



DOI: <https://doi.org/10.38035/sijdb.v2i2>

Received: July 16th 2024, Revised: July 25th 2024, Publish: August 2nd 2024

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Intention of Muslim Stuff Purchase Electronically of Shopping Orientation, Online Trust and Ease of Use (Study on Shopee Barakah App Features)

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Abstract: This study aims to examine the influence of shopping orientation, online trust and ease of use on the online purchase interest of Muslim products through Shopee Barokah application features. The population in this study are followers of the Shopee Instagram account (@shopee_id), both those who have or not yet using Shopee Barokah application feature to purchase Muslim products through online. The research samples are 120 respondents who were determined by using purposive sampling technique. The primary data on this study was collected through a questionnaire and answered by the respondents. The hypothesis test of this study used multiple linear regression. The result of this study indicate that the three independent variables partially and simultaneously have positive influence towards online purchase intention of muslim products through Shopee Barokah application features. Among the three of independent variables, ease of use variable has greater influence than shopping orientation and online trust.

Keyword: Shopping Orientation, Online Trust, Ease of Use, Online Purchase Interest, Muslim Products

INTRODUCTION

The rapid use of the internet is followed by the digitization of payment systems that have become easier. This triggered a surge in digital economy transactions in the e-commerce sector. In 2020, nominal e-commerce transactions in Indonesia increased from Rp 205.5 trillion to Rp 266.3 trillion or an increase of 29.6% from the previous year (Jayani, 2021). Bank Indonesia noted that the value of e-commerce transactions for halal industry products experienced a significant increase of 20% year of year (yoy). Based on the Sharia Economic and Financial Report (LEKSI) 2020, it was noted that fashion products dominate the proportion of transactions by 86.63% compared to halal products such as cosmetics, food & beverages, books & stationery and other halal products (Rizaty, 2021).

PT. Shopee Indonesia presents and inaugurates shopee barokah feature in 2019 to answer the needs of Muslim consumers in Indonesia while supporting the development of sharia economy in terms of msme sector which has grown rapidly in recent years. Shopee Barokah itself is a special channel that presents a variety of sharia products and services starting from Muslim and Muslim women's fashion, beauty and the existence of several other supporting features such as prayer schedules and digital Qur'an.

According to Ling et al (2010), a person's online purchase interest can be influenced by several factors, one of which is shopping orientation. Where it becomes part of the lifestyle of a consumer that comes from interests, activities and opinions towards his shopping activities. According to Eggert (2006), a person puts a strong trust when making transactions online related to financial information as well as personal data provided. According to Nurrahmanto (2015), the ease of use of an e-commerce application can increase the interest in purchase online when its users do not require too much effort and are easy to understand. This research can provide information related to how much influence the orientation of shopping, online trust and ease of use to the online purchase interest of Muslim products through the Shopee Barokah application feature.

METHOD

The object of this research consists of several variables that will be studied, including shopping orientation, online trust and ease of use. The location of this study was conducted on the island of Java. With the object of research on the followers of Shopee Indonesia Instagram account (@shopee_id). This type of research is quantitative by causal methods and uses cross-sectional observations. Primary data collection on this study uses questionnaire methods or online fill sheets. The data analysis in this study used multiple linear regression analysis and used SPSS 26. The operational definitions and indicators in this study are as follows:

Table 1. Measurement of the study

Variabel	Indicator	Scale Measurement
Shopping Orientation	a. Intention of Worship	Likert 1-5
	b. Halal & Thayyib Not Lying and Overdoing (Yusuf: 108)	
	d. Shopping Pleasure	
	e. Price Awareness	
	f. The Confidence of Shopping	
	g. Time Awareness	
	h. The Tendency to Shop at Home (Seock in Kusuma & Septarini, 2013)	
Online Trust	a. Amanah (An-Nisa: 58)	Likert 1-5
	b. Security	
	c. Privacy	
	d. Reliability (Ling <i>et al</i> , 2010)	
Ease of Use	a. Making It Easier for Each Other (Hadith of Muslim)	Likert 1-5
	b. Clear and Easy to Understand	
	c. It doesn't take much effort	
	d. Easy Operation (Venkatesh & Davis in Andryanto, 2016)	
Online Purchase Interests	a. Halal-Obtained (An-Nisa: 29)	Likert 1-5
	b. Not Excessive (Al-A'raf: 31)	
	c. Transactional Interests	
	d. Referential Interests	
	e. Preferential Interests	
	f. Exploratory Interests (Ferdinand, 2014)	

RESULTS AND DISCUSSION

Results

Online Purchase Interest

According to Pavlou (2004), online purchase interest is described as a possibility when a customer or consumer is interested and willing to engage in purchase and selling activities or transactions online. In the Islamic perspective, the interest in purchase online is related to the fulfillment of the needs and wants of someone who should be fulfilled and obtained lawfully and not contrary to Islamic law as with the word of Allah SWT contained in An-Nisa verse 29: *"O you who have believed! Do not devour one another's wealth in a false way, except in trade that takes place on the same page as you like. And do not kill yourself. Indeed, Allah is Most Merciful to you."*

Islam also teaches that humans in meeting their needs are not too excessive, because excessive attitude (*israf*) is hated by Allah SWT as the word of Allah SWT in Al-A'raf verse 31. *"O son of Adam's grandson! Wear your good clothes on every mosque, eat and drink, but don't overdo it. God does not like the most excessive."*

Shopping Orientation

According to Kusuma and Septarini (2013), shopping orientation is a lifestyle of someone who prioritizes the emphasis on shopping activities. According to Kurniawan (2019), lifestyles according to Islamic perspectives are grouped into two groups, namely Islamic lifestyle and ignorant lifestyle (Marsono et al., 2018). Islamic life or the lifestyle of believers has a strong and absolute foundation through tawhid (Widodo, 2023). While the lifestyle of ignorant or the lifestyle of the infidel has a foundation that is relative and fragile to be full of nuances of self-sudahnya becomes a necessity for every individual Muslim to choose an Islamic lifestyle in living his life and life, as with the word of Allah SWT in Yusuf verse 108: *"Say: This is my way, and those who follow me invite to Allah with a clear argument, Exalted to Allah, and I am not of the idolaters."*

H1: Shopping Orientation influences the Interest in Purchase Online Muslim products through the Shopee Barokah application feature.

Online Trust

According to McKnight et al (2002), the definition of online trust is the cation of consumers to rely on the actions of others during online shopping transactions in the hope that the party will carry out accepted practices and can provide the promised product or service. In the Islamic perspective, the beliefs given are closely related to the behavior of trust. According to Hadi (2021), trust is definitively an Arabic word absorbed into Indonesian. The meaning of the word trust in the Qur'an is "keeping promises and accountability". Allah almighty obliges to always behave in trust as stated in An-Nisa verse 58: *"Indeed, Allah commands you to convey the message to those who deserve it, and when you judge between people, you should establish it with justice. Indeed, Allah is the best of you. Indeed, Allah is All-Hearing, All-Seeing."*

H2: Online Trust influences the Interest in Purchase Online Muslim products through the Shopee Barokah application feature.

Ease of Use

According to Davis (1989) ease of use is the level of someone who believes that the use of a system can be used easily without the need for a lot of effort. The ease of use provided by a system in an e-commerce will certainly mean a lot to consumers in finding and meeting their needs and desires through shopping online, then this is in line with the teachings of Islam,

where helping and facilitating the affairs of others will get good rewards also later when he gets in distress, as the Prophet said in a hadith:

From Abu Hurayrah ra, the Prophet said: *"Whoever releases one distress of a believer, Allah will surely deliver from him one tribulation on the Day of Resurrection. Whoever makes it easy for others, Allah will make it easy for him in this world and in the Hereafter. Whoever covers the disgrace of a Muslim, Allah will surely cover his disgrace in this world and in the Hereafter. Allah always helps His servant as long as his servant likes to help his brother"* (Muslim and Hadith Group Arba'in An Nawawi Hadith 36th).

H3: Ease of Use Influences the Interest in Purchase Online Muslim products through the Shopee Barokah application feature

Online Shopping and E-Commerce

According to Sari (2015), online shopping is defined as a process of purchase goods or services through online sales, or online Purchase and selling services without having to meet in person or face-to-face between buyers and sellers.

According to Kotler and Armstrong (2012), e-commerce is an online channel that can be reached through computers used by businesspeople in conducting business-related activities and can also be used by consumers with the aim to obtain information with the help of computers that in the process initially began by providing information services to consumers to make choices.

H4: Shopping orientation, online trust and Ease of Use simultaneously influences the Purchase Online Interest of Muslim products through the Shopee Barokah application feature

Conceptual Framework

The frame of mind indicates the influence of independent variables with dependent variables. Independent variables consist of Shopping Orientation (X1), Online Trust (X2), and Ease of Use (X3). The dependent variable in the study was the Interest in Purchase Online Muslim products (Y). Based on the description of the foundation of previous theories and research, a framework of thought can be drawn up in this study, as presented in the following figure:

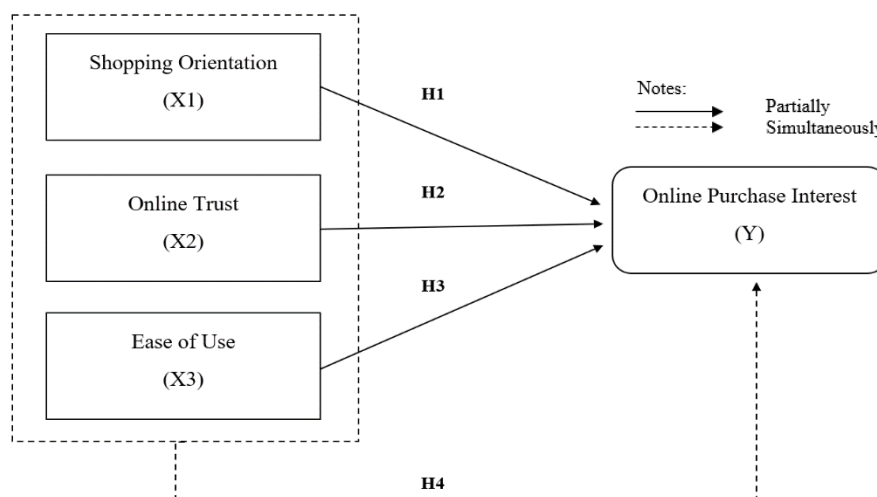


Figure 1. Conceptual Framework

Source: Elaborated by Author

Respondents used in this study as many as 120 respondents and have met the criteria needed in the study, namely already and have never used the Shopee Barokah application feature, aged 18-45 years and above and domiciled in Java Island.

Table 2. Characteristics of Respondents

Shopee Barokah User	Frequency	Percentage
Already	48	40
Not yet	72	60
Total	120	100
Gender		
Man	50	41,7
Woman	70	58,3
Total	120	100
Age		
18-25 years old	46	38,3
26-35 years old	32	26,7
36-45 years old	37	30,8
> 45 years old	5	4,2
Total	120	100
Region		
Banten	13	10,8
Special Region of Yogyakarta	7	5,8
Greater Jakarta	25	20,8
West Java	34	28,3
Central Java	23	19,2
East Java	18	15
Total	120	100
Profession		
Private Sector Employee	27	22,5
College Student	38	31,7
State-Owned Enterprises (BUMN) Employees	10	8,3
Government Employees	10	8,3
Entrepreneur	34	28,3
Others	1	8
Total	120	100
Expense Per Month		
< Rp. 1.500.000	33	27,5
Rp. 1.500.000, - Rp. 2.500.000	25	20,8
Rp. 2.500.000, - Rp 3.500.000	28	23,3
Rp. 3.500.000, - Rp 5.000.000	24	20
> Rp. 5.000.000	10	8,3
Total	120	100

Source: Primary Data processed by author, 2022

Based on the table above, it can be known that the majority of respondents have never used the Shopee Barokah application feature as many as 72 respondents (60%) with the female gender that dominates as many as 70 respondents (58.3%) with a dominant age of 18-25 years as many as 46 respondents (38.3%) and the West Java region dominates the study with a total of 34 respondents (28.3%). Respondents with jobs as students dominated the study as many as

38 respondents (31.7%) with the amount of monthly expenditure < Rp. 1,500,000 more dominating the study as many as 33 respondents (27.5%).

Table 3. Validity Test

Shopping Orientation			
Items	R count	R table 5% (120)	Criteria
OB1	0,499	0,178	<i>Valid</i>
OB2	0,519		<i>Valid</i>
OB3	0,594		<i>Valid</i>
OB4	0,460		<i>Valid</i>
OB5	0,528		<i>Valid</i>
OB6	0,433		<i>Valid</i>
OB7	0,506		<i>Valid</i>
OB8	0,448		<i>Valid</i>
Online Trust			
Items	R count	R table 5% (120)	Criteria
KO1.1	0,591	0,178	<i>Valid</i>
KO1.2	0,526		<i>Valid</i>
KO2.1	0,530		<i>Valid</i>
KO2.2	0,573		<i>Valid</i>
KO3.1	0,488		<i>Valid</i>
KO3.2	0,531		<i>Valid</i>
KO4.1	0,478		<i>Valid</i>
KO4.2	0,543		<i>Valid</i>
Ease of Use			
Items	R count	R table 5% (120)	Criteria
KP1.1	0,526	0,178	<i>Valid</i>
KP 1.2	0,460		<i>Valid</i>
KP 2.1	0,525		<i>Valid</i>
KP 2.2	0,512		<i>Valid</i>
KP 3.1	0,543		<i>Valid</i>
KP 3.2	0,542		<i>Valid</i>
KP 4.1	0,536		<i>Valid</i>
KP 4.2	0,478		<i>Valid</i>
Online Purchase Interest			
Items	R count	R table 5% (120)	Criteria
MBO1	0,534	0,178	<i>Valid</i>
MBO2.1	0,448		<i>Valid</i>
MBO2.2	0,608		<i>Valid</i>
MBO3.1	0,579		<i>Valid</i>
MBO3.2	0,534		<i>Valid</i>
MBO4	0,563		<i>Valid</i>
MBO5	0,494		<i>Valid</i>
MBO6	0,571		<i>Valid</i>

Source: Primary Data processed by author, 2022

Here are the results of data processing for validity tests using as many as 120 samples. Results indicates that each statement has a rhitung value greater than rtabel, where the results state that the instrument is valid and has a strong validity.

Table 4. Reliability Test

Variable	Total Statements	Cronbrach Alpha	Information
Shopping Orientation	8	0,662	Moderate Reliability
Online Trust	8	0,639	Moderate Reliability
Ease of Use	8	0,603	Moderate Reliability

Interest of Purchase Online	8	0,653	Moderate Reliability
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Source: Primary Data processed by author, 2022

From the results of the reliability test each variable that has a moderate level of reliability because the value of Cronbrach Alpha is at 0.50-0.70 and all variables are considered reliable because they have a Cronbrach Alpha value of > 0.60.

Table 5. Classic Assumption Test

Normality Test			
Variable	Monte-Carlo Sig.	Critical Value	Information
Residual	0,367	0,05	Normality
Multicollinearity Test			
Model	Collinearity Statistics		VIF
	Tolerance		
(Constant)			
Shopping Orientation	,347		2,878
Online Trust	,291		3,442
Ease of Use	,426		2,350
Heteroskedasticity Test			
Model		T	Sig.
1	(Constant)	2,148	,034
	Shopping Orientation	-,288	,774
	Online Trust	-,398	,692
	Ease of Use	-,310	,757

Source: Primary Data processed by author, 2022

The normality test resulted in a probability value of 0.367 where the value was greater than 0.050 so that the regression model could be concluded to meet the assumption of normality. Multicollinearity testing results in a Tolerance value of more than 0.10 and a VIF value of all variables smaller than 10 so that it can be concluded that there is no multicollinearity. The heteroskedasticity test of decision-making is done by looking at the significance value between a free variable and a residual absolute value greater than 0.05. We can see in the test results table, the overall value of significance on the free variable has a value above 0.05 so that it can be concluded that there is no problem of heteroscedasticity.

Based on the results of the table, the variables of shopping orientation, online trust and ease of use of online Purchase interests of Muslim products through the Shopee Barokah application feature. Where the results in the study showed that the value of t calculated greater than t table with the overall result of the variable less than the significance of 0.05. In addition to being viewed on a Partial Test (Test t), the study also tested the entire variable by conducting test F. Where the F test is used to test how much influence between the overall independent variables against dependent variables by looking at the value F calculated > F table 2.68 then Ha is accepted. Based on data processing using the SPSS 26 program, the F Count value of 70,571 > F Table 2.68 was obtained. So, it can be concluded that there is an influence between Shopping Orientation, Online Trust and Ease of Use to The Online Purchase Interest of Muslim products through the Shopee Barokah application feature.

Furthermore, the Coefficient of Determination test in this study is used to measure how far the model's ability to explain independent variables. It can be known the value of R Square at the Coefficient of Determination of 0.646 and the value of Adjusted R Square of 0.637. This shows that the variable effect of Shopping Orientation, Online Trust and Ease of Use on Online Purchase Interest of Muslim products through the Shopee Barokah application feature is 64.6% while the remaining 35.4% is influenced by other variables that have not been studied in this study.

The Influence of Shopping Orientation on Online Purchase Interests of Muslim products through the Shopee Barokah application feature

Based on the results of testing on this study, H_{a1} was accepted, the orientation of shopping positively affects the interest in Purchase online Muslim products through the Shopee Barokah application feature. These results are in line with previous research conducted by Parhusip and Lubis (2020) which states that shopping orientation affects online Purchase interests, the development that occurs in the world of e-commerce can easily meet all shopping wants and needs. However, there are other things that make the individual impulsive and interested in doing online shopping.

The Influence of Online Trust on Online Purchase Interests of Muslim products through the Shopee Barokah application feature

Based on the results of testing on this study, the online trust has a positive effect on the online purchase interest of Muslim products through the Shopee Barokah application feature. These results are in line with previous research conducted by Parhusip and Lubis (2020) which stated that online trust influences online purchase interest. With the trust given by its users in an e-commerce either based on the popularity or reputation that has been owned by e-commerce, so that it can attract its consumer scalpers to be interested in doing online shopping.

The Influence of Ease of Use on Online Purchase Interests of Muslim products through the Shopee Barokah application feature

Based on the results of the tests on this study, H_{a3} was accepted, the ease of use has a positive effect on the online purchase interest of Muslim products through the Shopee Barokah application feature. Ease of Use became a very influential variable in this study. These results are in line with previous research conducted by Taan (2021) which states that ease of use affects a person's purchase interests. If the system in an e-commerce either through the application or features provided can provide convenience to use, especially in finding and purchasing the desired product, then it can increase the interest in purchase online.

The Influence of Shopping Orientation, Online Trust and Ease of Use on Online Purchase Interests of Muslim products through the Shopee Barokah application feature

Based on the results of the tests on this study, H_{a4} was accepted, namely shopping orientation, online trust and ease of use positively affect the online purchase interest of Muslim products through the Shopee Barokah application feature. This is in line with previous research conducted by Taan (2021), Parhusip & Lubis (2020), Nurrahmanto (2015) and Azifah & Dewi (2016) which stated that shopping orientation, online trust and ease of use affect online purchase interest through e-commerce, where when an e-commerce is able to fulfill one's online shopping desires and e-commerce is trusted both in terms of security to maintain the privacy of its users it can increase one's online purchase interest. The ease of operation of an e-commerce system will also be able to increase the interest in purchase online by prospective consumers or users.

CONCLUSION

Based on the results of research that has been done to find out the influence of shopping orientation, *online* trust and ease of use, the interest in purchase *online* Muslim products through the Shopee Barokah application feature. Then came the conclusion as Shopping orientation positively affects the online purchase interest of Muslim products through the Shopee Barokah application feature; Online Trust positively affects the online purchase interest of Muslim products through the Shopee Barokah application feature; Ease of Use positively affects the online purchase interest of Muslim products through the Shopee Barokah

application feature; Simultaneously Shopping Orientation, Online Trust and Ease of Use affect affects the online purchase interest of Muslim products through the Shopee Barokah application feature.

Based on the conclusions and limitations in this study, there are several suggestions, for management of the company, it is expected that PT. Shopee Indonesia to continue to improve the quality of service and offer a variety of quality Muslim products and understand what the needs and desires of Muslim consumers through the Shopee Barokah application feature in the future. Further for next research, if interested in researching in the same field, it is expected that researchers can further add and develop other variables that can affect online buying interest in e-commerce. There were 35.4% in this study which was influenced by variables and other factors that can affect the online buying interest of Muslim products such as purchase experience, price, celebrity endorser and so on.

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