



MARKET DISTORTION: *TADLIS* OR FRAUD BY PLAIN T-SHIRT SELLERS IN THE SHOPEE ELECTRONIC MARKET

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Abstract

*This study explains the concept of *tadlis* (fraudulent misrepresentation) occurring in e-marketplaces, specifically among sellers of plain t-shirts. This is done to ensure that the public is not easily deceived by products sold in online markets. Fraud is more likely to occur in online markets compared to offline markets due to the absence of face-to-face transactions. The research method used in this study is a qualitative approach with a literature review, drawing on various references related to the issue. In addition, observations were made in the Shopee e-marketplace, particularly among plain t-shirt sellers. The author found that the materials sold did not match the descriptions, allowing sellers to sell products at prices below the average market rate. Based on the results of this study, when linked to the theory of market distortion (*tadlis*), it can be interpreted that distortions in the Shopee e-marketplace, especially in the sale of plain t-shirt products, still occur frequently. This not only harms buyers but also disadvantages other sellers who offer products at average prices and with clear quality. Therefore, as a buyer or consumer, it is important to understand the products being purchased and not be attracted to the low prices offered by sellers in e-marketplaces. This study delivers an important message to increase consumer awareness and educate them about the potential for fraud in online trading, while also encouraging the importance of transparency and honesty in selling on e-marketplaces.*

Keywords: *Market Distortion, e-marketplace, Tadlis, Islamic Economics.*

Abstrak

Penelitian ini menjelaskan tentang konsep *tadlis* (penipuan) yang terjadi di pasar elektronik, khususnya di kalangan penjual kaos polos. Hal ini dilakukan agar masyarakat tidak mudah tertipu oleh produk yang dijual di pasar online. Penipuan lebih mungkin terjadi di pasar online dibandingkan dengan pasar offline karena tidak adanya transaksi tatap muka. Metode penelitian yang digunakan dalam penelitian ini adalah pendekatan kualitatif dengan studi literatur, dengan mengambil berbagai referensi yang berkaitan dengan permasalahan. Selain itu, observasi dilakukan di e-marketplace Shopee, khususnya pada penjual kaos polos. Penulis menemukan bahwa bahan yang dijual tidak sesuai dengan deskripsi, sehingga memungkinkan penjual menjual produk dengan harga di bawah harga rata-rata pasar. Berdasarkan hasil penelitian tersebut, jika dikaitkan dengan teori distorsi pasar (*tadlis*), dapat diartikan bahwa distorsi di e-marketplace Shopee khususnya pada penjualan produk kaos polos masih sering terjadi. Hal ini



tidak hanya merugikan pembeli tetapi juga merugikan penjual lain yang menawarkan produk dengan harga rata-rata dan dengan kualitas yang jelas. Oleh karena itu, sebagai pembeli atau konsumen, penting untuk memahami produk yang akan dibeli dan tidak tertarik dengan harga murah yang ditawarkan oleh penjual di e-marketplace. Penelitian ini memberikan pesan penting untuk meningkatkan kesadaran konsumen dan mengedukasi mereka tentang potensi penipuan dalam perdagangan online, serta mendorong pentingnya transparansi dan kejujuran dalam berjualan di e-marketplace.

Kata kunci: Distorsi Pasar, e-marketplace, Tadlis, Ekonomi Islam.

Introduction

Islam is a religion that governs all aspects of human life, particularly for its followers, in both matters of faith (aqidah) and morality (akhlaq). It can be said that Islam is a perfect religion because it completes the teachings of the religions that came before it (Parakkasi et al., 2018). In its regulations, Islam not only addresses spiritual matters but also worldly affairs. This means that Islam governs all forms of human behavior that involve interaction with others, including market mechanisms (Abd Ghafur, 2019).

A market is a place where the exchange of goods and services takes place naturally (supply and demand) and has existed since ancient times (Hakim, 2015). However, from an Islamic perspective, the concept of a market is not much different from the general view, except for the concepts of justice, avoiding what is haram (forbidden), and focusing on benefit (Wulandari & Zulqah, 2020). Fintech, in general, is permitted in Islam, except for MLM transactions and loans, which are considered haram by all scholars, while cash transactions and electronic money are allowed. However, this research does not elaborate in detail on the legal aspects of fintech and suggests that further studies provide a more comprehensive analysis based on the Quran, Hadith, and scholarly opinions (Al-Mu'min, 2024).

Currently, e-marketplaces have emerged as one of the new innovations in the business world. Technology has made a leap, changing the mindset and market model from face-to-face transactions to the digital era, where transactions no longer need to be conducted in person but can be done through the internet. In practice, e-marketplaces have both positive and negative aspects, with online marketplaces offering a better target market compared to offline markets (Widodo, 2022). Fintech enables Islamic banks to process data efficiently while aligning with maqasid syariah to maximize benefits and avoid harm in financial transactions (Nisaa et al., 2024). A study found that Facebook Marketplace offers convenience and efficiency in buying and selling, reaching a global audience, and benefiting both buyers and sellers by offering competitive prices and diverse products.



However, the limitations of this study include its focus solely on Facebook and constraints related to time, money, and resources (Indra et al., 2024).

Therefore, the prospects of online businesses are very promising, given the rapid growth of internet users in Indonesia. According to a survey conducted by the Indonesian Internet Service Providers Association (APJII), the number of internet users in 2023 reached 78%, or approximately 215,626,156 people, from a total population of 275,773,901 people (APJII, 2023). Based on this data, the potential for online business development is very high. However, attention must also be given to issues related to consumer comfort and security to avoid undesirable situations such as: (a) product quality not matching the description, (b) long shipping times, (c) sellers not providing a product defect guarantee, (d) demand manipulation, and (e) selling goods that are gharar (ambiguous), such as "Gift Boxes."

Fraud in e-commerce has become an increasingly serious issue. According to data from the Indonesian Consumer Protection Commission (KPKI), in 2023, there were more than 1,500 reports of fraud cases on e-commerce platforms. One of the most frequently reported forms of fraud is sellers advertising products at low prices or claiming high quality, but the products received by consumers do not match the description or photos shown. Examples of such cases in online markets include plain t-shirt sellers who promise products made from premium materials, but instead send cheap, easily damaged t-shirts.

Additionally, a survey by the Indonesian E-Commerce Association (idEA) in 2022 revealed that more than 30% of consumers were disappointed with products that did not meet expectations, often related to tadlis (fraudulent misrepresentation). Another common case involves sellers using photos of products that do not match the actual items, such as displaying high-quality t-shirts, but sending products that are far from the image presented.

Given these market distortions, it is important for consumers to be more cautious when shopping on e-marketplaces. Fraud is easier to commit in online markets due to the lack of direct supervision and the inability of consumers to inspect products before making a purchase. Therefore, this study aims to identify such practices in online markets, specifically in the plain t-shirt market, and provide consumers with an understanding so that they can be more critical and vigilant against the potential for fraud.

For this reason, the author intends to identify market distortions (tadlis/fraud) occurring in e-marketplaces, particularly among plain t-shirt sellers. This research is important to prevent the public from being easily deceived by products sold in online markets, given the higher potential risks



of fraud compared to offline markets. In online markets, the absence of face-to-face transactions and limited product information make consumers more vulnerable to dishonest trading practices, such as hiding product defects (tadlis) or committing fraud.

Literature Review

Market in the Islamic Perspective

In general, a market is a place where the exchange of goods and services takes place. From an Islamic perspective, a market should be balanced, meaning that in Islamic teachings, the market is guaranteed its freedom. According to Islam, the market is free to determine its own system and prices, and therefore, there should be no interference that could disrupt the market's balance (Abd Ghafur, 2019). However, this freedom is not absolute; it is a freedom bound by religious rules (Afrida, 2016).

Islam is very strict in regulating the rules or mechanisms of the market. Although it is not explicitly written, there are verses in the Qur'an that indirectly discuss the boundaries of market mechanisms themselves. Allah SWT says:

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

"O you who have believed, do not consume one another's wealth unjustly or send it [in bribery] to the rulers in order that [they might aid] you [to] consume a portion of the wealth of the people in sin, while you know [it is unlawful]. And do not kill yourselves. Indeed, Allah is to you ever Merciful." (Al-Quran, Surah An-Nisa, 4:29).

Electronic Market

A marketplace is a platform for marketing electronic products that enables many sellers and buyers to transact with each other. Marketplaces provide a space for online sales, so sellers do not need to worry or feel confused about how to sell online. To start selling, sellers only need to register. The entire process is handled by the marketplace team. What sellers need to do is improve their services and promotions. The more buyers and sellers there are, the more products can be sold.

The growth of e-marketplaces is further encouraged by the convenience offered by platforms such as Shopee, Tokopedia, Bukalapak, and others. According to research by Sari and Astuti (2020), the use of marketplaces in electronic transactions has brought significant changes to the consumption patterns of Indonesian society. They state, "Marketplace platforms provide various conveniences for sellers and buyers to interact



without having to meet in person, facilitating faster and more efficient transactions" (Sari & Astuti, 2020, p. 25).

However, despite the convenience they offer, transactions on marketplaces also bring a number of challenges, particularly regarding the authenticity and quality of the products being sold. Prasetyo (2021) notes that on marketplace platforms, there is a tendency for abuse by some sellers who exploit the information gap between sellers and buyers. This makes consumers vulnerable to fraud, especially in transactions that are not adequately monitored. "Hiding product defects or even deceiving buyers about product quality has become a significant issue in e-commerce" (Prasetyo, 2021, p. 43).

Another study by Indah & Putri (2022) also mentions that "tadlis" (concealing defects) and fraud are two common problems encountered in marketplaces. The research reveals that "the most common fraudulent practices are using product photos that do not match the goods delivered, as well as sellers advertising low prices while the product quality is far below consumer expectations" (Indah & Putri, 2022, p. 67). This indicates that while marketplaces offer an efficient platform, there is an urgent need for stricter oversight of dishonest trading practices.

Therefore, although marketplaces have offered many benefits to consumers and sellers, challenges related to fraud and market distortion remain issues that need to be addressed, especially in protecting consumer rights and ensuring transparency in transactions on e-commerce platforms.

Market Distortion from the Islamic Economic Perspective

According to the *Kamus Besar Bahasa Indonesia* (KBBI), distortion refers to the manipulation of facts, rules, or data that leads to deviations used for personal gain. In the context of economics, market distortion refers to disruptions in the market mechanisms, which may involve manipulation of demand, supply, uncertainty, or even fraud. These market distortions lead to imbalances that can affect price determination and create unhealthy situations in economic transactions (Lesmana et al., 2020). This imbalance has a detrimental impact on market efficiency and fairness in resource distribution, ultimately harming both consumers and producers involved. Distortions can occur through various means, such as misrepresentation of products, unjust pricing arrangements, or concealed information that disadvantages one party.

From the perspective of Islamic economics, as explained by Edi et al. (2022), market distortion is strongly opposed, as Islamic economics requires the market to reflect a balance created through fair demand and supply



mechanisms. According to Islamic economic principles, prices should be determined by market forces without intervention or manipulation by any party that could harm others. Therefore, practices such as price manipulation or information concealment are considered incompatible with the principles of Shariah, which prioritize justice, transparency, and honesty in every economic transaction. Islamic economics encourages transactions that are conducted with mutual respect and discourages fraud that could damage business relationships and trust in the market.

Some forms of market distortion in Islamic economics that need to be addressed include price manipulation (*gilar*), which can create imbalances in the market. Additionally, fraud in the sale of goods and services, as well as monopolistic practices that limit healthy competition, are also forms of distortion that contradict Islamic economic principles. In this regard, the market should function to ensure that every individual has fair access to the goods and services they need without any party being harmed by manipulative practices. Therefore, it is important for the government and market regulatory bodies to take preventive measures to avoid market distortions that can harm society at large, particularly with regard to fairness in trade transactions.

Bay Najashy

Bay Najasy refers to the manipulation of demand where someone pretends to bid on goods with the intention of raising the price, so that a buyer will be willing to purchase at the price set by the manipulator (Abidillah, 2019). The elements of Bay Najasy include: (a) praising the merchandise to encourage sales, (b) pretending to bid on high prices with others, so that others will not think the goods are overpriced and will be influenced to buy (Maharaja, 2022). Therefore, Najasy is a form of deception carried out by traders to sell their goods through excessive advertising to impress and attract the public. In essence, Najasy is a form of exaggerated promotion that is not in line with the actual facts, containing falsehoods that create fake demand, as if the goods being sold are highly sought after, with the goal of making prospective buyers interested in purchasing them.

Tadlis

Tadlis refers to a situation where one party is unaware of the true condition of the goods, and the other party, who possesses the information, exploits this situation to gain an advantage through deception (Sutjipto & Cahyono, 2020). According to other references, Islamic scholars define *tadlis* as concealing defects or flaws in goods, which can be done by either



the seller or the buyer. A seller is said to commit deception (tadelis) if they hide defects in the goods from the buyer's knowledge. On the other hand, a buyer is said to commit deception (tadelis) if they manipulate the method of payment or conceal manipulations in the payment method from the seller (Fauzi, 2017).

Methods

The research method used in this study is a qualitative method with a literature study approach, which examines various references relevant to the research topic. The scope of the literature reviewed includes articles, journals, books, and research reports discussing the phenomena of e-commerce, market distortion, fraud, and deception in online trade. A total of 15 pieces of literature from various trusted sources, including academic journals, textbooks related to e-commerce and digital marketing, as well as reports from research institutions, have been reviewed to provide a comprehensive understanding of this topic. The literature was obtained through searches in academic databases such as Google Scholar, JSTOR, and ProQuest, as well as through relevant article searches on news websites and current research addressing issues related to e-marketplaces.

In this study, direct observation was also conducted on the Shopee e-marketplace platform, focusing on sellers of plain t-shirts. The purpose of this observation was to identify trade practices related to market distortion, including fraud and deception that may occur. Data was collected by recording transactions, product descriptions, consumer reviews, and closely examining the quality of goods sold by plain t-shirt sellers.

The choice of Shopee as the research location is based on several factors. First, Shopee is one of the largest and most popular marketplaces in Indonesia, with a very high number of active users, making it a representative example of the dynamics of e-commerce trade in Indonesia. Second, the platform offers easy access for observing various types of products, including plain t-shirts, which are the focus of this research. Shopee is also known for its review and feedback system from buyers, which facilitates the identification of market distortions such as fraud or the concealment of product defects. This makes Shopee an ideal location to analyze issues related to honesty in e-commerce transactions and to understand how sellers and buyers interact within the online market ecosystem.



Results and Discussions

Based on the theoretical framework and direct observation on the Shopee e-marketplace, the author found that there is market distortion conducted by plain t-shirt sellers on Shopee. The market distortion referred to in this study is the practice of *tadlis* or fraud that occurs in online transactions. In the context of e-commerce, market distortion is often influenced by an imbalance of information between the seller and the buyer, which leads to unfairness in the transaction. The main focus of this discussion is the identification and analysis of *tadlis* practices that occur on the Shopee marketplace, particularly in the sale of plain t-shirts priced much lower than the market price.

Tadlis, according to the definition in market distortion theory, is a condition where one party (in this case, the seller) intentionally provides false or misleading information to the other party (the buyer), with the aim of gaining unilateral profit. As described by Milgrom and Roberts (1992) in market distortion theory, this phenomenon often occurs in non-transparent markets, such as online marketplaces, where buyers and sellers do not meet in person and often do not have access to the same information at the same time.

The author observed *tadlis* practices conducted by several plain t-shirt sellers on Shopee, where the sellers intentionally provided information that did not align with the actual quality of the products they were selling. For example, many sellers offer plain t-shirts made from 30s combed cotton at very low prices, such as around Rp 16,000, which is far below the market price for similar products that are certified or listed in Shopee Mall. The average price for a 30s combed cotton t-shirt listed in Shopee Mall ranges from Rp 35,000 to Rp 50,000. With such a low price, many buyers are attracted to purchase the product, thinking they are getting a high-quality t-shirt at a bargain price.

However, after verification by the author, it was found that the material sold did not match the claims made in the product description. The t-shirts sold by the low-priced sellers were actually made from much cheaper materials, and their quality did not meet the advertised standards. This clearly indicates the practice of fraud being carried out by sellers to attract buyers by deceiving them through product descriptions that do not align with reality.



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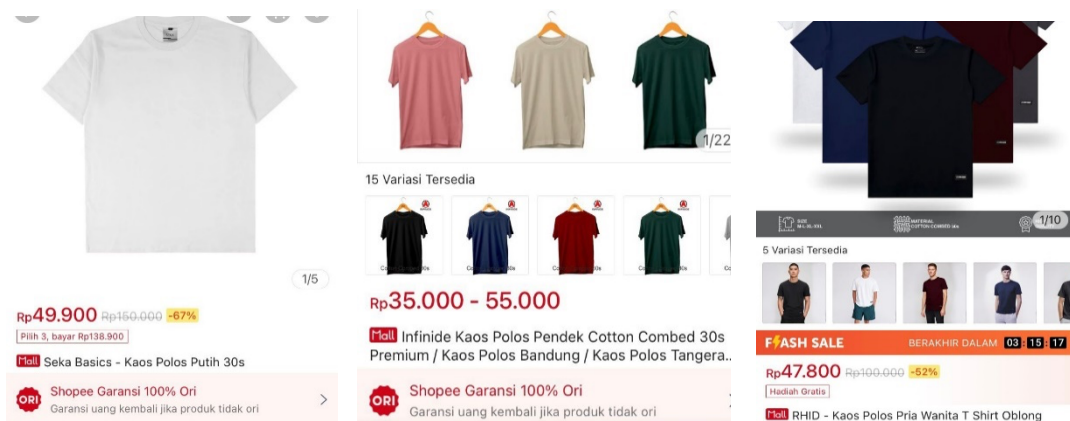
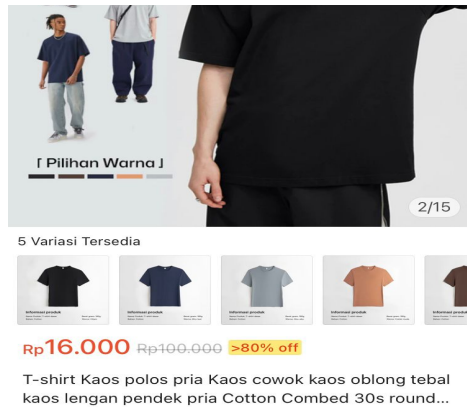


Figure 1. One of the shirts and its price

The phenomenon found in this study can be analyzed using the information asymmetry theory developed by Akerlof (1970) in the concept of the "market for lemons." Akerlof explained that in transactions involving goods whose quality cannot be directly examined by the buyer (such as products sold on marketplaces), information asymmetry will arise. In this case, the seller has better information about the quality of the goods they are selling compared to the buyer. The seller, having more information, can exploit the buyer's ignorance to offer lower-quality products at a price that seems advantageous. In this situation, the buyer cannot know for certain the quality of the product they are purchasing until after the transaction is complete, which risks them feeling deceived.

In the context of Shopee, the mismatch between the product description and the actual quality found in the plain t-shirts is a concrete example of tadlis. Sellers intentionally mislead buyers with inaccurate information, while buyers, who do not have full information about the material of the t-shirts being sold, assume that the lower price means the product is of the quality stated in the description. This illustrates market distortion occurring in the e-marketplace, where false information is deliberately provided by the seller to gain a higher profit, while the buyer is placed at a disadvantage due to their lack of knowledge.





Deskripsi

Kaos Polos Pria Cotton Combed Premium - Baju Kaos Polos Pria Wanita - Kaos Pria Polos Cotton Combed Lengan Pendek Unisex Pria wanita)

Kaos Polos Pria Cotton Combed Premium Adalah Kaos Polos Fashion Pria Wanita style korean, retro, formal dengan harga termurah langsung dari PABRIKINYA !

Figure 2. One of the Shirts and its Explanation

Another phenomenon that can be analyzed from this case is the influence of price on consumer perception. The consumer behavior theory proposed by Schiffman and Kanuk (2010) indicates that the price of a product is often a key indicator in assessing its quality. Consumers tend to associate higher prices with better quality. However, in the context of market distortion, a price significantly below average is used by sellers to attract buyers, who believe that the low price signals an extremely good deal. In reality, this low price often does not reflect the actual quality of the product. This demonstrates how price can be used as a manipulation tool in *tadlis*, where the seller exploits price perception to deceive consumers.

As Zeithaml (1988) stated in his theory of customer value, consumers are often attracted to purchase products based on their perception of the value offered. In this case, consumers' perception of the low price (viewed as added value) leads to purchasing decisions driven by price rather than a more careful assessment of quality. Sellers who engage in *tadlis* by offering plain t-shirts at very low prices while claiming them to be made of 30s combed cotton, exploit this perception to attract buyers who do not thoroughly check the quality of the product.

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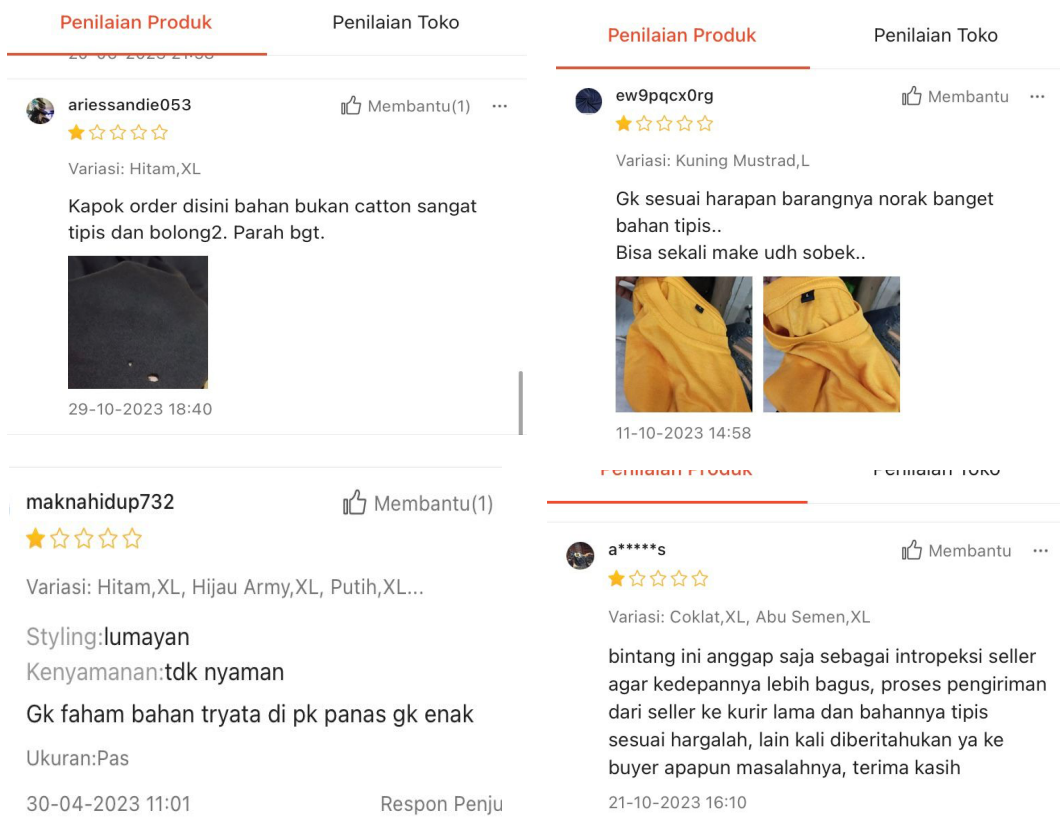


Figure 3. One of the product reviews

The fraud (tadelis) that occurred on Shopee has also negatively impacted consumer trust in e-marketplaces as a whole. When consumers feel deceived, they tend to reduce their trust in the e-commerce platform, which in turn can decrease purchase volume and damage the marketplace's reputation. Goyal (2016) in his research on consumer behavior in e-commerce explains that trust is a key factor in online purchase decisions. If consumers feel that the information they receive is unreliable or that the products they buy do not meet their expectations, they will be less willing to engage in future transactions. Moreover, this creates a long-term negative effect on the e-commerce ecosystem, where honest and transparent sellers will face unfair competition from those who engage in fraud. This practice can undermine the integrity of online markets and create unfairness for sellers who strive to operate honestly.

In this study, the author found that fraudulent practices in the form of misleading information provided by plain T-shirt sellers on Shopee led to market distortions that harm buyers. By applying the theory of information asymmetry and market distortion, it can be concluded that dishonest sellers



take advantage of buyers' lack of knowledge about product quality to gain more profit. The existence of prices far below the average market price serves as an indicator of attempts to deceive consumers with incorrect information. Therefore, it is important for consumers to be more cautious when transacting on e-marketplaces and for platforms like Shopee to improve their verification systems and quality controls to minimize market distortions like fraud.

Conclusion

This research aims to analyze market distortion practices, particularly fraud (*tadlis*), occurring in transactions involving plain T-shirt sales on the Shopee e-marketplace. The findings show that market distortions in the form of fraud still frequently occur on this platform. In this case, some sellers intentionally provide inaccurate or misleading product information to attract buyers, even though the quality of the goods sold does not match the description offered. This practice not only harms buyers who may not carefully check the product quality but also other sellers who offer similar products at reasonable prices with clear quality. Therefore, these incidents damage the e-marketplace trading ecosystem, decrease consumer trust, and create unhealthy competition among sellers. In this context, buyers need to be more discerning and thorough in checking product quality before making a transaction to avoid potential fraud arising from information distortion.

The method used in this study is a qualitative approach that combines literature study and direct observation on Shopee. Through literature study, the author reviewed theories about market distortion and fraud to provide a strong foundation for analyzing the phenomena occurring on the e-marketplace. Direct observation was conducted by monitoring the sale of plain T-shirts on Shopee, where the author verified the information provided by sellers against the products received by buyers. Findings from this observation revealed discrepancies between product descriptions and the quality received by consumers, creating market distortions. This approach allowed the author to explore how sellers take advantage of low prices and misleading information to attract buyers and the impact of this practice on consumer behavior and the market as a whole.

The implications of this research are important for consumers, sellers, and e-marketplace platforms like Shopee. For consumers, the study highlights the importance of caution and carefulness when making purchases, especially when verifying the quality of products being sold. Consumers are advised not to be easily swayed by unusually low prices, as



these products may not meet the promised quality. On the other hand, sellers need to maintain integrity and transparency when providing product descriptions to build consumer trust and prevent damage to their reputation on e-marketplace platforms. Shopee, as the platform, is also advised to improve product verification mechanisms and more transparent reviews to minimize fraudulent practices. For future research, it is recommended to expand the scope of this study, not only on plain T-shirts but also on other products across various e-marketplaces, and to examine the long-term impact of market distortion practices on consumer loyalty and the growth of online businesses. Further research could also explore strategies and policies that e-commerce platforms could adopt to enhance transparency and trust in online transactions.

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