informants, which the author concludes, is that buying and selling online is more practical; it can be done anywhere and anytime with a very reasonable time. The goods offered are also complete according to their needs. -each but this cannot be a bargain because the pictures and prices are already on the product. At the same time, face-to-face buying and selling are also considered better if it is more willing to see and feel the quality of the product directly and can do a bargaining system with the seller.

The research results from students of the Islamic economics study program who, as informants that as students of Islamic economics, of course, must know how the laws and regulations are in buying and selling online. 100% said they understand the law and the provisions of buying and selling online using any application, including the Shopee application, because buying and selling online is the same as buying and selling in general, the only difference being the place of the transaction.

### ***Discussion***

Many Islamic economics students choose to buy and sell online through the Shopee application because they consider it completer and more practical but know how the laws and regulations are carried out in transactions. Thanks to one's understanding, in doing something, one must get a blessing from Allah SWT. (Kusnia, 2015). Islam is one of the religions embraced by the world's population, which in its teachings strongly encourages technological progress, including various innovations in the trading system. However, these various types of trading methods must be appropriately understood and reviewed for their suitability with the principles of Islamic business ethics under Islamic law. Islamic economics and business practices are so closely related to the Islamic creed and sharia that one will not understand the Islamic view of economics and business without a good understanding of the Islamic creed and sharia. The attachment to creed/belief results in an inherent control over him so that a harmonious relationship is established with his partners, which will lead to the birth of mutual benefits, not just one-sided gains. Islamic business ethics is a moral habit or culture related to a company's business activities. At the same time, Islamic business ethics is the study of a person or organization conducting a business or business contract that is mutually beneficial under the values of Islamic teachings. The analysis of buying and selling online through the official website is reviewed according to the principles of Islamic business ethics, including:

In running a business, a person must have the principle of unity; this is to control individuals' thoughts, attitudes, actions, and behavior in running the economy and business. Based on the analysis, in buying and selling online, the buyer does not directly see the goods to be purchased. Buyers only see the image display of the goods being sold, so the buyer cannot be sure of the concrete things they want to buy. The shopee site itself only displays pictures and descriptions of explanations for each

product. However, buyers can see the ratings given to parties in suggestions, impressions, and even complaints about shopee services at the online store. This review can affect buyers of the goods they want to buy. Because suggestions, impressions, and complaints can also be considered whether the transaction process at an online store on the shopee site can be considered. Moreover, there are lots of comments from buyers about services at online stores on the shopee site in the comment's column. In terms of Islamic business ethics, buying and selling online is allowed as long as the goods being traded are under the appearance of the goods and the specifications in the description of the online store. This means that buying and selling online on the shopee site can be done, with a note that it must match the appearance and description (specification of goods) on the windows that are extended in the online shop on the shopee site and do not deviate from fraudulent behavior under the principles of Islamic business ethics.

Islam demands a balance between self-interest and the interests of others, between the rights of the buyer and the rights of the seller, and so on. Balance is formed with a contract approach, where the principles of balance are chosen based on the mutual agreement of all parties without harming either party. Based on the analysis, in buying and selling online, every transaction must be under the agreement/contract; without an agreement, buying and selling online is invalid. On the shopee site itself, the agreement/contract in the transaction is significant because the agreement is the principal capital for the shopee party in business continuity. If viewed from Islamic business ethics, the principle of balance/fairness is a top priority in conducting commercial activities because Islam requires its people to do justice without exception. This means that in buying and selling online, all parties involved in the transaction must act pretty in conducting business activities under the principles of Islamic business ethics.

Freedom is an integral part of Islamic business ethics, but this freedom does not harm the collective interest. Based on the analysis, in the online buying and selling process, the estimated delivery length for the goods raises buyer concerns about the products or goods purchased on the online buying and selling site and immediately blames the online store as the sender of the package. On the shopee site itself, the delay in the goods is not the fault of the online shop on the buying and selling site, but an error/negligence on the part of the delivery service that causes delays in delivery of goods to the buyer. If viewed from Islamic business ethics, freedom is an integral part of Islamic business ethics. However, this freedom does not harm collective interests. Humans have the freedom to make contracts and keep them. In buying and selling online, the transacting party must fulfill all the contracts he has made. In the event of a delay, the parties involved/involved must immediately confirm so that there is no misunderstanding in the transaction.

Humans must dare to be responsible for all their choices not only in front of humans, but even the most essential thing is also later in the presence of Allah SWT. Because of his shrewdness, it is possible that humans can release the responsibility for their actions that are detrimental to humans. However, they will never escape responsibility before Allah, the All-Knowing, in the future. Based on the analysis, in the process of buying and selling online, when the goods have arrived in the hands of the buyer, the goods received do not match the goods sold on the online store site, be it the specifications, type, and nature of the goods being sold, and when the buyer submits a purchase request. Right to complain (refund) to online shop sites, not all online shop sellers are willing to respond to the

item being complained of. On the shopee site itself, not all resellers/sellers are honest in buying and selling online; some sellers are dishonest to the detriment of buyers. Moreover, some sellers send the wrong goods to the buyer. However, when the buyer submits the right to complain (refund) to the online shop site, not all resellers/sellers are willing to respond to the goods being complained about, and some refuse the right to complain to the customer. Meanwhile, in the shopee system itself, the right to return goods (refunds) is allowed if the goods in question do not match the description (specifications) in the online store (relevant reseller). If viewed from Islamic business ethics, humans must dare to be responsible for all their choices not only in front of humans, even the most essential thing is later in the presence of Allah SWT. In commerce, the principle of responsibility is fundamental; this principle is the principal capital for businesspeople when they want their business to win the trust of consumers and the wider community. In buying and selling online, the parties who are bound/involved must be responsible, especially for businesspeople, who may take advantage of buying and selling. However, the buyer's rights must be respected.

In the business context, truth is intended as the right intentions, attitudes, and behavior, which include the contract process (transaction), the process of seeking or obtaining development commodities, and achieving or determining profits. With this principle of truth, Islamic business ethics is very protective. It applies preventive measures against the possibility of a loss of one of the parties conducting transactions, cooperation, or business agreements. Based on the analysis, in buying and selling online, truth/honesty in transactions is an essential element and one of the main requirements in buying and selling in Indonesia. On the shopee site itself, in displaying goods and descriptions, resellers/sellers are required to sell under the appearance and description of the goods being sold to build public trust and community satisfaction with the shopee site's services. If viewed from Islamic business ethics, the principle of truth applies in all forms of muamalah; Islamic business ethics is very protective and applies preventive measures against the possibility of a loss of one of the parties conducting the transaction. In buying and selling online, all parties must behave truthfully in transactions; on the shopee site itself, it is under applicable rules, but there are still some resellers/sellers who behave fraudulently by sending goods that do not match the specifications. When the customer requests a refund, not all resellers/sellers are willing to accept customer refunds, so most people can only accept and put a "star" and comment column for customer dissatisfaction with the reseller/seller at the online store.

## Conclusions

There are many marketplaces in Indonesia, but today's most frequently visited marketplace site is the shopee marketplace site. Shopee is the largest online buying and selling center in Indonesia which is visited by more than 100,000 visitors with a significant increase in transaction value, especially for big moments in Indonesia. A review of Islamic business ethics on online buying and selling on the official shopee website, the transacting party must fulfill all the contracts he has made in the online sale and purchase. Moreover, must be responsible, especially for businesspeople, may take profits in buying and selling, but buyers' rights must still be respected. The advice that can be given is to the public to pay more attention to the precautionary principle in every online buying and selling

transaction, especially in viewing the products they want to buy on online buying and selling sites, under Islamic law principles. Suppose it is feared that there is an element of fraud in online buying and selling transactions. It is better to avoid buying and selling online to avoid elements of harm such as usury, gharar, and may.

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