



THE IMPACT OF ISLAMIC BUSINESS ETHICS, ONLINE CUSTOMER REVIEWS, AND ONLINE CUSTOMER RATINGS ON DECISIONS TO PURCHASE HALAL COSMETIC PRODUCTS THROUGH SHOPEE

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Abstract

Purchasing transactions have grown rapidly due to the presence of the Internet. The use of Internet facilities allows business activities to be carried out anywhere and at any time without having to meet the parties in the transaction physically. Business activity using the Internet is called electronic commerce (e-commerce). Currently, in Indonesia, the online shop or online marketplace trend is on the rise. According to Research and Markets, a market research platform, the market in Indonesia is potentially growing by 19.0% throughout 2022. Some of the most popular online shops are Shopee, Tokopedia, Lazada, Zalora, and so on. The study aims to find out the influence of Islamic business ethics, online customer reviews, and online customer ratings on the decision to buy halal cosmetics products through Shopee among students of Trunojoyo Madura University. The study used quantitative methods and purposive sampling with respondents of as many as 100 students. The results of the study showed that Islamic business ethics (X1), online customer review (X2), and online customer rating (X3) have a significant influence on the purchase decision of halal cosmetic products. The combination of all variables studied influences each other in determining the decision of students to purchase illegal cosmetic products.

Keywords: *Islamic Business Ethics, Online customer review, Online customer rating, Purchase Decision, Halal Cosmetics.*

Abstrak

Transaksi jual beli telah berkembang pesat karena adanya internet. Penggunaan fasilitas internet memungkinkan aktivitas bisnis dilakukan di mana saja dan kapan saja tanpa harus mempertemukan pihak yang bertransaksi secara fisik. Aktivitas bisnis dengan menggunakan internet dinamakan *electronic commerce (e-commerce)*. Saat ini, di Indonesia tren *online shop* atau *online marketplace* sedang mengalami kenaikan, berdasarkan *Research and Markets* sebuah platform riset pasar menyatakan bahwa pasar di Indonesia berpotensi tumbuh 19,0% sepanjang tahun 2022 ini didapat dari hasil *e-commerce* survey. Beberapa *online shop* yang sering dijumpai adalah Shopee, Tokopedia, Lazada, Zalora dan lain sebagainya. Penelitian ini bertujuan untuk mengetahui pengaruh etika bisnis islam, *online customer review*, dan *online customer rating* terhadap keputusan pembelian produk kosmetik halal melalui shopee pada mahasiswa Universitas Trunojoyo Madura. Penelitian ini menggunakan metode kuantitatif dan metode *purposive sampling* dengan responden sebanyak 100 mahasiswa. Hasil penelitian menunjukkan bahwa etika bisnis islam (X1), *online customer review* (X2), dan



online customer rating (X3) mempunyai pengaruh signifikan terhadap keputusan pembelian produk kosmetik halal artinya gabungan seluruh variabel yang diteliti saling mempengaruhi dalam menentukan keputusan pembelian mahasiswa terhadap produk kosmetik halal. Etika bisnis islam (X1) dan *online customer review* (X2) mempunyai pengaruh signifikan terhadap keputusan pembelian produk kosmetik halal akan tetapi *online customer rating* (X3) mempunyai pengaruh negatif dan tidak signifikan terhadap keputusan pembelian produk kosmetik halal artinya etika bisnis islam dan *online customer review* berpengaruh signifikan terhadap keputusan pembelian mahasiswa. Sedangkan *online customer rating* tidak berdampak langsung terhadap keputusan pembelian mahasiswa.

Keywords: Etika Bisnis Islam, *Online customer review*, *Online customer rating*, Keputusan Pembelian, Kosmetik Halal.

Introduction

Increasingly rapid technological advances have led to a shift in human behavior, especially in terms of shopping. Purchasing transactions have grown rapidly due to the presence of the Internet. The use of Internet facilities allows business activities to be carried out anywhere and at any time without having to meet the parties in the transaction physically. Business activity using the Internet is called electronic commerce (e-commerce), or electronic business in Indonesian (Jusmaliani, Masyhuri, & Nadjib, 2008). Online business, or e-commerce, can simply be defined as the process of sale and purchase, the exchange of products, services, and information through the Internet network. Thus, online business has three characteristics, namely, the occurrence of transactions between two or more parties, the presence of an exchange for products, goods, services, or information, and the process or mechanism of such obstacles using the Internet media (Gultom, Putri, & Yeni, 2019).

Currently, in Indonesia, the online shop or online marketplace trend is on the rise. According to Research and Markets, a market research platform, the market in Indonesia is potentially growing by 19.0% throughout 2022. In addition, Indonesia is also stated to be one of the digital economic powers in Southeast Asia, with 40% of the total market share (Lombu, 2022). Some of the most popular online shops are Shopee, Tokopedia, Lazada, Zalora, and so on. The presence of many e-commerce sites in the country has opened up many business opportunities for anyone. At least, there are four online selling benefits that can be achieved, one of which is as follows: small initial capital because there is no need to set up or rent land as a point of sale; it does not even require operating costs; all it takes is internet access and a camera to take photos of the goods to be sold; a business operates 24 hours a day a day because you do not have to worry about opening or closing stores; a broader target market; and it can be monitored from anywhere and anytime (Susiwati, 2017).



This online shopping trend has now spread across the university and school world, especially among students. This is influenced by the rapid development of Internet technology, which has led to behavioral changes in shopping habits. The change can be seen in the shopping habits of students, who were used to shopping directly at markets or nearby malls; nowadays, students prefer to shop online. Through the online store, purchases are not blocked by any conditions and are accessible anywhere, which makes it easier for consumers to find the online shop. Based on a pre-research questionnaire conducted by the author, the Shopee application is the most widely used application by students for online shopping activities.

Product information is required by consumers when shopping online; it aims to ensure that the product is sought according to the consumer's wishes. Unlike offline transactions, online purchases are not done directly, thereby increasing the level of risk and uncertainty. Therefore, building confidence is a very important factor in online shopping, one of which is looking at accessible information such as consumer reviews and ratings from the beginning, specifications, advantages and disadvantages of the product, as well as the price (Aulia, 2022);(Amri & Ramadhi, 2021).

Reviews and ratings of consumers became one of the triggers of sales (Ningsih, 2019). Before consumers buy products, consumers can search for information that can be searched through reviews or reviews given by previous buyers about a product, starting with the specifications, advantages and disadvantages of the product as well as the price of a product. While ratings can also influence a buyer's decision to make a purchase at an online store, the low level of the online shop rating reflects many shortcomings of the buyer at the online store.

Based on the results of research carried out (Sari, 2021) on the Effect of Online Customer Review and Online Client Rating on Online Buying Decisions in E-Commerce in UMSU Students, the results were obtained that online customer review and online customer rating influenced online purchasing decisions in e-commerce for UMSU students. While research conducted (Ningsih, 2019) on the impact of ratings and online customer reviews on online buying decisions on the Shopee Marketplace has found that ratings do not influence online shopping decisions on the Shopee Marketplace, online customer reviews have an influence on online purchasing decisions on Shopee's Marketplace.

The speed of the Marketplace site in conducting online sales transactions has caused a number of problems. Some of the problems that often occur in the first online transaction is the quality of the product sold,



because the buyer does not see the product directly. The buyer only sees the image representation of the goods sold, so the buyer cannot specifically verify whether the item meets the specification or criteria for which it wants to be purchased. Secondly, the estimated delivery time of the goods raises concerns for the buyer about the product or goods purchased. Third, if the goods have reached the hands of the buyer is concerned that goods received will not be the same as those sold on the website of the online store, both in terms of specifications, and the type of goods sold. Fourthly, when buyers file a refund on an online store site, not all online store sellers are willing to respond to the goods they complain about (Aziz I. A., 2022);(Amri et al., 2021). Therefore, it is necessary to apply the rules of Islam to the sellers in the online store so as not to harm one of the parties in the transaction. Being faithful to Islam is the source of the fundamental values of religion that uphold Islamic business ethics such as justice, honesty, free will, responsibility, and honesty (Sasnita, Musyahidah, & Nursyamsu, 2020).

According to the author's observations, the sellers in online stores are still many who do not reflect the ethics of Islamic business, as a result of which much harm occurs in goods such as damaged goods received, the quality of goods different from the description, and so on. Therefore, it is important for consumers to be more careful when doing online shopping. One way it can be done is by looking at reviews and store ratings, which can minimize the harm to consumers. The reason why the researchers used Islamic business ethics variables, online customer reviews, and online customer ratings was to perfect the previous research conducted by Anggita Syafni Aulia (2022) by adding a new variable, namely the Islamic Business Ethics variable. It becomes important because of the majority of Islamic students and as a milestone in society and an agent of change, which must balance theory and practice. Some of the theories about Islamic business ethics are not what all students are studying, but a Muslim should know a little bit about the Islamic ethics of business. The researchers hope that students will not only shop but also apply Islamic business ethics as Muslim students.

Literature Review

1. Islamic Business Ethics

Islamic business ethics is the process and effort to determine what is right and what is wrong, and how to behave appropriately and to parties with an interest in the company's products, services and business needs. Islamic business ethics also teaches to behave



responsibly and morally. This means that Islamic business ethics is a moral habit or culture related to business activities. The discussion of Islamic business ethics needs to be complemented with its framework and implications for business. Therefore, Islamic business ethics has a position of understanding that is essentially a human endeavor to achieve the pleasure of Allah SWT. However, in Islamic business ethics, business is not oriented in the short term and is aimed exclusively at individuals and aims for profit alone, but in the long term, namely between oneself and Allah SWT (Usman, 2022).

Islamic business ethics must be based on fundamental principles based on the Qur'an and Hadith and measured in its fundamental aspects, including the sincere intention of hoping for Allah's righteousness, being professional, honest, and trustworthy, advancing ethics as a Muslim, not violating the principles of Shariah, as well as Islamic worship, which is to keep the bonds of brotherhood (Aziz A. , 2013).

2. Online Customer Review

Online customer review is a review given by consumers in relation to information from the evaluation or evaluation of a product about various aspects. With the availability of this information, consumers can get the quality of the product sought from the reviews and experiences written by the consumer who has bought the product from an online seller (Ningsih, 2019). The following online customer review indicators used in the study are perceived usefulness, source credibility, argument quality, value, and volume of review (Aziz I. A., 2022).

3. Online Customer Rating

Online customer ratings are customer opinions expressed using a specific scale. The most popular scale used is a star. The more stars the consumer gives, the better the quality of the product. On the contrary, the fewer stars it gives indicates poor quality. Rating is another form of opinion represented on a specific scale (Putri, 2021);(Ramdani et al., 2021).

4. Purchase Decision

A purchase decision is the behavior of a person in buying or using a product, either in the form of a product believed to satisfy his or her needs or desires. A consumer's decision-making process involves identifying needs, searching for information, evaluating alternatives, buying decisions, and post-purchase behavior. A purchase decision is a problem-solving activity carried out by an individual in the selection of appropriate behavioral alternatives from two or more behavioral



alternatives and is considered to be the most appropriate action in purchasing through a decision-making process (Sari, 2021). Another definition explains that a buying decision is an attempt by a consumer to purchase a service or good based on choice and experience. The decision stage involves the process taken by the consumer to determine choices to meet needs and desires (Oktaviani & Sunarmo, 2023).

5. Halal Cosmetics

According to the Drug and Food Regulatory Authority (BPOM) of the Republic of Indonesia in 2011, cosmetics is any substance or preparation intended to be used on the outer parts of the human body (epidermis, hair, nails, lips, and outer genital organs), or teeth and mucous membranes of the mouth, especially for cleansing, purifying, and altering appearance, and/or repairing body odor, or protecting or nurturing the body under certain conditions (Kholidah & Arifiyanto, 2020).

A halal label is an inscription or declaration of halal on a product's packaging to indicate that the product concerned is a halal product. The halal labeling issued by the POM Agency is based on the recommendation of the MUI in the form of the halal certification of the MUI (Kholidah & Arifiyanto, 2020).

According to UUD of the Republic of Indonesia No. 33 of 2014, in order to guarantee every believer the right the right to worship and pursue his religious teachings, the state is obliged to provide protection and guarantees regarding the legality of the products consumed and used by the public. Therefore, the guarantee of maintenance of halal products aims to provide comfort, security, safety, and certainty of availability of halal products for the public in consumption and use of the products, as well as to increase the added value for entrepreneurs to produce and sell halal products. One of the products used and purchased by society, especially women, is cosmetics. The validity of a cosmetic product is determined by the raw material and its production process (Septiani & Indraswari, 2018).

Methods

This research uses quantitative methods, or field research, which is based on the facts that occur in the field. This field research is carried out by collecting data directly, that is, by distributing a questionnaire to the respondents. In this study, the population used was an active student of the University of Trunojoyo Madura Forces (2018–2022) who used the Shopee app to shop for halal cosmetics and had their own Shopee account. The technique used in determining the sample is a non-probability technique



using purposive sampling with a total sample of 100 students. This research uses a Likert scale, which will then process the data using the SPSS 25 application. The data is analyzed using path analysis. The purpose of path analysis is to know directly or indirectly how the free (internal) variable affects the bound variable (eksternal).

Results and Discussion

Validity Test

Table 1
Validity Test Results

Variables	Number of Question	Person Correlation (Rcount)	R table	Conclusion
Islamic Business (X ₁)	7	0,500-0,709	0,196	Valid
Online Customer Reviews (X ₂)	8	0,415-0,643	0,196	Valid
Online Customer Rating (X ₃)	7	0,504-0,647	0,196	Valid
Purchase Decision (Y)	4	0,648-0,775	0,196	Valid

Source: Results of SPSS 25 Output (2023)

Based on the table above, the value of $r_{count} > r_{table}$, it can be concluded that all question items for variables X and Y are valid.

Reliability Test

Table 2
Reliability Test Results

Variables	Cronbach Alpha	Value	Description
Islamic Business Ethics (X ₁)	0,691	0,60	Reliable
Online customer reviews (X ₂)	0,619	0,60	Reliable
Online customer rating (X ₃)	0,679	0,60	Reliable
Purchase Decision (Y)	0,680	0,60	Reliable

Source: Results of SPSS 25 Output (2023)

Based on the table above, the Cronbach Alpha value of variables X and Y > 0.60. So it can be concluded that all these variables are reliable.



Normality Test

Table 3
Normality Test Results

Description	Asymp. Sig. (2-tailed)	Conclusion
Normality Test	0.70>0.05	Normally Distributed

Source: Results of SPSS 25 Output (2023)

The results of the One-Sample Kolmogorov-Smirnov Test test, the requirements for a regression model are said to be normally distributed if the Asymp. Sig. (2-tailed) > 0.05 then the model is normally distributed. Based on the table above, it can be concluded that the one sample Kolmogorov Smirnov normality test shows a significance value of 0.070 > 0.05, so all research question instruments are said to be normally distributed.

Multiple Linear Regression Test

Based on SPSS 25 output, the multiple linear regression equation is obtained, namely:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 \\ = -0,322 + 0.321 + 0.273 + (-0,046)$$

The above equation can be explained as follows:

- The value α -0.322 is a constant or state when the purchasing decision variable is not influenced by other variables. This means that if the coefficient of Islamic business ethics (X_1), online customer review (X_2), and online customer rating (X_3) is 0 or nonexistent, then the magnitude of variable Y is -0.322.
- The value of b_1 (X_1 regression coefficient) is 0.321. This means that every 1 unit increase in the Islamic business ethics variable has an effect of 0.321 on purchasing decisions assuming other variables are not examined in this study.
- The value of b_2 (X_2 regression coefficient value) is 0.273. This means that every 1 unit increase in the online customer review variable has an effect of 0.273 on purchasing decisions with the assumption that other variables are not examined in this study.
- The value of b_3 (X_3 regression coefficient value) is -0.046. This means that every 1 unit increase in the online customer review variable has an effect of -0.046 on purchasing decisions with the assumption that other variables are not examined in this study.



Test Coefficient of Determination (R)²**Table 6****Test Results of the Coefficient of Determination (R²)**

Model Summary^b				
Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.646 ^a	.417	.399	1.357
a. Predictors: (Constant), Online customer rating, Online customer review, Islamic Business Ethics				
b. Dependent Variable: Purchase Decision				

Source: SPSS 25 Output Results (2023)

Based on the SPSS output above, what percentage of the influence of variable X on variable Y can be seen in the R-Square value selection, which is 0.417. So, the effect of variable X on variable Y is 41.7%, and the remaining 58.3% is influenced by other factors, not examined

Hypothesis Test**a. Test f****Table 7****F Test Results**

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	126.548	3	42.183	22.919	.000 ^b
	Residuals	176.692	96	1.841		
	Total	303.240	99			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Online customer rating, Online customer review, Islamic Business Ethics						

Source: SPSS 25 Output Results, (2023)

Based on the SPSS output above, it can be seen that the significant value for the f test (simultaneous) is 0.000 < 0.05, so the decision H₁ is accepted, thus it can be believed that the variables of Islamic business ethics (X₁), online customer review (X₂), and online customer rating (X₃) together (simultaneously) have an influence on purchasing decisions for halal cosmetic products through Shopee.



b. Test t**Table 8**
t-test results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.322	1.705		-.189	.851
	Islamic Business Ethics	.321	.132	.430	2.440	.017
	Online customer review	.273	.095	.339	2.864	.005
	Online customer rating	-.046	.166	-.057	-.278	.782

a. Dependent Variable: Purchase Decision

Source: SPSS 25 Output Results (2023)

Based on the SPSS output above, it can be concluded as follows:

- 1) The Islamic business ethics variable (X_1) from the results of the SPSS output above the X_1 regression coefficient value is 0.321 which indicates that the Islamic business ethics variable has a positive effect on the purchasing decision variable. Then the sig value. $0.017 < 0.05$ which indicates that the Islamic business ethics variable has a significant effect on the purchasing decision variable. So it can be concluded that the Islamic business ethics variable (X_1) has a positive and significant effect on purchasing decisions for halal cosmetic products through Shopee. Thus, the decision H_2 is accepted.
- 2) The online customer review variable (X_2) from the results of the SPSS output above, the X_2 regression coefficient value is 0.273, which indicates that the online customer review variable has a positive effect on the purchasing decision variable. Then the sig value. $0.05 < 0.1$ which indicates that the online customer review variable has a significant effect on the purchasing decision variable. So it can be concluded that the variable online customer review (X_2) has a positive and significant effect on purchasing decisions for halal cosmetic products through Shopee. Thus, the decision H_3 is accepted.
- 3) The online customer rating variable (X_3) from the results of the SPSS output above, the X_3 regression coefficient value is -0.046, which indicates that the online customer rating variable has a negative effect



on the purchasing decision variable. Then the sig value. $0.782 > 0.05$ which indicates that the online customer rating variable has an insignificant effect on the purchasing decision variable. So it can be concluded that the online customer rating variable (X_3) has a negative and insignificant effect on purchasing decisions for halal cosmetic products through Shopee. Thus, the decision H4 is rejected.

Discussion

1. The Effect of Islamic Business Ethics, Online Customer Reviews, and Online Customer Ratings on Purchasing Decisions

Based on the results of hypothesis testing, it shows that Islamic business ethics, online customer reviews, and online customer ratings have an effect on purchasing decisions for halal cosmetic products through Shopee. This is evidenced by looking at the f test with a sig value. $= 0.000 < 0.05$ which shows that the variables of Islamic business ethics, online customer reviews, and online customer ratings have an effect on purchasing decisions for halal cosmetic products through shopee for Trunojoyo Madura University students.

Based on the coefficient of determination (R^2) to see how many percent of the influence of variable X on variable Y can be seen in the R Square section, the value is 0.417 (0.417×100), which means that the contribution resulting from the 3 independent variables is 41.7% and the remaining 58.3% is influenced by other variables.

2. The Effect of Islamic Business Ethics on Purchasing Decisions

Based on the results of hypothesis testing, it shows that Islamic business ethics (X_1) has a positive and significant effect on purchasing decisions for halal cosmetic products through Shopee. This can be seen in the X_1 regression coefficient value of 0.321 which shows that the Islamic business ethics variable has a positive effect on the purchasing decision variable. Then the results of the t test sig value. $0.017 < 0.05$ which indicates that the Islamic business ethics variable has a significant effect on the purchasing decision variable. So it can be concluded that the Islamic business ethics variable (X_1) has a positive and significant effect on purchasing decisions for halal cosmetic products through Shopee. This means that when the Islamic business ethics of a shop is good, it will increase the level of consumer confidence for consumer purchasing decisions for halal cosmetic products.

Business ethics here are fair and not detrimental prices, discounts that are in accordance with the actual price, a refund system



if there are unsuitable products, fast and responsive service, and providing solutions in the event of customer complaints. This is one of the factors for purchasing decisions on halal cosmetic products for Trunojoyo Madura University students.

The results of this study are similar to the results of (Sasnita, Musyahidah, & Nursyamsu, 2020) which stated that the variable of Islamic business ethics has a positive and significant influence on the decision to buy Muslim fashion among students of the IAIN Palu School of Shariah Economics. So the better the ethics that sellers have, the more consumers will be interested in shopping.

3. The influence of online customer reviews on purchasing decisions

Based on the results of hypothesis testing, it shows that online customer review (X_2) has a positive and significant effect on purchasing decisions for halal cosmetic products through Shopee. This can be seen in the X_2 regression coefficient value of 0.273 which shows that the online customer review variable has a positive effect on the purchasing decision variable. Then the results of the t test sig value. $0.05 < 0.1$ which indicates that the online customer review variable has a significant effect on the purchasing decision variable. So it can be concluded that the variable online customer review (X_2) has a positive and significant effect on purchasing decisions for halal cosmetic products through Shopee. This means that if the online customer review given by previous customers is good, it can lead to beliefs, attitudes and behavior in making purchasing decisions for halal cosmetic products.

Online customer reviews have a relationship with purchasing decisions for halal cosmetic products because reviews are one of several factors that determine the emergence of purchasing decisions for halal cosmetic products. The existence of online customer reviews, students will consider shopping in the shopee application more because it will lead to beliefs, behavioral attitudes and most importantly the will to buy.

The results of this study are similar to those of (Sari, 2021), who stated that online customer review variables have a positive and significant influence on online purchasing decisions in e-commerce among UMSU students.



4. The influence of online customer rating on purchasing decisions

Based on the results of hypothesis testing, it shows that online customer rating (X_3) has a negative and insignificant effect on purchasing decisions for halal cosmetic products through Shopee. This can be seen in the X_3 regression coefficient value of -0.046 which shows that the online customer rating variable has a negative effect on the purchasing decision variable, meaning that if the store rating increases, the purchasing decision decreases and vice versa, if the store rating decreases, the purchasing decision increases. Then the results of the t test sig value. $0.782 > 0.05$ which shows that the online customer rating variable has an insignificant effect on the purchasing decision variable, meaning that although there is a negative effect, this effect is not significant. So it can be concluded that the online customer rating variable (X_3) has a negative (opposite direction) and insignificant effect on purchasing decisions for halal cosmetic products through Shopee.

The students in this study did not pay much attention to store ratings when purchasing halal cosmetic products but they paid more attention to reviews of these products and the students did not trust the ratings in the store. So that causes online customer rating to have a negative influence (opposite direction) and insignificant on purchasing decisions for halal cosmetic products for Trunojoyo Madura University students.

The results of this study are similar to those of (Ningsih, 2019), who stated that online customer review variables have no partial influence on online purchasing decisions on the Shopee marketplace by students of the Faculty of Economics and Business of Muhammadiyah University of Makassar.

Conclusion

Islamic business ethics, online customer reviews, and online customer ratings have a positive and significant influence on the decision of students of Trunojoyo University Madura to buy halal cosmetic products through Shopee. It is seen from the result obtained with a significant value of $0.00 < 0.05$ and a contribution value of 41.7%. Islamic Business Ethics (X_1) has a positive and significant influence on the decision of students of Trunojoyo University Madura to buy halal cosmetic products through Shopee. This is seen from the results obtained with the regression coefficient X_1 value of 0.321 (a positive value) and a significant value of $0.017 < 0.05$.



The Impact of Islamic Business Ethics, Online Customer Reviews, and

Online customer review (X_2) has a positive and significant influence on the decision to buy halal cosmetic products through Shopee among students of Trunojoyo University Madura. This is seen from the results obtained with the X_2 regression coefficient value of 0.273 (a positive value) and a significant value of $0.05 < 0.1$. Online customer rating (X_3) has a negative and insignificant influence on the decision of students of Trunojoyo University Madura to buy halal cosmetic products through Shopee. This is evident from the results obtained with the X_3 regression coefficient value of -0,046 (a negative value) and a significant value of $0,782 > 0,05$.

Based on this research, the author expects the shopee seller to be able to improve the quality of service, product quality, honesty, and not only pay attention to his own interests but also those of consumers so that consumers do not feel harmed. This is in line with the values that exist in Islamic business ethics, because based on the results of this research, Islamic business ethics becomes one of the consumer considerations in buying decisions. Furthermore, it is expected that future researchers will be able to refine and develop this research more thoroughly with the same research model as well as add more complex theoretical foundations, expand the number of research respondents, and add more variable variables according to the unresolved problems that are often found in the surrounding environment so as to solve unsolved issues and add insight into new knowledge.

The limitations of this research, among them, are the first time limitation (two months) and the location of the research, which is only in the neighborhood of the university campus in Trunojoyo, Madura, for conducting research. In future research, it is expected to extend the duration of the study and observe more locations so that the results obtained are more accurate and varied. Second, in the dissemination of the questionnaire, it took quite a long time to reach the target number of samples needed. There are three constraints on the measurement of the variable indicators of the Islamic business ethics value used. In further research, it is suggested to add other ethical values of Islamic business, to add scientific knowledge, and to strengthen previous research.



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