

## ABSTRAK

### ANALISIS PENERAPAN ETIKA BISNIS ISLAM DI BUKALAPAK

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*E-commerce* merupakan proses jual beli berupa barang ataupun jasa yang menghubungkan antara konsumen dengan produsen dalam dunia maya yang terhubung melalui jaringan internet. Dalam kehidupan bermuamalah, Islam sangat mendorong kemajuan teknologi, termasuk inovasi-inovasi yang diterapkan dalam sistem perdagangan. Akan tetapi, inovasi dalam berdagang ini harus dipahami dengan benar dan dikaji kesesuaiannya dengan prinsip-prinsip syariah dan muamalah. Tujuan dari penelitian ini adalah menganalisis seberapa besar bukalapak menerapkan etika bisnis islam dalam menjalankan bisnis online shop dan menganalisis hubungan variabel security, privacy dan non-deception terhadap variabel reliability. Penelitian ini melakukan analisis *Structural Equation Model* (SEM) menggunakan aplikasi R. Pada penelitian ini keseluruhan variabel yang diteliti telah menerapkan etika bisnis islam. Aspek kebenaran telah diterapkan pada variabel security, privacy, non-deception dan reliability. Aspek tanggung jawab diterapkan oleh variabel security, privacy dan reliability. Aspek kehendak bebas diterapkan pada variabel non-deception. Variabel security, privacy dan non-deception tidak berpengaruh positif terhadap variabel reliability.

**Kata kunci :** Bukalapak, *E-commerce*, Etika Bisnis Islam, *Structural Equation Model*

## ABSTRACT

### *Analysis on the Implementation of Islamic Business Ethics on Bukalapak*

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*E-commerce refers to the process of buying and selling in the form of goods or services connecting the consumers and producers in cyberspace connected through the internet network. In the life of Muamalah, Islam strongly encourages the technological advances, including innovations that are applied in the trading system. However, innovation in trading must be understood correctly and assessed for its compliance with Islamic principles and Muamalah. The aim of this research is to analyse to what extent Bukalapak has applied Islamic business ethics in running an online shop business and to analyse the relationship of security, privacy and non-deception variables to the reliability variable.*

*This research did the Structural Equation Model (SEM) analysis using the R application. From this research, it was found that all variables studied have applied Islamic business ethics. The truth aspect has been applied to security, privacy, non-deception and reliability variables. Meanwhile, the aspect of was found to be applied by security, privacy and reliability variables. The freewill aspect was applied to non-deception variables. The security, privacy and non-deception variables showed no positive effect on the reliability variable.*

**Keywords :** *Bukalapak, E-commerce, Islamic Business Ethics, Structural Equation Model.*

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