

## ABSTRAK

### **Analisis Etika Bisnis Islam dalam Pengambilan Keputusan pada Pembelian Produk melalui *e-commerce*. (Studi Kasus pada Mahasiswa Ekonomi Islam Angkatan 2015-2018)**

M SYAHDI YUSUF

15423060

Semakin maraknya perkembangan *e-commerce* di Indonesia memberi dampak terhadap gaya hidup masyarakat, terkhusus dalam berbelanja. Tak luput juga dialami oleh mahasiswa, kelompok yang paling dekat dengan kemajuan apalagi terkait kemajuan teknologi informasi. Minimnya perusahaan *e-commerce* yang mengikrarkan bahwa sistem yang disediakan oleh perusahaannya selalu menjaga prinsip-prinsip ekonomi Islam, oleh karenanya penulis meneliti penerapan etika bisnis Islam yang diterapkan oleh beberapa perusahaan *e-commerce* yang sudah menjangkau pasar yang sangat luas. Penelitian ini bertujuan menganalisa persepsi mahasiswa ekonomi Islam dalam pengambilan keputusan bertransaksi pada *e-Commerce*, kemudian menganalisa proses mahasiswa dalam pembelian produk pada *e-Commerce* serta menganalisa bagaimana relevansi etika bisnis Islam pada implementasinya terhadap *e-Commerce*. Metode yang digunakan pada penelitian ini ialah penelitian kualitatif dengan membangun teori dari data-data yang diterima peneliti. Sehingga dapat ditarik kesimpulan bahwa penerapan etika bisnis Islam pada *e-commerce* secara garis besar tidak melanggar dari etika yang berlaku pada bisnis Islam. Namun perlu adanya penyempurnaan terhadap label halal yang dapat menjaga keamanan konsumen terkhusus konsumen muslim saat mengambil keputusan dalam pembelian produk melalui *e-commerce*.

**Kata kunci:** *E-commerce*, Etika Bisnis Islam, Keputusan Pembelian Produk.

## ABSTRACT

### ANALYSIS OF ISLAMIC BUSINESS ETHICS IN DECISION MAKING ON PURCHASING PRODUCTS THROUGH E-COMMERCE. (CASE STUDY ON ISLAMIC ECONOMICS STUDENTS, BATCH 2015-2018)

M SYAHDI YUSUF  
15423060

*The more widespread development of e-commerce in Indonesia has an impact on people's lifestyles, especially in shopping. It is also encountered by the students, the group who is close to the progress of information technology. The lack of e-commerce companies that pledge that the system provided by his company always maintains the principles of Islamic economics, therefore the authors examine the application of Islamic business ethics applied by several e-commerce companies that have reached a very broad market. The objective of this study is to analyze the perceptions of Islamic economics students in making decisions about transactions in e-commerce, then analyze the process of students in purchasing products in e-commerce and analyze how the relevance of Islamic business ethics in its implementation of e-commerce is. The method used in this study is qualitative research by building theory from the data received by researchers. Thus, it can be concluded that the application of Islamic business ethics in e-commerce in general does not violate the ethics that apply to Islamic business. However, there needs to be an improvement on the halal label that can maintain the security of consumers, especially Muslim consumers when making decisions in purchasing products through e-commerce.*

**Keywords:** E-commerce, Islamic Business Ethics, Product Purchasing Decisions.

January 11, 2020

TRANSLATOR STATEMENT

The information appearing herein has been translated  
by a Center for International Language and Cultural Studies of  
Islamic University of Indonesia  
CILACS UII JI. DEMANGAN BARU NO 24  
YOGYAKARTA, INDONESIA.  
Phone/Fax: 0274 540 255