

## THE IMPACT OF E-COMMERCE ON THE ECONOMIC INCOME OF THE INDONESIAN PEOPLE ACCORDING TO AN ISLAMIC PERSPECTIVE

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### Abstract

This article discusses the impact of e-commerce on the economic income of the Indonesian people. E-commerce has brought revolutionary changes in the business world in Indonesia by increasing the accessibility and ease of conducting online transactions. In this article, we explore how e-commerce has provided a wider range of business opportunities for small and medium-sized businesses, as well as opened the door for individuals to become online sellers. However, negative impacts such as fierce competition and security risks also need to be considered. With adequate understanding and effective marketing strategies, these negative impacts can be addressed. Through this article, we will understand how e-commerce has changed the way Indonesians shop, sell, and increase their income.

**Keywords:** Impact of E-commerce, income of the Indonesian people.

### INTRODUCTION

E-commerce or electronic commerce has brought revolutionary changes in the business world in Indonesia. In recent years, the use of e-commerce platforms has seen a significant increase in the country. From small online stores to large corporations, all have harnessed the power of e-commerce to expand the market and increase revenue. In this article, we will explore the impact of e-commerce on the economic income of the Indonesian people. In this digital era, Indonesian people are increasingly connected to technology. Easy and extensive internet access has allowed consumers to make purchases online easily. With just a few clicks, they can browse various products and make transactions quickly and efficiently. In this regard, e-commerce has made a great contribution to the growth of economic income of the Indonesian people (Al-Isawi, 2024; Kamil et al., 2023; Nam, 2024; Omar et al., 2017; Wahab et al., 2013).

One of the positive impacts of e-commerce is the existence of wider business opportunities. Small and medium-sized businesses now have a platform