

ABSTRAK

Penelitian ini bertujuan menganalisis implementasi etika bisnis syariah dalam penyelesaian komplain dan retur produk pada pelanggan Lumos Store Surabaya melalui *marketplace* Shopee. Latar belakang penelitian ini adalah meningkatnya transaksi *e-commerce* yang sering menimbulkan masalah, seperti produk tidak sesuai deskripsi, rusak, maupun kesalahan pengiriman. Metode yang digunakan adalah kualitatif dengan pendekatan studi kasus, melalui wawancara, observasi, dan dokumentasi terhadap pemilik, pegawai, serta pelanggan.

Hasil penelitian menunjukkan bahwa Lumos Store menerapkan prinsip-prinsip etika bisnis syariah, yaitu kejujuran, amanah, keadilan, tanggung jawab, dan kehendak bebas, dalam menangani komplain dan retur. Penerapan nilai-nilai tersebut berdampak pada meningkatnya reputasi, kepercayaan, dan loyalitas pelanggan. Kendala yang dihadapi antara lain kurangnya pemahaman konsumen tentang prosedur retur, risiko penyalahgunaan sistem COD, serta keterbatasan sumber daya manusia. Kesimpulannya, penerapan etika bisnis syariah tidak hanya meningkatkan kepuasan konsumen, tetapi juga menjadi keunggulan kompetitif di era digital.

Kata Kunci: Etika Bisnis Syariah, Komplain, Retur Produk, *Marketplace*, Shopee

ABSTRACT

This study aims to analyze the implementation of Islamic business ethics in handling complaints and product returns at Lumos Store Surabaya through the Shopee marketplace. The research is motivated by the increasing number of e-commerce transactions, which often result in problems such as mismatched product descriptions, damaged goods, and shipping errors. A qualitative method with a case study approach was applied, using interviews, observations, and documentation with the store owner, employees, and customers.

The findings show that Lumos Store applies the principles of Islamic business ethics—honesty, trustworthiness, justice, responsibility, and free will—in managing complaints and returns. These practices improve the store's reputation, consumer trust, and customer loyalty. Challenges include consumers' limited understanding of return procedures, the risk of COD system misuse, and limited human resources. In conclusion, the application of Islamic business ethics not only enhances customer satisfaction but also provides a competitive advantage in the digital era.

Keywords: Islamic Business Ethics, Complaints, Product Returns, Marketplace, Shopee