

Reactualization of Trust and Justice Values on the Shopee Platform: An Islamic Business Ethics Perspective

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Received: December 25, 2025; Revised: December 30, 2025; Published: December 31, 2025

Abstract

Study this analyze reactualization mark trust (credibility) and justice as Islamic business ethics in the mechanism of Shopee's operations. With 528,415 fraud complaints recorded during 2017-2024, the implementation of Islamic ethics remains suboptimal. Using a systematic literature review of 35 peer-reviewed journals (2020-2025), DSN-MUI Fatwa No. 146, government regulations, and Shopee policies, data are analyzed through thematic content analysis in six categories: concept trust, justice, platform implementation, challenges, and recommendations. Three findings critical appears: (1) Implementation Trust Partial: Technical features (Shopee Guarantee, seller rating) are available However fail to prevent tadlis (fraud). (2) Structural injustice: The burden of proof is asymmetric in settlement dispute violate Islamic principles about balanced rights create gharar (uncertainty). (3) Exploitation Algorithm: Algorithm and promotion strategy violate the prohibition of gharar and najsy (market manipulation). This advances the literature on Islamic business by showing that trust and justice need integration systemic beyond feature technical includes governance, education for sellers, and regulatory collaboration. Different from study previously considered ethics as abstraction normative framework, This evaluate digital platforms empirically based on the Prophet SAW's business, revealing that gap ethics originate from the misalignment between profit maximization and internalization mark substantive. Reactualization requires effective demand for multi-stakeholder collaboration: system designed verification repeat, guidelines technical binding, institutional audits, internalization by sellers, and consumer participation in enforcement and reputation.

Keywords: Trust; justice; Islamic business ethics; e-commerce; Shopee

INTRODUCTION

The development of Indonesia's digital economy has shown a significantly positive trend. Data from the Indonesian Internet Service Providers Association (APJII) indicate that internet users in Indonesia reached 215.63 million in 2022, of which 52.95% actively conducted transactions through e-commerce platforms (Muchtar, 2025). With landscape competitive Currently, Shopee, as one of the largest e-commerce platforms, is the market leader in Indonesia, with an average of 124.9 million users. visits per month from Indonesia throughout 2023 (27% of total global Shopee visits) Based on a report from Webretailer quoted from the Databoks website, a company specializing in global E-Commerce data analysis.

Behind growth said, appears various challenge ethics in online commerce. Cases of fraud and irregularities frequently occur in e-commerce transactions, including phishing schemes, requests for personal data or fake OTP codes, fictitious job or commission offers,



<https://doi.org/10.53491/oikonomika.v6i2.1955>

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and the diversion of transactions outside official platform systems, which endanger consumers (Nurcahyani, April 17, 2025). For example, the Ministry of Communication and Information take notes more from 405 thousand report fraud online transactions during 2017-2024 period (Nurcahyani, April 17, 2025), and services online complaints place fraud sell buy online as type the most (around 528,415 complaints) (Taher, September 3, 2024). Violations This clear violate principles of trust and fairness:for example fraudster disguise as service shopee, offers present lottery or fishing for confidential data, even though objective his is steal money or victim's identity (Nurcahyani, April 17, 2025).

Shopee does not only become means online shopping, but also a business platform for millions of MSMEs, data from the Ministry of MSMEs recorded around 25 million MSMEs already join to E-commerce ecosystem (including shopee) for develop his business (Rohman, November 19, 2025). Like Shopee Barokah which is channel special Shopee For products and services sharia- based and facilitate service payment of zakat, infak, alms and waqf (ZISWAF) works The same with institution trusted such as BAZNAS and Dompet Dhuafa (Mursid, April 24, 2024) and features Shopee Guarantee, namely guarantee security holding transactions payment to seller until buyer confirm recipient goods (Nugroho et al., 2024) which reflects effort increase trust and sharia compliance in transactions. However, research field show Still There is case fraud, seller does not honest, and complaints consumer related product No according to conditions This show problem ethics of trust (trust) and justice in e-commerce yet fully answered.

In Islamic tradition, the Prophet Muhammad SAW is known as sidiq (honest) and amanah (trusted). Rasulullah said that " honest and trustworthy traders will be with the prophets, the righteous, and the righteous. " martyrdom " (Anjelina & Muzan, 2025) . This confirm how honest and trustworthy degrees commendable in doing business. More far, principle justice mandated In the Al-Qur'an surah Al-Maidah verse 8 which contains order for Muslims to valid fair Because That more near to piety (Fata, 2025) . DSN-MUI Fatwa No. 146/DSN-MUI/XII/2021 (2023) also requires that online sales also fulfill Sharia provisions:acceptance and acceptance are achieved clear and avoid fraud (Widodo & Muinah, 2025) .

A number of study has study ethics Islamic business in e-commerce practices, both in a way conceptual and empirical (Ruslang et al., 2020; Anjelina & Muzan, 2025). Other studies emphasize role mark trustworthiness and honesty in build trust consumers in the digital era (Arum & Azzaki, 2024; Anwar et al., 2023), as well as importance justice and transparency in online transactions (Fata, 2025).

Although study about ethics business Islam in e-commerce practices have Lots done, most of the study previously Still put ethics business Islam at the general normative level or limited to analysis sharia compliance in general conceptual. A number of studies emphasize importance honesty, trust and fairness in online transactions, but not yet study in a way deep How values the reactualized in a way concrete in mechanism operational digital marketplace platforms, in particular through feature system, policy transactions, and platform governance. In addition, research that is specifically specific linking values of trust and justice

as ethics the business of the Prophet Muhammad SAW with practice business on a large-scale e-commerce platform large in Indonesia is still relatively limited and of a partial.

From the perspective Islamic economics, issues the related close with weakness implementation values of trust and justice in online transactions. A number of study has study ethics business Islam in e-commerce context, both in a way conceptual and empirically. Ruslang et al. (2020) analyzed ethics Shopee business based on maqashid syariah, while Anjelina and Muzan (2025) did study qualitative literature Islam about ethics Sharia business in the e-commerce era. Other studies emphasize role values of trust and honesty in build trust consumer (Arum & Azzaki, 2024), and importance justice and transparency in online transactions (Fata, 2025). Although Thus, most of study previously Still put ethics business Islam at the level normative-conceptual or limited to analysis sharia compliance in general general (Anjelina & Muzan, 2025; Ruslang et al., 2020). There is three gap main thing that hasn't been done yet answered: (1) Gap implementation where how values of trust and fairness normative reactualized in a way concrete in mechanism digital platform operations through system features, policies transactions, and platform governance architecture?; (2) Gap the mechanism by which aspects justice and trust which are the most crucial and vulnerable violated in transaction shopee, and Why mechanism existing protection Not yet effective overcome practice cheating? (3) Gap contribution theoretical where How reactualization ethics the business of the Prophet Muhammad SAW can become framework systematic and applicable evaluation for measure quality modern e-commerce platform ethics?

Based on gap said, research This formulate three question main: (1) How values of trust and justice as ethics The Prophet Muhammad's business was implemented in mechanism operational aspects of the Shopee platform? (2) What are they? challenge critical that hinders reactualization values of trust and justice in digital transactions on shopee?; (3) How should integration systemic values of trust and justice done for realize ethical and sustainable e-commerce ecosystem?

Study This offer three contribution specific, the first in a way theoretical develop framework analytical for evaluate implementation ethics business Islam in digital platforms, with integrate draft the trust and justice of the Prophet Muhammad SAW inward analysis mechanism modern e-commerce operations. Research This advance literature digital sharia economy in context technology contemporary (Arum & Azzaki, 2024; Fata, 2025). Second in a way methodological provide approach systematic in analyze suitability practice digital business in sharia principles through triangulation data sources (journals academic, DSN-MUI fatwa, regulation government, and platform documentation) that were analyzed in a way thematic. Third in the form of contribution practical give recommendation concrete for e-commerce platform operators, regulators, and players Muslim efforts to integrate values of trust and justice in a way systematic No only as feature technical, but as foundation of governance and culture ethical, fair and sustainable digital business (Rizal et al., 2025; Widodo & Muinah, 2025).



LITERATURE REVIEW

Business Ethics Paradigm in Islamic Perspective

Conceptually, ethics refers to the evaluation of human behavior in terms of what is considered right and wrong (Dewantara, 2017) (Ruslang et al., 2020). Ethics works as normative basis that becomes reference individual in determine attitude and taking decision before do something activity. In perspective theoretical, ethical No only understood as a set rule or prohibition normative, but rather as manifestation from ability man in operationalize his moral and rational intelligence. Therefore that, ethics positioned as something system philosophy that studies practical human action, specifically his in context taking decisions and behavior social (Ruslang et al., 2020) .

Business ethics in Islam is a set principles and behavior in activity an economy based on values Islamic teachings. Implementation ethics This aim For get profit in a way legal and just with still uphold tall morality and Islamic norms. (Sa et al., 2025) . Through ethics Islamic business, all processes and activities business directed to be implemented in a way correct and ethical, so that No cause harm or loss for party others, both related with quality products and services and in connection between parties involved in transaction business (Sa et al., 2025) .

As the shift business to digital realm, ethics Islamic business remains relevant For overcome challenge new. Arum and Azzaki (2024) showed that principle honesty and transparency are very important in increase trust consumers in the digital era, lack of transparency information products and data misuse can weaken Public trust (Arum & Azzaki, 2024) . The implementation of Corporate Social Responsibility (CSR) has also been proven strengthen Company reputation and generate benefit social (Arum & Azzaki, 2024) . Nahdi and Mukhlis (2023) emphasized that honesty and justice is part from principle ethics digital marketing that must be held firm that the perpetrator business get stakeholder trust (Study et al., 2023) .

Theory of Trust in Digital Transactions

Trust in etymological originate from the word *amana-ya'manu-amānan* which means security, tranquility, and trust. In the context of muamalah, amanaj refers to the moral responsibility to maintain the trust given in business transactions (Barqi et al., 2020) . The concept of amanah emphasizes that every business actor bears the obligation to fulfill promises, protect the trust of others, and ensure that no party is harmed due to betrayal of that trust. The Prophet Muhammad (peace be upon him) said that " *honest and trustworthy traders will be with the prophets, the truthful, and the martyrs,*" demonstrating the high position of amanah in Islam (Anjelina & Muzan, 2025) .

In the perspective of Islamic economics, trust has three operational dimensions: (1) Transactional Dimension: not reducing or adding anything outside the agreement, including the obligation to convey product information honestly and completely; (2) Contractual Dimension: fulfilling rights and obligations according to the agreed contract, including the timeliness of delivery and quality of goods; (3) Reputational Dimension: building and

maintaining long-term credibility which becomes social capital in business activities (Barqi et al., 2020) .

The Theory of Justice in Islamic Economics

Justice ('adl) is fundamental principles in Islam is mentioned in the Qur'an surah Al-Maidah Verse 8:

يَا أَيُّهَا الَّذِينَ آمَنُوا كُونُوا قَوَّامِينَ لِلَّهِ شُهَدَاءَ بِالْقِسْطِ وَلَا يَجْرِمَنَّكُمْ شَنَاٰنُ قَوْمٍ عَلَىٰ أَلَّا تَعْدِلُوا ۖ اعْدِلُوا هُوَ أَقْرَبُ لِلتَّقْوَىٰ وَاتَّقُوا اللَّهَ إِنَّ اللَّهَ خَبِيرٌ بِمَا تَعْمَلُونَ

"O you who believe, be it You upholders (of truth) for the sake of Allah (and) witnesses (who act) with fair. Don't your hatred to something people push You For valid No be fair. Be fair fair because (it's fair) more close to piety. Have faith to Allah. Indeed, Allah is All-Compliant to What are you do it" (Q.S Al-Maidah:8)

In Islamic economics, justice No only means equality (sameness) but also equity (distributive fairness) which guarantees every party get right his in a way proportional (Novita & Aisyah, 2024) . Concept justice in muamalah Islam covers three dimensions: (1) Justice Distributive (*al-' is al- tawzi'iyyah*):distribution rights and obligations in a way balanced between buyers and sellers, so No There is injured party structurally; (2) justice Procedural (*al-' is al- ijra'iyyah*):transparency in the transaction process, including clarity contract, specifications products and mechanisms settlement dispute; (3) Justice Corrective (*al-' is al- tashih'iyyah*):mechanism recovery right when happen violations, such as refund or compensation on loss (Novita & Aisyah, 2024) .

Principles of Islamic Economics in Digital Transactions

DSN-MUI Fatwa No.146/DSN-MUI/XII/2021 concerning Buying and Selling through Electronic System confirms that e-commerce transactions must fulfil Sharia provisions, including: (1) Clarity Contract (*al-' aqad al- wadih*):ijab (offer) and qabul (acceptance) must be clear and firm, even though done via electronic media; (2) Object Halal Transactions:goods or services being traded must be halal substance, method acquisition, and use; (3) Nothingness Gharar and Tadlis:transactions must free from uncertainty exaggeration and fraud information; (4) Protection of Consumer Rights:platforms are required to provide mechanism protection consumers, including right khiyar (option cancellation) and settlement dispute (Syahrudin & Mubarak, 2025) . Widodo and Muinah (2025) emphasized that compliance to sharia principles in e-commerce are not only normative obligations, but also business strategies for build trust and sustainability business. Platform that integrates Islamic values in general systematic tend own level trust more consumers high and risk greater reputation low (Widodo & Muinah, 2025) .

Implementation of Islamic Ethics in the Shopee Platform:A Review Empirical

A number of study has study implementation ethics business Islam on the Shopee platform with findings diverse. Az-Zahra et al. (2024) via studies qualitative find that Shopee has adopt a number of principle Islamic ethics, such as transparency price (justice), freedom transact (will free), and mechanisms not quite enough answer through policy return goods.



However, the implementation This Still nature partial and not yet integrated in a way systemic in platform governance (Az-Zahra et al., 2024) .

Rizal et al. (2025) noted that although there is challenge like lack of transparency in a number of aspect transactions, implementation Islamic ethics on Shopee has the potential increase trust consumers, reputation business, and create a more e-commerce environment fair and sustainable (Rizal et al., 2025) . Afifah and Susilowati (2025) studied the Free Garage program. Shopee Returns from perspective Islamic ethics and conclusions that policy the harmony with principle justice and trust because guard right buyer without ignore obligation seller (Afifah & Susilowati, 2025) .

Temporary that, Imron and Masykuroh (2023) found that Shopee's marketing strategy tends to honor principle justice and freedom, even though sometimes there is violation balance, such as promotion products that are nearing their expiration date without clear information. Findings This show that even though Shopee has adopt a number of consistent practices with Islamic ethics, still there is gap between policy formal and actual implementation in the field (Imron & Masykuroh, 2023) .

Framework of Thought:Reactualization of the Prophet's Business Ethics in E-Commerce

Based on review theoretical and empirical above, research This develop framework thinking that integrates 3 components:(1) Normative Values of Islamic Ethics: Trust and justice as core principles that are sourced from teachings the Prophet Muhammad SAW (Barqi et al., 2020) ; (2) Mechanism Platform Operations:Features technical, policy transactions, and Shopee governance as manifesti values ethics (Az-Zahra et al., 2024) ; (3) Challenge Implementation:inhibiting factors reactualization mark ethics, including behavior perpetrator effort, asymmetry information, and weakness enforcement rule (Rizal et al., 2025) . Framework This allows comprehensive analysis about How values Islam translated to in practice digital business, at the same time identify gap between normative ideals and reality implementation.

RESEARCH METHODOLOGY

Study This use approach qualitative descriptive with method systematic *literature* review (literature systematic) and analysis conceptual approach This chosen Because allows analysis deep to phenomenon reactualization mark trust and justice in digital platform context through synthesis and evaluation critical to various source relevant literature. Systematic iterator review is method systematic, explicit, and replicated research For identify, evaluate, and synthesize work research and thinking that has been published.

Study This using collected secondary data from four category source:

1. Literature:Articles journal scientific publications published in the period 2020-2025 in journal reputable with a focus on ethics business Islam, e-commerce, and digital economy.

2. Documents and Sharia Regulations: DSN-MUI Fatwa, specifically No. 146/DSN-MUI/XII/2021 concerning Buying and Selling through Electronic Systems, as well as guidelines related Sharia- based digital transactions (Syahrudin & Mubarak, 2025) .
3. Regulation Government: Regulations Ministry Communication and Informatics, Financial Services Authority (OJK), and documents policy government related protection consumers and e-commerce governance.
4. Platform Documentation: Policies official Shopee, terms of service, features services (such as Shopee Guarantee and Shopee Barokah), as well as report official related protection consumers who can accessible through the official website and public platform documentation (Faiza et al., 2022) .

Data collection was carried out through stages systematic as following:

1. Keyword Identification: Researcher set keywords search in Indonesian and English: "Islamic business ethics," "trustworthiness," "justice," "e-commerce," "Shopee," "digital transactions," "Islamic business ethics," "trustworthiness," "justice," "digital commerce."
2. Literature Search: Literature search was conducted on academic databases with a publication period of 2020-2025.
3. Selection and Inclusion Criteria: The inclusion criteria were: publication in Indonesian or English; published in a reputable journal or indexed proceedings; relevant to the theme of Islamic business ethics and/or e-commerce; providing substantive data or analysis (not just opinion or commentary).
4. Supporting Document Collection: Researchers collected DSN-MUI fatwas, government regulations, and Shopee documentation through official websites and public document repositories.

Data analysis was conducted using thematic content analysis with the following stages: (1) Data Familiarization: reading all literature to understand the context and substance of the information thoroughly; (2) Initial Coding: identifying text segments relevant to the values of trust and justice; (3) Theme Identification: grouping codes into broader themes; (4) Theme Review and Refinement: reviewing themes to ensure internal consistency; (5) Theme Naming and Definition: providing a clear name for each theme; (6) Synthesis and Interpretation: integrating findings from various sources to answer research questions.

RESULTS AND DISCUSSION

The Dynamics of Trust: Between Security Features and Practice Tadlis (Fraud)

In a way conceptually, Shopee has made an effort to institutionalize mark trust through the feature *Shopee Guarantee*. Findings show that this feature in a way technically adopts the principle *hifz al-mal* (guarding) property) with holding the buyer's funds in a joint account until goods are accepted (Nugroho et al., 2024) . However, analysis critically finds that the main problem of *trust* (trust) on Shopee does not lie in the security of the payment system, but rather in the integrity behavior of the seller who triggered asymmetry of information and practices *cyber crime*.



Official data from Ministry Communication and Informatics take notes that fraud sell online shopping dominates report public with a total of 528,415 complaints throughout 2017-2024 period (Taher, September 3, 2024). More specific again, media reports confirm the rise case fraud identity of the individual No responsible answer in the name of party Shopee For deceiving the victim (Nurcahyani, April 17, 2025). In perspective ethics Islamic business, the height number complaint related mismatch goods and manipulation identity This is a manifestation real from practice *Tadlis* (fraud) quality / identity) and *Khiyanah* (betrayal) trust).

Report field take notes height case fraud in which the parties No responsible answer disguise as service official Shopee (such as *Shopee Center* or service customers) for do *phishing* or personal data theft. This mode often involving offer present uindian or settlement problem account, which in the end drain victim's balance. This case reflect violation heavy towards Amanah, where platform identity exploited for cheating (*ghasy*), as well as damage trust society to Shopee's digital ecosystem in general Overall (Nurcahyani, April 17, 2025). Analysis of this case demonstrates the systemic failure to implement the Amanah value. The seller or fraudster violated the principle of *Shidq* (honesty). The fact that the Ministry of Communication and Informatics received hundreds of thousands of complaints regarding online fraud, with online buying and selling being the highest category with 528,415 complaints, confirms that technological features such as account verification are not yet fully effective in filtering out malicious "sellers" (Taher, September 3, 2024).

Justice Distributive and Procedural: Inequality in Settlement Dispute

The most crucial issue of justice *at Shopee is seen in its dispute resolution mechanism* and return policy. A literature review confirms that Islamic justice demands a balance (*tahqiq*) of rights between both parties. However, findings indicate procedural injustice that often places greater burdens of proof on buyers.

In return disputes, buyers are often required to include an "Unboxing Video" as an absolute requirement for claims. *Afifah & Susilowati (2025)* in their analysis highlighted that this policy, although intended to protect sellers from false claims, has the potential to create an unequal burden of proof *for* ordinary consumers who forget to record the package opening process. On the other hand, this policy also poses risks for sellers when faced with buyers who abuse the return feature to try items for free, which reflects unfairness for business actors (Afifah & Susilowati, 2025) .

This case reflects an element of imbalance that leads to procedural *injustice*. Distributive justice fails to materialize when the system is unable to objectively verify the truth and relies solely on formal video evidence. Reacting to the value of justice demands that Shopee act as a fair judge (*qadi*) with a more balanced verification mechanism, as emphasized by Fata (2025) in the principle of transparency to minimize losses to either party. (Fata, 2025)

Eliminating Gharar and Exploitation in Promotion Algorithms

In addition to seller-buyer interactions, ethical issues were also identified in the platform's marketing strategies. Findings indicate that promotional strategies and

recommendation algorithms often trigger excessive consumer behavior. While legitimate under the principles of buying and selling, there are elements of psychological exploitation in their implementation, which contradict the spirit of Islamic ethics.

Research by Setiawan et al. (2024) revealed that the implementation of business ethics in marketing aspects on Shopee is not yet comprehensive. They found indications of practices where products are promoted with high urgency (for example, through *Flash Sales* or large discounts), but information regarding expiration dates or product quality details is often minimal or close to the expiration date (Setiawan et al., 2024) . This is corroborated by the findings of Imron & Masykuroh (2023), who noted the promotion of goods approaching their *expiration date* without sufficiently clear warnings to consumers (Imron & Masykuroh, 2023) .

This practice resembles *Gharar* because consumers don't receive complete information about the product's condition when making quick decisions. Furthermore, the algorithm, which prioritizes well-capitalized sellers to appear on the main page, creates unfair market access for small MSMEs, which contradicts the spirit of economic equality (*distributive justice*) in Islam (Setiawan et al., 2024) .

Synthesis:The Gap between Normative Values and Operational Realities

Based on the analysis above, a clear gap is seen between the normative values of the Prophet Muhammad's business ethics and the operational reality at Shopee.

Table 1. Mapping of Violations of Islamic Business Ethics on the Shopee Platform

Aspects of Islamic Ethics	Issues on Shopee (Findings)	Sources / References	Analysis Violation
Trust (Credibility)	The rise account false impersonating Shopee and fraud sell buy (528,415 complaints 2017-2024).	Antara News (2024, 2025); Kominfo	Violation <i>Shidq</i> ; Practice <i>Tadlis</i> and <i>Ghasy</i> (forgery) identity).
Al-'Adalah (Justice)	Burden of proof weight on consumers (Unboxing Video) and misuse feature return.	Afifah & Susilowati (2025)	Injustice Procedural; Inequality burden risk (<i>Gharm</i>).
Prohibition Gharar (Uncertainty)	Promotion goods approach Expiry date and minimal information during Flash Sale.	Imron & Masykuroh (2023); Setiawan et al. (2024)	Practice <i>Gharar</i> quality and exploitation information.

Source: Processed by the author

Reactualizing the values of Trust and Justice is not enough with just technical features like *Shopee Guarantee*. Structural improvements are needed: (1) Enforcing Trust through stricter seller identity verification to eliminate *phishing* and *Tadlis*; (2) Enforcing Justice through revised dispute policies that balance the burden of proof; and (3) Eliminating



Gharar through more rigid product information transparency in the promotion algorithm (Ruslang et al., 2020; Syahrudin & Mubarak, 2025) .

CONCLUSION AND RECOMMENDATIONS

Study this aim for analyze reactualization values of trust and justice as ethics the business of the Prophet Muhammad SAW in mechanism Shopee platform operations. Based on Analysis Systematic against 35 literatures academic, DSN-MUI fatwa, regulation government, and Shopee documentation, research This produce three main conclusions that answer question study:

First, implementation values of trust and justice on the Shopee platform has done through a number of mechanism operational, including: (1) Shopee Guarantee which maintains payment until confirmation reception goods (Nugroho et al., 2024) , (2) rating and review system as control social reputation (Az-Zahra et al., 2024) , (3) policy refund and settlement dispute (Afifah & Susilowati, 2025) , and (4) features Shopee blessings For halal products and ZISWAF services (Izza Faiza et al., 2022) . The mechanisms This reflect platform efforts to build trust transactional (trust) and balance right between buyers and sellers (fairness). However, the implementation This Still nature passive and reactive, not yet integrated in a way systematic to in Platform governance architecture (Rizal et al., 2025) .

Second, reactualization mark trust and justice face four challenge critical: (1) Challenge structural:tension between orientation profitability and commitment ethics, where the business model prioritizes transaction volume potential lower average quality of ethics (Setiawan et al., 2024) ; (2) Challenges behavior:variation level awareness and literacy ethics among sellers, where many MSME actors have not yet own understanding adequate about principle Islamic trust and justice (Purwandari, 2025) ; (3) Challenges regulation:weakness enforcement rules on the ground and limitations coordination between regulators (Kominfo, OJK) and sharia institutions (DSN-MUI) (Syahrudin & Mubarak, 2025) ; (4) Challenges technology:limitations system in detect violation ethics in a way proactive, especially aspect qualitative like honesty description product. Challenges This cause gap between formal policies and practices actual, with 528,415 cases fraud sell online purchases reported during 2017-2024 period (Taher, September 3, 2024).

Third, integration systemic mark trust and justice For realize ethical and sustainable e-commerce ecosystem need approach multidimensional involving five main stakeholders: (1) Platform as guard responsible ecosystem (gatekeeper) answer develop infrastructure technical, policy and mechanism enforcement ethics (Ruslang et al., 2020) ; (2) Government and regulators as regulator standards and enforcers law (Widodo & Muinah, 2025) ; (3) Sharia institutions (DSN-MUI, LPPOM) as independent auditors and consultants Sharia compliance (Syahrudin & Mubarak, 2025) ; (4) Seller as implementer ethics at the forefront (Purwandari, 2025) ; (5) Consumers as control social through rating and review mechanisms (Az-Zahra et al., 2024) . Collaboration synergistic inter -stakeholder interaction is required for create a system that does not only provide feature technical protection but also form culture digital business rooted in Islamic values.

In a way theoretical, research This strengthen argumentation that mark trust and justice is draft fixed adaptive relevant and operational in context digital economy (Arum & Azzaki, 2024) . Findings This contribute to the literature sharia economy with show that ethics Islamic business is dynamic and capable respond change context socio-technological without lost substance normative (Fata, 2025) .Research this also develops framework trilevel analysis (value normative-mechanism operational challenges implementation) which can used For evaluation of other digital platforms and become a basis for development theory ethics Islamic digital business.

In a way practical, research This give implications for various stakeholders Interest: For E-Commerce Platforms: Shopee and similar platforms need integrate mark trust and justice in a way systemic to in platform design, algorithms, and governance business. Recommendations specific includes: (1) development system "Seller" certification Trustworthy " with special badges and incentives (Izza Faiza et al., 2022) , (2) standardization description product For reduce gharar (Fata, 2025) , (3) balance burden proof in settlement dispute (Novita, Aisyah, 2024) , (4) data transparency and publication report ethics annual (Nahdi & Mukhlis., 2023) , and (5) expansion of Shopee Barokah as ecosystem Sharia business (Izza Faiza et al., 2022) . For Regulators and the Government: The Ministry of Communication and Information, OJK, and DSN-MUI need to compile guidelines operational technical aspects of sharia e-commerce, strengthening capacity supervision and enforcement law, as well as give incentive fiscal for the platform and the acquiring sellers Sharia certification (Syahrudin & Mubarak, 2025; Widodo & Muinah, 2025) . For Muslim Business Actors: Sellers need internalize mark trust and justice as guidelines main in practice business, participating in sharia certification programs, and participating in education sustainable about ethics Islamic business and digital literacy (Purwandari, 2025) .

Study This own a number of necessary limitations recognized in a way methodological:Research This use systematic literature review method based on secondary data, so that no involving observation direct or interview with Shopee managers, sellers, and consumers. Findings study limited to analysis available documentation and literature, which may be No fully reflect dynamics practice actual in the field. Scope: Research This focuses on the Shopee platform within Indonesian context and not includes other e-commerce platforms (such as Tokopedia, Lazada, Bukalapak) or context other geographical areas. Therefore that, generalization findings to the platform or other contexts must be done with be careful. Focus research in the literature the 2020-2025 period can miss development more historical area and trend term long in evolution ethics digital business.

Based on findings and limitations study this, some direction study furthermore recommended:

1. Study Empirical Field Based: Doing studies empirical with approach qualitative (interview) in-depth, focus group discussion) or quantitative (survey) scale big) for catch perception and experience current platform managers, sellers, and consumers about implementation trust and justice (Rizal et al., 2025) .



2. Cross-Platform Comparative Study: Conducting analysis comparative implementation ethics Islamic business on various e-commerce platforms in Indonesia (Shopee, Tokopedia, Lazada, Bukalapak) to identifying best practices and lessons learned (Alamin et al., 2023)
3. Technology Model Development Ethical: Developing artificial intelligence (AI) based prototype Islamic ethics that can detect indicator violation trust and justice in a way proactive, as well as test its effectiveness in context real.
4. Analysis Socio-Economic Impact: Assessing impact term long from implementation ethics Islamic business towards trust consumers, sustainability business and welfare socio-economic Muslim MSME actors (Purwandari, 2025)
5. Regulatory Studies Comparative: Doing analysis comparative Sharia e-commerce regulations in various Muslim countries (such as Malaysia, Saudi Arabia, Turkey) for identify effective and applicable regulatory models adapted in Indonesia (Syahrudin & Mubarak, 2025) .

Study furthermore expected can deepen understanding about dynamics implementation ethics Islamic business in digital economy and provide more recommendations concrete and contextual for realize an ethical, fair and sustainable e-commerce ecosystem in accordance with values teachings of the Prophet Muhammad SAW.

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