



## **Analysis of the Relationship between Sharia Economic Principles and Online Purchase Decisions on Shopee and TikTok Shop Platforms**

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### **ABSTRACT**

*This study aims to analyze the relationship between the principles of Islamic economics and online purchasing decisions on the Shopee and TikTok Shop platforms among students of Islamic Economics at UIN Sultan Syarif Kasim Riau, class of 2021. The research adopts a quantitative descriptive approach with a correlational design. The population consisted of 157 students, and a purposive sampling technique was used to select 80 respondents who met the criteria of having purchased products from both platforms. Data were collected using a Likert-scale questionnaire and analyzed through validity, reliability, and normality tests, followed by Spearman rank correlation analysis. The findings indicate that the application of Sharia economic principles—which include justice (al-‘adl), honesty (al-shidq), responsibility (mas’uliyah), transparency (tabligh), freedom of choice (ikhtiyar), and avoidance of riba—has a strong, positive, and significant relationship with online purchasing decisions. The results show that students’ purchasing behavior tends to align with Islamic economic values, reflecting ethical awareness in digital transactions. The implications of this research highlight the importance of transparency, fairness, and consumer protection to enhance trust and loyalty among Muslim consumers.*

**Keywords:** Sharia Economic Principles, Online Purchase Decision, Shopee, TikTok Shop, Islamic Consumer Behavior



## Introduction

In the contemporary era of rapid digital transformation, e-commerce has emerged as a pivotal driver of global economic growth, reshaping consumer behavior and redefining patterns of consumption. Digital platforms such as Shopee and TikTok Shop have gained immense popularity, particularly among younger consumers who value convenience, affordability, and entertainment as integral elements of the online shopping experience. These platforms not only offer efficiency in transactions but also stimulate impulsive and social purchasing behavior through algorithm-based personalization and interactive marketing techniques (Kotler & Armstrong, 2016; Rahman & Zainuddin, 2023).

From the perspective of Islamic economics, consumer behavior transcends the pursuit of material satisfaction or personal utility. It is inherently guided by moral responsibility (*mas'uliyah*), justice (*al-'adl*), and ethical consciousness rooted in divine revelation—the Qur'an and Hadith. Consumption in Islam is not merely an economic act but also a form of 'ibadah (worship), reflecting one's spiritual accountability before Allah (Karim, 2013). Therefore, the decision to buy, sell, or consume must adhere to the principles of fairness (*adl*), honesty (*shidq*), transparency (*tabligh*), freedom of choice (*ikhtiyar*), and avoidance of *riba* (Ascarya, 2007; Antonio, 2001). These principles ensure that every economic transaction aligns with *maqasid al-shari'ah*—the preservation of faith, life, intellect, lineage, and wealth.

Despite the rapid expansion of digital marketplaces, the integration of Sharia economic values in online consumer behavior remains underexplored. Previous studies have focused primarily on conventional determinants of purchasing decisions—such as price, promotion, and product quality (Tjiptono, 2016; Mursyid & Albashori, 2022)—while overlooking the influence of Islamic ethical values as behavioral moderators. Empirical findings by Indriani (2023) and Mutiara (2024) reveal that Islamic ethics positively shape consumer trust and satisfaction, yet their



studies are limited to specific platforms and do not comprehensively integrate all six Sharia economic principles.

This research addresses that gap by examining how Sharia economic principles collectively influence online purchasing decisions across two major digital platforms—Shopee and TikTok Shop—among Islamic Economics students at UIN Sultan Syarif Kasim Riau. This demographic is considered ideal because it represents young Muslim consumers who are both digitally literate and ethically conscious. The study thus aims to uncover how well Islamic economic values are internalized and manifested in students' digital buying behavior.

Theoretically, this study contributes to the development of Islamic consumer behavior theory, expanding the integration of Islamic ethics with behavioral economics models such as the Theory of Planned Behavior (TPB). Practically, the results provide strategic insights for e-commerce platforms and policymakers to adopt Sharia-compliant business ethics, including fairness, transparency, and consumer protection mechanisms. Ultimately, this research aspires to promote an ethical digital economy that harmonizes technological innovation with Islamic moral values, ensuring sustainability, justice, and trust within the modern marketplace.

## **Literature Review**

### **The Concept of Online Purchase Decision**

Online purchasing decisions represent one of the core dimensions in consumer behavior theory, particularly within the digital economy. According to Kotler and Armstrong (2016), a purchasing decision is a psychological and behavioral process that begins with problem recognition, information search, evaluation of alternatives, purchase action, and post-purchase evaluation. In online settings, these stages are strongly influenced by trust, convenience, system reliability, and promotional effectiveness (Tjiptono, 2016).

Digital consumers often evaluate product choices based on price perception, product quality, user reviews, and ease of transaction, which shape their final decision-making process. However, for Muslim consumers, ethical and religious



considerations—such as product *halalness*, seller honesty, and transaction transparency—play a fundamental role in shaping attitudes and intentions (Karim, 2013; Rahman & Zainuddin, 2023).

Recent studies emphasize that ethical consciousness significantly shapes consumer trust and purchase intention. Rahman and Zainuddin (2023) found that halal awareness and ethical sensitivity positively influence online purchase behavior among Muslim consumers. Similarly, Alam and Zainuddin (2024) argue that integrating Islamic ethics into digital marketing enhances brand trust and purchase satisfaction. These findings highlight that online purchasing for Muslim consumers is not purely economic but deeply intertwined with spiritual and moral dimensions.

### **The Principles of Sharia Economic System**

The Sharia economic system integrates divine guidance and moral principles into economic activities to ensure fairness, justice, and social welfare. As stated by Ascarya (2007), the main principles of Islamic economics consist of justice (*al-'adl*), honesty (*al-shidq*), responsibility (*mas'uliyah*), transparency (*tabligh*), freedom of choice (*ikhtiyar*), and the prohibition of *riba*. These principles form the ethical framework that regulates production, distribution, and consumption in line with *maqasid al-shariah*—the preservation of religion, life, intellect, lineage, and wealth (Antonio, 2001; Dusuki & Abdullah, 2007).

1. Justice (*al-'adl*): Ensures that all transactions are balanced and prevent exploitation.
2. Honesty (*al-shidq*): Obligates business actors to communicate truthfully and avoid deception.
3. Responsibility (*mas'uliyah*): Encourages accountability for one's economic actions and their consequences.
4. Transparency (*tabligh*): Demands openness in information, pricing, and product quality.
5. Freedom of choice (*ikhtiyar*): Upholds voluntary participation and prohibits coercion.
6. Avoidance of *riba*: Eliminates usurious practices that create inequality or economic injustice.



According to Mursyid and Albashori (2022), adherence to these principles enhances consumer confidence and promotes long-term business sustainability. Moreover, Hassan and Lewis (2024) argue that embedding Sharia values in business governance leads to higher ethical awareness and greater trust among Muslim consumers. Therefore, Islamic economics is not merely a financial system but a comprehensive ethical paradigm that shapes economic behavior towards social justice (*adl*) and collective well-being (*maslahah*).

### **Relationship Between Sharia Principles and Consumer Behavior**

Several empirical studies reveal a strong positive relationship between Sharia-based ethical principles and consumer decision-making. Indriani (2023) found that honesty, fairness, and *amanah* (trustworthiness) have significant effects on purchase intention and consumer trust in TikTok Shop. Similarly, Mutiara (2024) observed that compliance with Islamic ethics enhances customer satisfaction, loyalty, and intention to repurchase. In addition, Rahman, Ahmad, and Yunus (2024) discovered that Islamic ethical perception mediates the relationship between e-service quality and consumer trust among Muslim online buyers.

These findings indicate that Muslim consumers' behavior is shaped by a combination of rational economic motives and moral-spiritual values. While existing research confirms the importance of Islamic ethics in shaping purchase decisions, most studies remain limited in scope—often examining only specific dimensions such as honesty or fairness. A holistic understanding of how all six Sharia economic principles collectively influence online purchasing decisions remains relatively unexplored.

Therefore, the present theoretical framework assumes that adherence to Sharia principles—justice, honesty, transparency, responsibility, freedom of choice, and prohibition of *riba*—acts as a moral compass guiding consumers toward ethical decision-making in digital marketplaces. This integration of faith and consumption behavior provides a foundation for developing Islamic consumer behavior models that align spiritual values with modern e-commerce dynamics.



## Research Gap and Contribution

The review of prior literature indicates that although numerous studies have discussed consumer behavior in digital commerce, few have empirically integrated the full spectrum of Sharia economic principles into online purchasing decision models. Most existing works emphasize either conventional marketing factors or partial ethical constructs without a unified framework.

This study contributes to filling that gap by incorporating Islamic ethics into behavioral economics models, particularly the Theory of Planned Behavior (TPB), which posits that attitudes, subjective norms, and perceived behavioral control influence intentions and actions. Integrating Sharia principles into TPB enriches the model with moral and spiritual dimensions that reflect the unique characteristics of Muslim consumers (Ajzen, 1991; Alam & Sayuti, 2022).

From a theoretical standpoint, this research advances the discourse on Islamic consumer behavior by highlighting the intersection between faith, ethics, and digital technology. From a practical perspective, the findings offer guidance for e-commerce firms to implement Sharia-compliant business ethics—such as transparency, fairness, and truthful advertising—to build sustainable trust and loyalty among Muslim consumers. Ultimately, this integration of religious values and modern commerce serves as a foundation for constructing an ethical digital economy consistent with Islamic principles.

## Methods

This study employed a quantitative descriptive approach with a correlational design to examine the relationship between Sharia economic principles and online purchasing decisions on Shopee and TikTok Shop platforms. The research population consisted of 157 students from the Department of Islamic Economics, Faculty of Sharia and Law, UIN Sultan Syarif Kasim Riau, class of 2021. Using a purposive



sampling technique, 80 respondents were selected based on specific criteria: they had made at least one purchase on both Shopee and TikTok Shop within the last six months.

The research instrument was a structured questionnaire designed using a Likert scale (1–5), ranging from “strongly disagree” to “strongly agree.” The questionnaire covered indicators of six Sharia economic principles—justice (*al-‘adl*), honesty (*al-shidq*), responsibility (*mas’uliyah*), transparency (*tabligh*), freedom of choice (*ikhtiyar*), and avoidance of riba—as well as variables measuring online purchasing decisions.

Data collection was conducted through Google Form distribution, and data were processed and analyzed using Microsoft Excel. The analytical procedures included validity testing, reliability testing, normality testing, and the Spearman’s Rank correlation analysis to measure the strength and significance of the relationship between variables.

The use of Microsoft Excel allowed for precise data tabulation, formula-based statistical analysis, and transparent computation of correlation coefficients. This methodological approach ensured the reliability and objectivity of the results, making the research replicable and analytically verifiable.

## **Result and Discussion**

Based on the data analysis conducted using Microsoft Excel, the results of the Spearman Rank correlation test demonstrate that the correlation coefficient ( $r_s$ ) between Sharia economic principles and online purchasing decisions on the Shopee platform is 0.604, and on the TikTok Shop platform is 0.618. Both correlation coefficients are positive and statistically significant at the 5% significance level ( $p < 0.05$ ).

This means that the relationship between Sharia economic principles and online purchasing decisions among Islamic Economics students at UIN Sultan Syarif Kasim Riau is strong and positive. In other words, the higher the level of



understanding and implementation of Islamic economic values such as justice (al-‘adl), honesty (al-shidq), transparency (tabligh), and responsibility (mas’uliyah), the stronger the students’ intention and decision to purchase products through online platforms.

The statistical results also indicate that the consistency of student behavior is closely related to ethical awareness in e-commerce activities. Students who internalize Islamic moral principles are more likely to assess product information critically, avoid excessive consumption, and prioritize sellers or brands that demonstrate transparency and fairness. This shows that Islamic ethics influence not only financial decision-making but also digital consumer culture.

**Table 1. Spearman Rank Correlation Result**

Variable	Correlation Coefficient (r)	Sig. (2-tailed)	Description
Islamic Principles → Shopee	0.604	0.000	Strong positive significant correlation
Islamic Principles → TikTok Shop	0.618	0.000	Strong positive significant correlation

Source: Primary data processed, 2025

### Conclusion

This study demonstrates that Sharia economic principles significantly and positively influence online purchasing decisions among Islamic Economics students at UIN Sultan Syarif Kasim Riau. Spearman’s Rank analysis reveals a strong correlation between Sharia principles and purchasing behavior on Shopee (0.604) and TikTok Shop (0.618). The findings affirm that greater internalization of values such as justice (*al-‘adl*), honesty (*al-shidq*), transparency (*tabligh*), responsibility (*mas’uliyah*), freedom of choice (*ikhtiyar*), and avoidance of *riba* leads to more ethical, fair, and accountable digital consumption patterns.

Theoretically, this study enriches Islamic consumer behavior literature by proving that Sharia principles serve not only as moral ideals but also as behavioral guidelines shaping decision-making in digital markets. Within the framework of the Theory of Planned Behavior (TPB), ethical and spiritual elements of Sharia



economics reinforce the attitudinal, normative, and control dimensions of consumer behavior, aligning economic rationality with *maslahah* and *maqasid al-shari'ah*.

Practically, the research underscores the importance of embedding Islamic ethics into e-commerce systems. Platforms such as Shopee and TikTok Shop should adopt Sharia-compliant practices—halal product verification, transparent transactions, and fair advertising—to build trust and foster sustainable loyalty among Muslim consumers.

Despite its contributions, the study is limited to students of Islamic Economics at UIN Suska Riau, restricting its generalizability. Future studies should broaden the scope across institutions and demographics and employ mixed or longitudinal methods to explore the evolution of Sharia value internalization over time.

In conclusion, this research confirms that Sharia economic principles remain relevant and applicable in the digital economy, providing a moral compass for ensuring justice, trust, and transparency in contemporary online marketplaces.

### **Author Contributions**

This research was collaboratively conducted by four authors, each contributing distinct roles throughout the research process. Darnilawati served as the main supervisor and contributed to the conceptual framework, guidance in research design, and overall academic supervision. Angga Saputra acted as the principal researcher, responsible for data collection, data analysis using Microsoft Excel, and drafting the primary manuscript. Alchudri Munir provided significant contributions in the form of methodological refinement and validation of statistical analysis, ensuring the accuracy and reliability of the quantitative findings. Nanda Purnawirawan supported the research through literature synthesis, citation management, and editorial assistance in the final version of the paper.

All authors participated in critical discussions, reviewed the manuscript thoroughly, and approved the final version for publication. The collaboration was



based on shared commitment to academic integrity, research transparency, and the advancement of knowledge in Islamic economics and digital consumer behavior.

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