

ABSTRAK

Penelitian ini dilatar belakangi oleh maraknya perkembangan sistem teknologi informasi melalui media elektronik dan media sosial. Penelitian ini bertujuan untuk mendeskripsikan persepsi masyarakat terhadap transaksi jual beli online melalui internet di Kota Jambi. Pendekatan yang digunakan dalam penelitian ini adalah penelitian Deskriptif, penelitian ini dilakukan di Kota Jambi pada informan yang dipilih berdasarkan pengalamannya dalam melakukan transaksi jual beli online menggunakan media sosial. Sumber data yang digunakan adalah data primer berupa hasil kuesioner, dengan memberikan kuesioner kepada 95 responden. Hasil penelitian menunjukan tanggapan responden mengenai persepsi masyarakat muslim terhadap transaksi jual beli online dalam perspektif Ekonomi Syariah di Kota Jambi dalam kategori sangat tinggi pada nilai keseluruhan rata-rata 417,7 pada variabel kesadaran halal, Kualitas Produk berdasarkan Promosi, dan Keadilan dalam Penempatan Harga.

Kata Kunci: Persepsi, Masyarakat Muslim, Transaksi Jual Beli Online

ABSTRACT

This research is motivated by the rampant development of information technology systems through electronic media and social media. This study aims to describe people's perceptions of online buying and selling transactions via the internet in Jambi City. The approach used in this research is descriptive research. This research was conducted in the city of Jambi on informants who were selected based on their experience in conducting online buying and selling transactions using social media. The data source used is primary data in the form of questionnaire results, by giving questionnaires to 95 respondents. The results show that the respondents' responses regarding the perception of the Muslim community towards online buying and selling transactions in the perspective of Islamic Economics in Jambi City are in the very high category with an average overall value of 417.7 on the variable of halal awareness, product quality based on promotion and fairness in price placement.

Keywords: *Perception, Muslim Community, Online Buying and Selling Transactions*