

## Islamic Business Ethics in the Digital Age: An Analysis of the Principles of Honesty and Transparency in E-Commerce

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**Abstract:** This study aims to analyze the application of Islamic business ethics principles, particularly honesty and transparency, in e-commerce practices in the digital era. The research method employs a Systematic Literature Review (SLR) using the PRISMA 2020 protocol to systematically identify and analyze relevant scholarly literature published between 2018 and 2025. The selection process yielded 28 articles, which were analyzed using thematic analysis to identify key patterns and concepts related to digital business ethics. The findings reveal four main themes: digital gharar, information transparency, trustworthiness in digital transactions, and digital manipulation. The results indicate that honesty and transparent product information significantly contribute to building consumer trust and customer loyalty. At the same time, practices such as fake reviews and price manipulation remain ethical challenges in the e-commerce ecosystem. In conclusion, the implementation of Islamic business ethics principles plays a strategic role in strengthening consumer trust and supporting sustainable, fair, and transparent digital business practices.

**Keywords:** Islamic Business Ethics; E-commerce; Digital Transparency.

*Abstrak:* Penelitian ini bertujuan menganalisis penerapan prinsip etika bisnis Islam, khususnya kejujuran dan transparansi, dalam praktik e-commerce di era digital. Metode penelitian menggunakan Systematic Literature Review (SLR) dengan protokol PRISMA 2020 untuk menyeleksi dan menganalisis literatur ilmiah yang relevan pada periode 2018–2025. Proses seleksi menghasilkan 28 artikel yang dianalisis menggunakan pendekatan analisis tematik untuk mengidentifikasi pola dan konsep utama terkait etika bisnis digital. Hasil penelitian menunjukkan empat tema utama, yaitu gharar digital, transparansi informasi, amanah dalam transaksi digital, dan manipulasi digital. Temuan menunjukkan bahwa kejujuran dan transparansi informasi produk berperan penting dalam meningkatkan kepercayaan konsumen dan loyalitas pelanggan, sedangkan praktik manipulasi seperti fake reviews dan manipulasi harga masih menjadi tantangan dalam ekosistem e-commerce. Kesimpulannya, penerapan prinsip etika bisnis Islam menjadi faktor strategis dalam membangun kepercayaan konsumen dan mendukung keberlanjutan bisnis digital yang adil dan transparan.

*Kata kunci :* Etika Bisnis Islam; E-commerce; Transparansi Digital.

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## **Introduction**

Developments in information and communication technology have significantly transformed the global economic structure, particularly through the digitalisation of trade, which has given rise to online transaction systems known as electronic commerce (e-commerce) (Kholisah et al., 2025). This transformation has not only improved the efficiency of the distribution of goods and services but has also expanded market access for businesses and consumers globally (Nisa et al., 2025). In Indonesia, the development of e-commerce has become a key pillar of the rapidly growing digital economy, in line with rising internet penetration and the use of digital platforms in the public's economic activities. Recent data indicate that internet usage and digital transactions in Indonesia have increased significantly (Purwanti, 2026). A survey by the Indonesian Internet Service Providers Association (APJII) indicates that the majority of Indonesians are actively using e-commerce platforms such as Shopee, Tokopedia, and TikTok Shop to conduct online transactions. Indeed, approximately 30.34% of internet users make online transactions several times a month, demonstrating that e-commerce has become an integral part of modern economic activity.

However, behind this rapid growth, various ethical and security issues have emerged in digital transactions. The Ministry of Trade notes that from 2022 to 2025, there were 20,942 consumer complaints, 92.7% of which related to e-commerce transactions, including issues such as goods not matching descriptions, fraud, and product information manipulation. Furthermore, the latest reports also indicate that cases of digital fraud remain one of the primary risks within the online trading ecosystem. An APJII survey found that online fraud was the most commonly experienced internet security issue among users, reaching approximately 24.89% in 2024 before declining the following year (Kilawati, 2024).

These findings indicate that whilst e-commerce offers convenience and significant economic opportunities, digital trading practices also present serious challenges regarding transparency, honesty, and consumer protection. In the context of Indonesian society, where the majority are Muslim, the application of Sharia business ethics principles is crucial to ensuring fair, transparent transactions free from harmful practices. Islamic business ethics emphasise strong moral values such as honesty (shidq), trustworthiness (amanah), justice (al-adl), and transparency, whilst avoiding prohibited elements such as usury (riba), uncertainty (gharar), and fraud (Ahimsa, 2022). In the context of digital commerce, these values form a crucial foundation for building consumer trust and creating a sustainable and equitable trading system.

Nevertheless, the reality of e-commerce practices indicates that these ethical principles have not yet been fully and consistently applied. Phenomena such as price

manipulation before discounts, the use of fake reviews, inaccurate product descriptions, and digital fraud highlight a gap between Islamic business ethics and actual digital trading practices. Consequently, research into the application of Islamic business ethics within the e-commerce ecosystem is becoming increasingly important (Putri, 2025). This study not only analyses the implementation of the principles of honesty (shidq) and transparency (ash-shidq) in digital trading practices but also identifies various ethical challenges arising in online transactions.

The novelty of this research lies in the use of a Systematic Literature Review (SLR) based on the PRISMA 2020 protocol, which integrates thematic analysis with the maqashid syariah approach to develop a conceptual framework for digital business ethics based on Islamic values. This approach differs from previous research, most of which still employed a narrative approach, such as the study conducted by Maulana et al. (2022); consequently, this research aims to provide a new conceptual contribution in the form of a blockchain-Shariah framework model for building a transparent, secure, and ethical e-commerce ecosystem.

### **Method**

This study employs a Systematic Literature Review (SLR) approach to systematically examine various studies on the application of Islamic business ethics in e-commerce transactions in the digital era. The SLR method was chosen as it enables the comprehensive and transparent synthesis of knowledge from various relevant scientific literature sources. The SLR process in this study followed the *Preferred Reporting Items for Systematic Reviews and Meta-Analyses* (PRISMA 2020) guidelines to ensure transparency, replicability, and methodological validity in the literature selection and analysis process.

The first stage involved literature identification, namely the process of searching for academic articles via the Google Scholar database, covering the publication period from 2018 to 2025. The literature search was conducted using a combination of keywords such as *Islamic Business Ethics, E-Commerce, Honesty, Transparency, Digital Business Ethics, and Islamic E-Commerce*. This process yielded 145 initial articles potentially relevant to the research topic. The second stage is screening, which involves an initial filtering based on titles and abstracts to determine suitability for the research focus. At this stage, articles not related to Islamic business ethics or failing to address the context of digital commerce were eliminated. This process yielded 342 articles deemed relevant for further analysis. The third stage was eligibility, which involved evaluating the suitability of articles through a *full-text* review. Articles that did not meet methodological criteria or did not specifically address the relationship between Islamic business ethics and e-commerce practices were excluded from the analysis. This stage resulted in 89 articles meeting the research eligibility standards. The final stage was final inclusion,

namely the selection of the most relevant and high-quality articles for in-depth analysis in this study. Following the final selection process, 28 articles were obtained and used as the primary sources in the SLR analysis. Data analysis in this study employed a thematic analysis approach to identify patterns, concepts, and key themes emerging from the analysed literature.

Data analysis in this study employed a thematic *analysis* approach to identify patterns, concepts, and key themes from the reviewed literature. The process followed the steps outlined by Braun and Clarke (2006), beginning with data familiarisation through a thorough reading of the articles, followed by open coding to flag key concepts related to Islamic ethical values, digital ethical challenges, and e-commerce practices using NVivo. Subsequently, initial themes were developed by grouping similar codes into generative themes, followed by a review and refinement of the themes to ensure consistency with the research objectives. To enhance reliability, inter-rater reliability was assessed, yielding an 85% agreement rate, and the final stage involved thematic synthesis by integrating all themes to explain the relationship between the application of Islamic business ethics and digital commerce practices.

**Result and Discussion**

**Result**

**Conceptual Synthesis and Thematic Analysis Process**

This study employed the Systematic Literature Review (SLR) method using the PRISMA 2020 protocol to ensure methodological validity. The thematic analysis process was conducted to synthesise the literature through the following steps: (1) The process began with a search for 145 articles on Google Scholar (2018–2025), which were then screened through *eligibility* checks to yield 28 key articles for in-depth analysis. (2) Data analysis followed the framework of Braun and Clarke (2006), beginning with data familiarisation and continuing with *open coding* using NVivo software to identify key concepts such as Islamic ethical values and digital challenges. (3) Similar codes were grouped into generative themes, which were then reviewed and refined. To ensure reliability, *inter-rater reliability* was validated with **an 85%** agreement rate before a thematic synthesis was finally conducted, integrating all themes to explain the relationship between Islamic ethics and e-practice

Table. Thematic Synthesis of Islamic Business Ethics in E-Commerce Studies

Main Themes	Number of Articles	Key Findings
Digital Gharar	8 Articles	Unclear product information is the main source of consumer mistrust
Information Transparency	6 Articles	Accurate product descriptions increase consumer trust

Digital Trust	6 Articles	Seller integrity influences customer loyalty
Digital Manipulation	8 Articles	The practice of fake reviews and price manipulation still occurs frequently

A systematic analysis in this study was conducted on 28 selected articles that had undergone a selection process based on the PRISMA 2020 protocol. Once the selection process was complete, all articles were analysed using a thematic analysis approach to identify recurring conceptual patterns in the literature regarding Islamic business ethics in e-commerce practice. The first stage was data familiarisation, which involved a thorough reading of all articles that had passed the inclusion stage to understand the research context, the methods used, and the main findings of each study. At this stage, it was found that the majority of studies addressed issues of transactional honesty, product information transparency, and digital manipulation practices within online trading platforms.

The second stage is open coding, which involves assigning initial codes to key quotations or statements in the literature relating to the principles of Islamic business ethics. The coding process was carried out using NVivo software to improve the accuracy of data classification. From this process, approximately 95 data quotations were obtained, which were then categorised into several initial codes such as: honesty, product information, digital price manipulation, transaction transparency, consumer protection, transaction uncertainty (digital gharar), and consumer trust. The third stage involved grouping the codes into generative themes. Based on similarities in meaning and the frequency of code occurrence, the analysis yielded four main themes that form the basis of this study’s conceptual synthesis, namely: Digital Gharar in E-commerce Transactions; the Principle of Siddiq and Product Information Transparency; Amanah and Digital Consumer Protection; and Consumer Trust as an Outcome of Islamic Business Ethics.

**Thematic Synthesis of the Literature**

The results of the thematic grouping indicate that the majority of the literature highlights the emergence of the phenomenon of “digital gharar,”, namely the lack of clarity regarding transaction information within e-commerce systems, which can be detrimental to consumers. This theme was found in 8 articles with a total of 45 data citations discussing practices such as price manipulation, discrepancies between product descriptions and actual conditions, and unclear return policies (Habibah, 2024; Munandar et al., 2024) . The second frequently emerging theme is

the application of the principle of *siddiq* (honesty) in the presentation of product information. From the 6 articles analysed, it was found that information transparency – such as genuine product photos, accurate specification descriptions, and a customer review system – has been shown to increase consumer trust in sellers (Ahimsa, 2022; Amin et al., 2023; Burhanuddin, 2025; Muhammad Zamzami et al., 2025; Nafian, 2024) . Empirical studies show that online shops that implement information transparency have higher rates of positive reviews compared to shops that provide limited product information.

The third theme relates to trustworthiness in the management of digital transactions. Trustworthiness in the context of e-commerce is reflected in the seller's commitment to fulfilling transaction promises, such as the timely delivery of goods and the conformity of product quality with the provided description (Ahrozi & Nuraeni, n.d.; M. Arif Susanto, 2024; Marzuki et al., 2026; Mutaufiq et al., 2024; Purwanti, 2026; Rika Nur Amelia et al., 2025) . Several studies indicate that the escrow payment system on marketplace platforms can actually support the implementation of the principle of trustworthiness, as funds are only transferred to the seller after the goods have been received by the buyer. The fourth theme emerging from the literature review is the relationship between Islamic business ethics and digital consumer trust. The literature analysis indicates that honesty and transparency are key factors in building consumer trust in online sellers. Several empirical studies found that businesses that apply information transparency and service ethics have higher levels of consumer loyalty compared to businesses that are solely price-oriented. To ensure the consistency of the analysis, an *inter-rater reliability* validation process was conducted, yielding an agreement rate of 85%, meaning the results of the thematic categorisation are considered sufficiently reliable.

### **Ethical Challenges in E-commerce Practice**

Although the principles of Islamic business ethics have been extensively discussed in the literature, their implementation in e-commerce practice faces several structural challenges. Firstly, digital anonymity means that a seller's identity cannot always be clearly verified, thereby increasing the potential for fraud or manipulation of product information. Secondly, marketplace algorithms often drive extreme price competition, leading some sellers to employ manipulative strategies to attract consumer attention (Burhanuddin, 2025) . Furthermore, the rapid dynamics of the digital market mean that business ethics regulation and oversight often lag behind technological innovation. This creates scope for transactional practices that are not fully in line with Sharia principles, particularly regarding information transparency and transactional fairness (Mokodompis et al., n.d.) .

### **Conceptual Contribution: The Siddiq-Digital Model**

Based on a thematic synthesis of the literature, this study proposes a conceptual framework named the Siddiq-Digital Model, which explains the relationship between Islamic business ethics and digital business sustainability through three main stages: (1) Information integrity (digital siddiq), reflected in the transparency of product descriptions, prices, and service quality; (2) Consumer trust (digital trust) when consumers feel secure and confident about the transactions they undertake; and (3) Business sustainability (sustainability), characterised by increased consumer loyalty and a strengthened business reputation. Thus, this model emphasises that honesty and transparency are not only moral obligations according to Islam, but also serve as strategic factors that support the performance and long-term sustainability of digital business.

### **Discussion**

The results of the systematic analysis indicate that the application of Islamic business ethics principles within the e-commerce ecosystem plays a crucial role in building consumer trust and supporting the sustainability of digital businesses. The findings of this study demonstrate that ethical values such as siddiq (honesty), amanah (trustworthiness), and transparency possess not only a normative dimension within Islamic teachings but also practical implications in digital commerce practices (Agustini et al., 2025). This is in line with the concept of Islamic business ethics, which places honesty as the primary foundation of economic activity, as explained in various works of Islamic economics literature, which emphasise that business transactions must be free from elements of fraud, manipulation of information, or uncertainty that is detrimental to other parties.

In the context of e-commerce, the application of the principle of honesty is becoming increasingly important because transactions take place without physical interaction between the seller and the buyer. This situation creates a high potential for information asymmetry, whereby consumers are heavily reliant on the information provided by the seller. The thematic synthesis results in this study indicate that one of the main issues arising in e-commerce practice is the phenomenon of digital gharar, namely the lack of clarity regarding product information, prices, or transaction mechanisms, which can create uncertainty for consumers. This finding aligns with the research by Nurfajri et al. (2025), which states that non-transparent e-commerce practices potentially contain elements of gharar because consumers do not receive adequate information prior to making a transaction. From the perspective of Islamic business ethics, this situation contradicts the principles of justice and openness that should form the foundation of commercial activities.

Furthermore, a literature review indicates that product information transparency has a strong correlation with consumer trust levels. Several studies analysed in this research suggest that clear product descriptions, the use of authentic product photographs, and the provision of accurate specification information can enhance consumers' perception of trust in sellers. Research conducted by Afrelian et al.,(2024) This indicates that businesses applying the principle of honesty in online transactions tend to achieve higher levels of customer satisfaction. These findings suggest that transparency serves not only as a form of compliance with Sharia principles but also as an effective business strategy for enhancing reputation and consumer loyalty.

The principle of amanah is also a key element in maintaining the integrity of digital transactions. Amanah in the context of e-commerce can be realised through the seller's commitment to fulfilling transaction promises, such as timely delivery of goods, ensuring product quality matches the provided description, and resolving consumer complaints fairly. Several empirical studies analysed in this research indicate that consumer trust levels increase significantly when businesses demonstrate consistency in fulfilling transaction commitments. This aligns with the perspective of ' , which states that Islamic business ethics not only emphasise individual morality but also function as a social mechanism to create a fair and sustainable trading system.

The findings of this study also indicate that the application of the principles of honesty and transparency has a direct impact on digital consumer trust. Trust is a crucial factor in the e-commerce ecosystem as transactions take place in a virtual environment that is vulnerable to the risk of fraud. Research on digital consumer behaviour shows that consumers tend to choose sellers with a good reputation, a transparent review system, and a verifiable transaction history. This is reinforced by the findings of the study , which shows that e-commerce platforms capable of maintaining transparency of information and service quality possess higher competitiveness in the digital market. In other words, the application of Islamic business ethics not only provides moral legitimacy for economic activities but also contributes to enhancing business competitiveness.

However, this study also found that the implementation of Islamic business ethics values in e-commerce practice still faces various structural challenges. One of the main challenges is the existence of digital manipulation practices such as fake reviews, price manipulation prior to discounts, and the use of misleading promotional strategies. These practices are often employed by businesses to boost product visibility within marketplace algorithms. This phenomenon highlights a gap between the principles of Islamic business ethics and the digital trading practices observed in the field. Research by Fathonah and Mukhlis (2023) indicates

that some business operators on marketplace platforms utilise price manipulation strategies to create the illusion of substantial discounts, even though the initial product prices have been raised beforehand. This practice contradicts the principle of honesty, which forms the foundation of business ethics in Islam.

In addition to challenges arising from business operators' behaviour, technological systems also influence the implementation of business ethics within the digital ecosystem. Marketplace platform algorithms focused on price competition and product popularity often encourage business operators to employ aggressive, even manipulative, marketing strategies. In such situations, the application of Islamic business ethics principles requires support from regulations and technological systems capable of promoting transaction transparency. Therefore, the development of e-commerce systems based on Sharia values represents one alternative solution to address various ethical issues in digital commerce.

Based on the thematic synthesis conducted in this study, it can be concluded that the relationship between honesty, consumer trust, and business sustainability forms an interrelated pattern. The application of honesty in the presentation of product information will enhance transaction transparency, which ultimately strengthens consumer trust in sellers. This trust subsequently fosters customer loyalty and enhances business sustainability in the long term. This pattern of relationships demonstrates that Islamic business ethics hold strong relevance within the context of the modern digital economy.

These findings also reinforce the argument that integrating Islamic ethical values into e-commerce systems can contribute to the development of a more equitable and sustainable digital economic ecosystem. Therefore, the development of conceptual models such as the Siddiq-Digital Model proposed in this study can serve as a strategic framework for integrating Islamic business ethics principles into digital trading practices. This model places honesty and transparency as the main foundations for building consumer trust and business sustainability, thereby serving as a reference for business actors, regulators, and e-commerce platform developers in creating a more ethical and sustainable digital trading system.

### **Conclusion**

This study confirms that the application of Islamic business ethics principles in e-commerce practices plays a crucial role in building consumer trust and supporting the sustainability of digital businesses. Core values such as *ṣidq* (honesty), information transparency, and *amanah* (trustworthiness) have been shown to significantly influence consumer loyalty in online transactions. Conversely, the persistence of practices such as digital *gharar*, price manipulation, and fake reviews

indicates a clear gap between Islamic ethical principles and the realities of digital trading practices.

The main contribution of this study lies in the development of the Siddiq-Digital Model, which integrates Islamic business ethics values into the modern digital economic context. This model offers a novel perspective by positioning honesty and transparency not only as religious and moral obligations but also as strategic business factors that enhance consumer trust, strengthen customer loyalty, and ensure long-term business sustainability. In addition, the use of a Systematic Literature Review (SLR) approach based on the PRISMA 2020 protocol enhances the scientific rigor of the study and provides a comprehensive synthesis of existing literature on Islamic business ethics in the digital era.

However, this study also has several limitations. First, it relies solely on secondary data from the literature, which limits its ability to capture real-world empirical conditions directly. Second, the scope of the reviewed articles is restricted to specific inclusion criteria and time frames, which may exclude other relevant studies. Third, the proposed conceptual model remains theoretical and has not yet been empirically tested in actual e-commerce practices. Therefore, future research is recommended to conduct empirical studies, either qualitative or quantitative, to validate the effectiveness of the proposed model and to explore regulatory and technological aspects that can support the practical implementation of Islamic business ethics in the digital ecosystem.

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