

## Research Article

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# Advertising and E-Service Quality Effect on Consumer Behavior in E-Commerce Transaction in Islamic Business Ethics Perspectives

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**Abstract:** *Online transactions are increasingly in demand as the lifestyle of people changes. However, these transactions are not always safe and are even prone to fraud. This study aims to know more about the influence of advertising and e-service quality on consumer behavior, especially people in Lampung province, Indonesia on e-commerce transactions when viewed from the perspective of Islamic business ethics. Data got by distributing questionnaires to respondents and analyzed by SPSS ver 26. The results show a positive and significant influence between advertising and e-service quality on consumer behavior in e-commerce transactions in Lampung community. This means if advertising variable and e-service quality have increased, then consumer behavior variable to purchases in e-commerce transactions have increased, and vice versa. From the perception of Islamic business ethics the influence of advertising and e-service quality on consumer behavior in e-commerce transactions is not yet fully appropriate as there is still market engineering in e-commerce transactions, consumers are also often less alert and reluctant to seek information about the seller's reputation, product specifications, etc. As long as the advertisement on the site is attractive, consumers will buy if they are financially sufficient, so the concept of Taraddin Minkum is often not achieved.*

**Keywords:** *Advertising, E-Service quality, Consumer behavior, e-commerce transactions.*

## Introduction

In this era of globalization, the development of electronic technology is growing very rapidly and has influenced almost all community activities. Sophisticated technology and the opening of global information networks affect aspects of people's lives, either directly or indirectly. In the trading business, technological advances have given birth to a method of transaction known as e-commerce (electronic commerce).

Based on the results of a study by the Indonesian Polling in collaboration with the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia grew by 10.12 percent. According to the Secretary General of APJII, Henri Kasyfi, this survey involved 5,900 samples with a margin of error of 1.28 percent. This field data was taken from March to April 14 2019. As a result, from a total population of 264 million Indonesians, 171.17 million people or around 64.8 percent are connected to the internet (Pratomo, APJII: Jumlah Pengguna Internet di Indonesia Tembus 171 Juta Jiwa).

Seeing the relatively high use of the internet in society as well as the habits of people who are accustomed to using the internet in various aspects of their lives, entrepreneurs / sellers must carry out various strategies to create competitive advantage and to gain a larger market share. One of the strategies developed by the company is to maintain consistency of quality and product quality. This strategy is carried out to maintain the brand image in consumer perceptions. To maintain a positive image in consumers, and also to continue to maintain the quality and quality standards they have, as well as to carry out a process of innovation and product development for product improvement, the company / seller will carry out several marketing strategies, so that consumers feel interested in the products produced. By companies / which are being sold by merchants, so there is a need for media to communicate, among others through advertising and providing quality service to consumers.

Even though online transactions are increasingly in demand, transactions with this method are not always safe and are even prone to fraud. Not only provides benefits, online transactions can also negatively impact users. Survey data from the Indonesian Internet Network Association (APJII), users' opinions on the security of online transactions, who think that 39.4 million users are unsafe, think that they don't know 1.1 million users and think that 92 million users are safe. With many risks when transacting online, security when transacting online should be of greater concern to users and service providers. In fact, Islam has regulated a mechanism for the development and utilization of assets, as well as explaining the laws that must be obeyed or which are prohibited from being carried out, and one of the efforts to develop wealth is through business activities, while its use is through consumptive activities.

Seeing the above phenomena, the researcher wants to know more about the influence of advertising and e-service quality on consumer behavior, especially people in Lampung province, Indonesia on e-commerce transactions when viewed from the perspective of Islamic business ethics.

## Literature Review

### Advertising

The success of a transaction in online trading is strongly influenced by consumer perceptions of seller reliability, for this reason the presence of advertisements is needed to bridge information related to products offered by producers to consumers.

To be effective in advertising, what needs to be paid attention is that the advertising message must persuade actions such as persuading a purchase, shifting brand loyalty, or at least finding a place in the buyer's long-term memory. In addition, to measure the effectiveness of advertising, there are three criteria that can be used according to Durianto: sales, remembrance and persuasion. The effectiveness of advertising related to sales can be determined through research on the impact of sales. There are three considerations for increasing the effectiveness of advertising:

- a) Do the positioning,
- b) Concept or idea,
- c) The approach to public must be correct (Darmadi Durianto, 2003)

Choosing the right advertising media, in order to make customers know, understand how to determine attitudes so that making a purchase is an important step in advertising campaign activities. Various advertising media are as follows: television, internet, print media, direct mail, magazines, radio and outdoor advertising (Johnson, 2007).

### E-Service Quality

According to Kotler, service is something intangible which is an action or performance offered by one party to another and does not cause any transfer of ownership (Chandra, 2005). In summary, Parasuraman et al. proposed that service quality is a function of customer expectations in pre-purchase, the process of providing quality received and service quality as a concept that accurately represents the core of a service's performance, the comparison to reliability (excellence) in the customer service counter (Parasuraman A., 1985).

Parasuraman et al. introduced a study that is considered to be the most thorough investigation of service quality. In summary, Parasuraman et al. proposed that service quality is a function of customer expectations in pre-purchase, the process of providing quality received and service quality as a concept that

accurately represents the core of a service's performance, namely the comparison to reliability (excellence) in the customer service counter (Parasuraman A., 1985).

### Consumer Behavior

Consumer behavior is an action that is directly involved in obtaining, consuming and consuming a product or service, including the decision process that precedes and follows it (Setiadi N. J., 2003). Consumer behavior in the course of behavior is closely related to objects that lead to human problems in the field of marketing management. The concept of consumer behavior changes continuously from time to time where the basic concepts of marketing science and consumer behavior are based on needs, wants and demands (Setiadi N. J., 2003).

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### Islamic Business Ethics

Business from time to time has always played an important role in human social and economic life. The involvement of Muslims in the business world has been started since the era of Rasullullah Saw until the era of our life now. Business is an activity that leads to increased added value through the process of providing services, trading or processing goods (production) (Alimin, 2004).

In the Qur'an concept of business, it is also very comprehensive; the parameters used do not only concern the world, but also the affairs of the hereafter. The Qur'an views human life as a continuous process. Humans must work not only to achieve success in this world but also to succeed in the hereafter (Mustag, 2001).

To provide a correct picture of good and bad business, the Qur'an has provided guidance in Q.S Al-Baqarah: 261 which reads: *The parable of those who spend their substance in the way of Allah is that of a grain of corn: it groweth seven ears, and each ear Hath a hundred grains. Allah giveth manifold increase to whom He pleaseth: And Allah careth for all and He knoweth all things.*

The definition of *spending their substance in the way of Allah* includes spending for the purposes of jihad, building universities, hospitals, scientific research efforts and so on.

### E-Commerce Transaction

There are many definitions of e-commerce, depending on the perspective or lens used. Generally, (Wahyudi, 2001) defines e-commerce is a dynamic set of technologies, applications, and business process that link enterprises, consumers, and communities through electronic transaction and the electronic exchange of good, services and information. Furthermore, (Wahyudi, 2001) stated that e-commerce describes a wide range of technologies, processes and practices that can carry out business transactions without using paper as a means of transaction mechanism, this can be done in various ways such as via e-mail or also via the World Wide Web.

The Association for Electronic Commerce simply defines e-commerce as an electronic business mechanism. CommerceNet, an industry consortium, provides a more complete definition, namely the use of computer networks as a means of creating business relationships, also adding that in e-commerce there

is a process of buying and selling services or products between two parties via the internet or the exchange and distribution of information between two parties in one company using the internet (Asnawi, 2004).

According to (Purwanto, 2006) the presence of the internet for business people is important because it is useful in supporting business such as:

1. Promotional media for products and services produced at relatively low costs and with a wide (global) reach.
2. Online transaction media (online shopping).
3. Simplify the transaction payment system for online shopping.
4. Provide opportunities for the growth of new service businesses such as internet cafes, telematics consultants and website designers.
5. Make it easier to send information to various parties more quickly
6. Provide long distance conference capabilities (teleconference) between the central company and subsidiaries located in several parts of the world

## Method

This study is qualitative research with 100 people in Lampung in the city or regency as samples fulfilling the criteria. Primary data is taken directly from the object of the research by distributing questionnaires to the respondents, while the secondary data is from books and references related to the research. T-test, F-test and determinant coefficient test are applied in this study to test the hypothesis. Data collected is analyzed by SPSS ver 26 and tabulation. Since data has interval scale, the regression test is conducted with some tests followed like normality test, homogeneity test, linearity test. After all data is collected, validity and reliability tests are applied to know the quality of items in questionnaires.

## Results and Discussion

From processing primary data obtained from distributing questionnaires via google form using SPSS ver. 26, by involving 100 respondents, it can be seen that the effect between advertising and e-service quality on consumer behavior in e-commerce transactions is as follows:

**Tabel 1. Correlations**

		totY	totX2	totX1
Pearson Correlation	totY	1.000	.557	.537
	totX2	.557	1.000	.228
	totX1	.537	.228	1.000
Sig. (1-tailed)	totY	.	.000	.000
	totX2	.000	.	.011
	totX1	.000	.011	.
N	totY	100	100	100
	totX2	100	100	100

totX1	100	100	100
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Source: Processed Primary Data

The results of the correlation of advertising variables (X1) and e-service quality (X2) with consumer behavior (Y), the value obtained from the Pearson correlation is 0.337 for the advertising variable (X1) and for the e-service quality (X2) variable is 0.557. , this means that there is a positive relationship between the advertising variable (X1) and the e-service quality variable on consumer behavior, which means that if the advertising variable and e-service quality have increased, the consumer behavior variable to make purchases in e-commerce transactions has increased, Likewise, if the variable advertising and e-service quality has decreased, consumer behavior to make purchases in e-commerce transactions will also decrease.

In Islam, trading activities are activities that are allowed, because they create many virtues, including helping others to make ends meet. Even though this trading activity is halal, in Islam there are several rules that must be obeyed, including not trading goods that contain prohibited substances, besides that there is no engineering either in supply (Ikhtikar) or in demand (Bai 'Najasi) , Gharar, tadhlis and the contract must be valid and complete.

Trade means that someone who owns goods and sells them to someone (buyer), this sale and purchase will take place if the seller agrees to sell the goods he owns at a certain price, and the buyer is also willing to buy at that price, resulting in qobul consent.

However, in online transactions the risks faced by both merchants and consumers are so high. This is due to the relatively long transaction process compared to transactions in offline stores, especially between consumers and merchants who do not meet each other, so that trust in both parties plays a very important role in maintaining the continuity of the next transaction, this is in accordance with the word Allah in Qs. Asy-Syuara 'verses 181 -183: which mean :“ Give full measure, and be not of those who give less (than the due); And weigh with the true balance. Wrong not mankind in their goods, and do not evil, making mischief, in the earth.”

From the results of research involving 100 people as respondents, advertising is the most important part of a marketing strategy. Without advertisements made by the company, consumers will find it difficult to find out what products the company produces. Advertising is part of a company's efforts to introduce its products to consumers, so usually companies will create advertisements that can attract consumers to buy goods / services that the company produces. However, sometimes advertisements do not match the goods / services they produce, sometimes they are far from the truth, so consumers feel cheated by an advertisement.

A good advertisement should describe the condition of the goods / services it produces properly without any attempts at fraud, because the purpose of the advertisement itself is to provide information on the goods it produces, both in terms of function, purpose and even quality of the goods, so that many consumers do purchase after seeing the desired product ad. Good advertisements are advertisements that can influence the interest of viewers / consumers to make purchases, sometimes even people who do not need goods / services can be influenced to buy them, even to the extent that they also buy goods that are priced above their ability because they are affected by advertising.

The more attractive the advertisement is displayed, the more it will strengthen consumers to buy the product, but in making a purchase, consumers should not waste, this means that consumers must be selective in choosing which items are needed to meet their daily needs, and don't waste money.

To get the attention of potential consumers, a good design really needs to be displayed so that consumers feel interested, the design is made based on the original goods without any engineering, and in order to avoid *tadlis*, online sellers must clearly include the specifications of the goods they sell, so that there is no buying term, *cat in the sack*. So that at the beginning of the transaction the two parties were both happy, at the end of the transaction one of the parties felt disappointed /cheated, so that in Islamic rules the merchant's actions violated An Taraddin Minkum's principles. In a transaction between a seller and a merchant, it should have the same information (Complete information) so that neither party feels cheated.

In such transactions an unknown to one party occurs or in the language of *fiqh* it is called *tadlis*. *Tadlis* can occur in many ways, such as: *tadlis* in quality, quantity, price, and *tadlis* in delivery time.

To anticipate disappointment on the part of consumers, Online sellers have started implementing various sales and after-sales services to consumers (e-service quality), for example to eliminate feelings of doubt in consumers, fear of money being transferred but the goods are not sent or the goods are not sent. According to the specifications ordered, the seller performs COD services, namely the goods are delivered to the consumer first, after the goods are seen and in accordance with the order, the goods ordered are paid for immediately.

In addition, the seller also provides warranty service to consumers, if the goods sent do not match the goods ordered, then consumers can get free product replacements, even now there are many competing online sellers who provide free discounts on shipping costs, this is done so that consumers feel comfortable shopping Online. Especially in the era of the corona pandemic where many people are afraid to shop at the market for fear of meeting many people, we do not know whether the people we meet are infected with the coronavirus or not. This condition further strengthens consumers to conduct e-commerce transactions in order to meet their daily needs

## Conclusion

Based on the results of the study it can be concluded that: there is a positive and significant influence between advertising and e-service quality on consumer behavior in e-commerce transactions in the community in Lampung province, the results of the correlation between advertising variables (X1) and e-service quality (X2) with consumer behavior (Y) the value obtained if the two variables are put together, the Pearson correlation results are obtained for 0.337 for the advertising variable (X1) and for the e-service quality (X2) variable of 0.557, this means that there is a positive relationship between advertising variables (X1) and the variable e-service quality (X2) on consumer behavior, which means that if the advertising and e-service quality variables have increased, then the consumer behavior variable to make purchases in e-commerce transactions has increased, as well as the advertising and e-service variables. Service quality has decreased, so consumer behavior to make purchases in e-commerce transactions will also decline.

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