

Phenomenology Study: Payment Methods on The Marketplace Seen From Islamic Economy Perspective

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ABSTRACT

This study aims to examine the Islamic view of shopping payment transactions on the marketplace which uses electronic money as well as to examine the Islamic view of special offers on certain products that can be purchased using electronic money. The method used in this research is qualitative research with phenomenological studies. The results showed that the majority of the informants agreed that the electronic money they used did not contain elements of usury although there were informants who had a different opinion. The note that we can highlight here is that the marketplace is not a seller, nor is it a representative of the seller. The marketplace is only a medium that brings sellers and buyers together with certain rules. If it is a debt, it means that the customer must not receive any benefits from GoPay. Thus, if GoPay provides discounts for customers who pay via GoPay, then this includes benefits due to debt. Customers get this benefit, because they give GoPay debt.

Abstrak: Penelitian ini bertujuan untuk menelaah mengenai pandangan Islam atas transaksi pembayaran belanja di Marketplace dengan menggunakan uang elektronik dan untuk menelaah mengenai pandangan Islam atas penawaran khusus atas produk tertentu yang bisa dibeli dengan menggunakan uang elektronik tersebut. Metode penelitian yang dipakai dalam penelitian ini adalah penelitian kualitatif dengan studi Fenomenologi. Hasil penelitian menunjukkan bahwa hampir seluruh informan setuju bahwa uang elektronik yang mereka gunakan tidak mengandung unsur ribawi.

Walaupun ada informan yang berpendapat berbeda. Catatan yang bisa kita garis bawahi yaitu, bahwa Marketplace bukan penjual, bukan pula wakil dari penjual, marketplace hanya media yang mempertemukan antara penjual dan pembeli dengan aturan tertentu. Jika itu hutang, berarti pihak customer tidak boleh menerima keuntungan apapun dari pihak GoPay. Sehingga, jika GoPay memberikan diskon bagi customer yang membayar via GoPay, maka ini termasuk manfaat karena hutang. Customer mendapatkan manfaat ini, karena memberi hutang GoPay..

Kata kunci: studi fenomenologi, metode pembayaran, marketplace, ekonomi islam

INTRODUCTION

In the era of digitalization, the development of information and technology is increasing so that we cannot deny the rapid developments in the trade sector. So that the emergence of online trading competition in various markets. E-commerce players must be able to take the initiative to be able to compete, especially in the quality of products offered to consumers, which greatly influences consumer buying interest, good product quality in terms of performance, durability, benefits and others. Besides that, the peak of success of a company's progress is in terms of promotions that must be carried out to attract more consumer buying interest. In carrying out promotions to get attention, there are four indicators that are carried out, namely: advertising, sales promotion, publication, and personal selling.¹

The existence of the internet in the midst of society provides various conveniences, including purchasing and selling transactions². In the past, to make a trade, someone had to meet somewhere and meet face to face. Now, with only gadgets, internet and applications, two people a seller and a purchaser can transact³. What was originally done manually, has now become fully automated. Infact, armed with a smartphone, financial transactionactors can complete their business⁴

In the midst of a pandemic situation, online shopping applications, also known as marketplaces, are increasingly being installed by Indonesian people, especially those who have Android-based smartphones. In fact, Indonesia occupies the third position as the country with the largest marketplace application users in the world. The number of marketplace application installations on Android smartphones is reported to have increased by 70 percent in the period of January 2020 to July 2021. With this significant increase, the number of online buying and selling Android application users from

¹ Sopuroh, Siti & Tanjung, Hendri, "Pengaruh Bauran Promosi dan Kualitas Produk Terhadap Keputusan Pembelian pada Marketplace Shopee Dalam Perspektif Islam", *Al-Kharaj : Jurnal Ekonomi, Keuangan & Bisnis Syariah* 5, No.2 (2023) : 730-744

² Fenando, "Implementasi E-Commerce Berbasis Web Pada Toko Denia Donuts Menggunakan Metode Prototype," *JUSIFO (Jurnal Sistem Informasi)* 6, no. 2 (2020) : 66-77

³ Mohamad Arfiman Yosep et al., "Implementation of Digital Marketing to Increase Satisfaction and Impact on The Image of BankingPT Bank Central Asia Tbk," *Journal of Accounting and Finance Management* 1, no. 1 (2020) : 37-43

⁴ Ingri Granita, "Financial Technology Di Indonesia," *Jurnal Teknologi Informasi* 2, no. 1 (2020) : 1-9

Indonesia has contributed 8 percent of the total installations of Android-based marketplace applications globally.

In the current era of globalization, technology and information are developing very rapidly and affecting the trading system, especially buying and selling. Humans create technology that is able to make buyers and sellers not necessarily need to meet face to face, or called buying and selling electronically. This kind of buying and selling has become a new habit that lives among the people today. Buying and selling electronically has considerable advantages where almost everyone wants practicality and convenience in meeting their needs. This practicality and convenience is the reason why people prefer to buy and sell electronically because they do not need to move from their places. They are able to fulfill their needs only by using a smartphone or a computer. For sellers, they do not need to spend capital to provide a place nor to provide goods. As for buyers, they do not have to spend money to go to the market nor to spend time walking around looking for the items they need.

E-marketplace is one type of e-commerce. The definition of e-marketplace according to Turban, Lee, King, McKay, & Marshall (2008)⁵ is a virtual market where buyers and sellers meet to carry out various transactions such as exchanging products, services, or information. E-marketplaces have three main functions, namely; (1) A place to meet buyers and sellers, (2) Facilitate the exchange of information, goods, services, and payments related to market transactions, and (3) Provide institutional infrastructure, such as legal and regulatory frameworks that enable the efficient functioning of markets. From the consumer's point of view, online purchases can be advantageous in many ways: they allow comparisons and provide qualitative information about various products; increased transaction speed; there is a cost advantage; and instant order confirmation.⁶

Marketplace is a form of solution to the strike of the trade industry in the middle of the fast development of the internet and information technology. Marketplace or virtual market is a site that provides space for online business people to offer their merchandise by displaying products without the need to build their own site. Small and medium businesses only need to provide complete information regarding their products in the marketplace.⁷ Buyers can find the desired item from various online shops listed in a marketplace. This marketplace concept is preferred by a great number of people because transactions are considered more secured considering the number of online shopping scams. However, the question is what is the legal status of the transaction considering the original rule of buying and selling is the direct

⁵ E Turban et al, *Electronic Commerce 2008: A Managerial Perspective*, 1st ed, (Upper Saddle River, United States : Pearson Prentice Hall, 2008)

⁶ Catherine Cheung and Rob Law, "Have the Perceptions of the Successful Factors for Travel Web Sites Changed over Time ? The Case Consumers in Hong Kong, " *Journal of Hospitality & Tourism Research* 33, No.3 (2009) : 483-446

⁷ Rini Yustiani and Rio Yunanto, "Peran Marketplace Sebagai Alternatif Bisnis di Era Teknologi Informasi," *Komputa : Jurnal Ilmiah Komputer dan Informatika* 6, no.2 (2017) : 43-48

meeting of the seller and the buyer? The next phenomenon is how the payment method on this marketplace is seen from an Islamic perspective, especially in the Islamic economy perspective. Basically, the focus of the discussion of Islamic economy lies in the human attitudes towards wealth. Starting from the process of looking for wealth (production), how humans store assets to activities to spend their wealth (consumption). The main principle in the Islamic Economy System as taught in the Qur'an is to live a frugal and simple life, not excessive, and to always spend wealth in goodness as well as prioritize needs over wants.

Many retail managers are currently considering selling their assortment on third-party online marketplaces, such as Amazon (marketplace sales volume \$160 billion; Amazon, 2019) or Taobao (\$428 billion; Alibaba Group, 2019), that provide an open platform also to retailers.⁸

As such, marketplaces (e.g., Amazon, Taobao) involve three stakeholders: sellers and buyers as the parties between which the exchange happens, and the operators of the marketplace as a third party⁹

As the marketplace addresses different and wider customer segments than the retailer, new customers might encounter a retailer's brand for the first time (e.g., through a retailer brand logo on the product page or a branded product packaging; touchpoint effect: Baxendale et al., 2015; Neslin et al., 2009)^{10,11}. These customers might then have an incentive to switch from the marketplace to the retailer's own online shop – for instance, because they might be able to find a larger product selection on the retailer's website¹²

Electronic marketplaces are multisided platforms that “allow the participating buyers and sellers in some markets to exchange information about prices and product offerings”¹³

Indeed, a marketplace could complement a retailer's offering (e.g., acquiring new customer segments), although inventory effects might mitigate this complementarity.

⁸ Sha Zhang, Koen Pauwels, and Chenming Peng, “The Impact of Adding Online-to-Offline Service Platform Channels on Firm’s Offline and Total Sales and Profits,” *Journal of Interactive Marketing* 47, no.1 (2019) : 115-128

⁹ Youwei Wang et al, “Store Survival inOnline Marketplace : An Empirical Investigation,” *Decision Support Systems* 56, no.1 (2013) : 482-493

¹⁰ Shane Baxendale, Emma K MacDonald, and Hugh N Wilson, “The Impact of Different Touchpoints on Brand Consideration,” *Journal of Retailing* 91, no.2 (2015) : 235-253

¹¹ Scott A Neslin and Venkatesh Shankar, “Key Issues inMultichannel Customer Management : Current Knowledge and Future Directions,” *Journal of Interactive Marketing* 23, no.1 (2009) : 70-81

¹² Werner Reinartz, Nico Wiegand, and Monica Imschoss, “The Impact of Digital Transformation on The Retailing Value Chain,” *International Journal of Research in Marketing* 36, no.3 (2019): 350-366

¹³ P K Kannan, Werner Reinartz, and Peter C Verhoef, “The Path to Purchase and Attribution Modelling : Introduction to Special Section,” *International Journal of Research in Marketing* (Elsevier, 2016)

A core motivation for retailers to sell on a marketplace is the hope for efficient customer acquisition, which can help optimize their channel system's performance (Kannan et al., 2016)

Based on the above background, the researcher seeks to further explore payment methods on the marketplace which focuses on research on the subjective experience of consumer behavior with a phenomenological approach.

The buying decision process includes the stages of need recognition, information search, alternative evaluation, purchase decision, purchase, and post-purchase evaluation¹⁴. Once the need is identified, consumers can use customer reviews for information seeking and evaluation of alternatives. The ability to explore information about alternatives helps consumers make better decisions and experience greater satisfaction when using online channels.¹⁵

In order for this research to be more focused, practical and systematic, the problem to be studied is formulated as follows: 1) how does Islam view shopping payment transactions in the marketplace using electronic money?, and 2) how does Islam view special offers on certain products that can only be purchased using the electronic money?

2. METHODS

The research method used in this study is a qualitative method with a phenomenological study approach. Phenomenological studies assume that every individual experiences a phenomenon with all their consciousness. In other words, the study of phenomenology aims to explore the deepest awareness of the subjects regarding their experiences in an event. The purpose of phenomenological research is to use the direct experience of the researcher during the research process to describe and analyze phenomena, thereby producing in-depth knowledge of the phenomenon. This research can also use the experiences of other people obtained to describe and analyze phenomena so as to produce in-depth knowledge about these phenomena. Our starting point in choosing the right variety of strategies depends on being able to approach phenomena without having any assumption, definition, or a priori theoretical frameworks. Nevertheless, what is certain, the phenomenological research strategy is based on the experience and sensory perception of oneself as a researcher or someone else. Phenomenology is one of the approaches used in qualitative research. Qualitative methods are present as a response to the existence of quantitative methods which are considered no longer able to answer various problems of existing life. This method positions humans as research subjects not as objects of research (quantitative methods) which gets a small portion in it. Qualitative methods with a phenomenological approach

¹⁴ Philip Kotler and Kevin Lane Keller, *Manajemen Pemasaran, Alih Bahasa Benyamin Molan* (Jakarta: PT Indeks Kelompok Gramedia, 2005)

¹⁵ Rajiv Kohli, Sarv Devaraj, and M Adam Mahmood, "Understanding Determinants of Online Consumer Satisfaction : A Decision Process Perspective," *Journal of Management Information Systems* 21, no.1 (2004): 115-136

seek to capture various problems that exist in society and reveal the meaning contained in them. The data collected from the research results will be analyzed and concluded from the data that has been collected.

The analysis used in this research is descriptive-analytical qualitative; it is a research analysis that aims to collect the data needed to be analyzed, which then the data is interpreted, and finally the conclusions are drawn.

To carry out an analysis of the data that has been collected from the results of the study, then the data management is carried out in several stages, including:

a) Editing, namely making preparations through checking the data that has been collected in the field, whether it has fulfilled the required sources completely or not.

b) Tabulation, after checking the collected data, then a data classification will be executed with the objective that the data which is considered relevant can be used.

c) Analysis, for the final stage, data analysis is carried out from the data collection obtained. Researchers conducted an analysis of the data that had been collected and then interpreted it in the form of a description so that a conclusion could be then drawn from the existing problems.

The units analyzed in this research are informants who were directly selected by the researcher. The informants here are considered to be able to thoroughly represent to answer research questions from the researchers, which in this study consisted of 14 informants, consisting of marketplace consumers and also online traders who are members of the marketplace.

The stages in the implementation of this research are as follows:

1. Preparation Step

The preparation stage is the initial stage in this research. In this stage, what the researcher performs are: a). collecting the necessary data, b). analyzing the data and identifies problems, c). determining the implementation design,

2. Middle Step

The middle stage can also be referred to as the process stage. This is because at this stage the researcher analyzes the findings at the preparation stage. The steps of the analysis carried out are: 1. Identifying data obtained through written notes in the field or from the results of interviews, 2. Presenting the data in a narrative like the results interviews with the informants, and 3. Analyze the data collected both from the results of interviews, observations and documentation results.

3. Outcome Step

This stage is the final stage of this research. At this stage, the researcher evaluates the implementation process in the middle stage, which includes drawing conclusions on research questions that have or have not been answered from the results of interviews with informants.

3. RESULTS AND DISCUSSION

Islam views shopping payment transactions on marketplace using electronic money.

Marketplace does not have a product of its own, but it provides a place to bring together a great number of sellers and buyers. Therefore, the marketplace is like an online market or an online mall. It is just that there is an addition, considering that sellers and buyers do not meet, some marketplaces protect their markets by making transaction guarantees in the form of joint accounts. And this is one of the significant advantages for online malls. When you sell yourself on social media, potential customers do not necessarily believe it, while the fundamental role in online transactions is trust.

As a cashless digital payment tool, participants feel that electronic money provides convenience in transactions. They can feel this convenience in the form of retail transactions that are faster and more practical because transactions can be done with a code and the balance is stored in electronic money safely. This aspect of convenience, benefits, and practicality is what attracts the attention of users to switch from using cash to electronic money. Apart from convenience, participants' experience in using electronic money also includes discounts and promotions. Special promos and discounts with certain electronic money payments imposed by certain marketplaces provide a unique experience for users both in the shopping process and to attract consumer interest.

This statement shows that the benefits and attractiveness of promotions greatly affect the interest in using electronic money. Electronic payment methods in various marketplaces are considered to offer more promotions than cash payment methods. This will definitely encourage new electronic money users and increase shopping transactions using electronic money.

Even though the use of electronic money provides great advantages for consumers, the authors find obstacles in the use of electronic money, one of which is caused by limited signals when transacting digitally. In some conditions, server problems also enormously interfere with electronic shopping activities by e-money users. In urgent conditions where non-cash transactions are urgently needed, this condition makes electronic money users nervous and forced to postpone transactions or replace them with cash transactions. Another problem occurs when consumers do not have cash, so they are required to make cash withdrawals first at the nearest ATM.

For marketplace operators, our findings imply that although they might lose some customers to specialized retailers active on the marketplace, they also acquire additional sales from these retailers' customers through the latter's marketplace presence. Retailers, in contrast, might acquire additional customers through the marketplace, but may be faced with losing the customer relationship to the marketplace in the long run.

According to the results of the interviews that the authors obtained, that the informants felt the positive side of the ease of payment using electronic money, there were changes they did feel and or see, namely making consumers

become consumptive, since the ease of transacting factors actually made consumers decide very quickly to directly shop only according to their wishes or maybe because they are rushing for discounts or promotions provided by the marketplace if they pay for it with certain electronic money.

This action does not reflect the teachings of consumption behavior in accordance with the Sharia. According to Islamic teachings, Muslim consumers should consume based on three concepts, namely the concept of blessing, the concept of social, and the concept of benefit. By applying these three concepts of consumption behavior, a Muslim will not apply the behaviors of *tarf* (luxury), *israf* (exceeding the limit), and *tabdhir* (excessive).

As explained in Q.S. Al-Furqan (25): 67, which clearly means "And those who do not overspend and are not (also) stingy. (Their giving) is in the middle between the two."

The point that we can underline is that the marketplace is not a seller, nor is it a representative of the seller. The marketplace is only a medium that brings together sellers and buyers with certain rules.

As for the rules on the marketplace, in principle as long as the rules do not violate the Sharia, the original law is allowed and the rules are binding on both parties, so they must be implemented because every Muslim is obliged to follow the collective agreement that they set. Hence, if one of the contract actors submits certain conditions, then the second party agrees, then these conditions become binding on both of them.

Then there are some more notes, namely the existence of Escrow or joint accounts. Escrow is one of the hallmarks of the marketplace. The big purpose of escrow on marketplace is to ensure security for all parties, especially consumers. Furthermore, transactions via online today are closely related to fraud. When marketplace companies create marketplaces, of course they want their markets to be safe from fraudsters.

Additionally, the transaction scheme on the marketplace, where the money transferred by the consumer is not immediately received by the seller, but is held in a joint account (receipt) until there is a notification that the goods have arrived at the buyer's place safely. After that, the nominal goes to the seller's virtual wallet, and then the seller has the right to cash it out.

Two of the online purchasing and selling applications that provides fintech features is Tokopedia and Shopee. Tokopedia and Shopee is the e-commerce that most people remember and use.

In the midst of e-commerce competition, Tokopedia and Shopee as an online purchasing and selling service provider consistently develops features, services, and resources to provide the best transaction experience for users. One of them is by presenting a financial technology called Gopay and ShopeePay.

E-marketplace is a great opportunity for micro, small and medium businesses to overcome the problem of limited access to information technology

due to limited capital and lack of experts. Currently, the major e-marketplace players in Indonesia are Tokopedia, Shopee, Bukalapak, Lazada and Blibli.

Also, what is the status of the ownership of the money in the account? Let us observe together. Since there are three parties involved in the transaction, the answer will cover three possibilities:

1. It belongs to marketplace,
2. It belongs to the seller, or
3. It is consumer owned

And each answer will definitely bring consequences.

First possibility: If we answer that it belongs to marketplace. The next question, on what basis does the marketplace own the money? Therefore, if we understand this money as belonging to marketplace, we will find it difficult to give reasons and answers on what basis Marketplace owns the money.

The answer lies only on two possibilities, between the consumer's property and the seller's property.

To determine this, we can emphasize that the money transferred by consumers to the account is the payment value for goods that consumers buy from stalls in the Marketplace.

Furthermore, we can use the theory of consequences of buying and selling contracts in the first note, that if a sale and purchase contract has occurred, it means that there has been a transfer of property rights between the seller and the consumer where goods change ownership from the seller to the consumer, and money transfers ownership from the consumer to the seller.

Alhamdulillah, from here we are capable of confirming that the money belongs to the seller of the goods on the Marketplace.

Next, we turn to the next issue, the use of digital money in cyberspace.

We understand that generally there are two kinds of digital money, namely Mughathah¹⁶ digital money, which is one that has a backup of Fiat money that is guaranteed by the state. Like e-money in Indonesia, the balance value is balanced with the rupiah value that is loaded via top-up by the user.

1. The opposite of the first, digital money that is not Mughathah, is digital money that does not have a Fiat Money backup, so it is not guaranteed by the state, such as cryptocurrencies that are developing now.

Mughathah digital money is further divided into two parts, namely:

a) Digital money which has a wide scope, where the status here is digital currency (new currency), which means that the law of money applies. Therefore, in this case, suppose there is a top-up, then the contract that occurs is a SHARF contract (a contract of exchanging money for money), where the SHARF contract must be carried out in CASH and at the same value. If it is not at the same value, the most important thing is that it must still be in CASH and momentarily. Example: E-Money.

b) Digital money whose scope is limited, where the status is NOT a currency, but the balance is understood as a deposit. Why is it limited? It is

¹⁶ Sa'd Al-Khatlan, *Fiqh Al-Muamalat Al-Maliyah Al-Mua'shirah* (Riyadh: Darul Shoma'I, 2012)

limited because it can only be used with merchants who co-operate with certain providers. Hence, at the time of Top-up, the essence of the contract that occurs is a QARDH contract (debt contract). Since the contract is included in the QARDH contract, if at the time the payment is made using Gopay, ShopeePay, OvoCash, and the like, and you get benefits (such as free shipping, cashback, or other promos), then it is called RIBA.

If it is a debt, it means that the customer must not receive any benefits from GoPay. So, if GoPay provides discounts for customers who pay via GoPay, then this includes benefits due to debt. Customers get this benefit, because they give GoPay debt. The companion of Fudhalah bin Ubaid radhiyallahu 'anhu once said: "All debts that generate benefits are usury." (HR. Baihaqi in as-Shugra). This means that the GoPay discount is RIBA.

4. CONCLUSION

The conclusion that can be drawn from the results of this paper is that the majority of the informants argue that the electronic money does not contain elements of usury. The sales system in the marketplace itself is principally allowed by original law as long as the rules do not violate the Sharia, and such rules are binding on both parties. Then, regarding the transaction scheme on the marketplace in which there is an escrow term or joint account, where the money transferred by consumers is not directly received by the seller, but is held in a joint account until there is a notification that the goods have arrived at the buyer's place safely. Alhamdulillah, from here we can confirm that the money belongs to the seller of the goods on the marketplace. If GoPay provides discounts for customers who pay via GoPay, then this includes benefits due to debt. The customers get these benefits because they give GoPay debt. GoPay discount means RIBA.

Online consumer behavior is different from traditional consumer behavior. Online consumers will have more risk considerations compared to conventional shopping. Because they can not see and touch directly the product to be purchased. Sellers in e-marketplaces have challenges to provide good quality products and services so that a buyer is willing to give a positive review of the product he bought, either in the form of reviews or star ratings.

Author's Contribution

Dyarini: Contribute to formulating research ideas, collecting data

Adi Mansah: Contribute to processing data, and interpreting data.

Adi Alam: Contributing to writing systematics, research methods,

Aprilia Duwi Putri and Mohd Shahid Mohd Noh: Contributing to analyzing interpretation results, the language proofread

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Declaration of Competing Interest

We declare that we have no conflict of interest

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