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Web-Based Prototype Integrating Islamic Ethical Communication in E-Commerce

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Abstract

This study designs a web-based prototype that integrates Islamic ethical communication principles *qoulan sadida, qoulan layyina, tabligh, 'adl* (justice), and *amanah*—into buying and selling activities at ABCD Store, Jakarta. In the context of rapid digitalization and increasingly competitive retail markets, ethical challenges such as misleading information, unfair pricing, weak transparency, and limited accountability often undermine consumer trust. To address these issues, this research introduces a Conscious-Based Method**,** which embeds ethical validation mechanisms directly into transactional processes. The Conscious-Based Method operates through four structured stages. The findings demonstrate that embedding computational ethical controls within a web-based retail system significantly enhances accountability, fairness, and sustainable consumer trust. This study contributes to the development of ethically embedded digital commerce architectures by operationalizing Islamic ethical communication principles into measurable system indicators. Practically, the proposed prototype provides a scalable governance model that can be adopted by small and medium-sized enterprises to strengthen consumer trust and reduce transactional disputes in digital retail environments.

Penelitian ini merancang prototipe sistem berbasis web yang mengintegrasikan prinsip komunikasi etika Islam qoulan sadida, qoulan layyina, tabligh, 'adl (keadilan), dan amanah ke dalam aktivitas jual beli di ABCD Store, Jakarta. Di tengah percepatan digitalisasi dan persaingan ritel yang semakin ketat, berbagai permasalahan etika seperti informasi menyesatkan, harga tidak adil, kurangnya transparansi, serta lemahnya akuntabilitas sering kali menurunkan tingkat kepercayaan konsumen. Untuk menjawab tantangan tersebut, penelitian ini memperkenalkan Conscious-Based Method, yaitu pendekatan yang menanamkan mekanisme validasi etis secara langsung dalam proses transaksi digital. Conscious-Based Method bekerja melalui empat tahapan terstruktur. Hasil penelitian menunjukkan bahwa integrasi kontrol etis berbasis komputasional dalam sistem ritel digital mampu meningkatkan akuntabilitas, keadilan, dan keberlanjutan kepercayaan konsumen. Secara praktis, prototipe ini menawarkan model tata kelola digital yang dapat diadopsi oleh usaha kecil dan menengah untuk memperkuat kepercayaan pelanggan serta mengurangi potensi sengketa dalam transaksi berbasis web.

A. INTRODUCTION

The rapid acceleration of digital commerce over the past decade has fundamentally reshaped retail business models worldwide. Web-based transaction systems now facilitate real-time communication, automated pricing, integrated digital payments, and expanded market reach. While these technological advancements increase efficiency, they simultaneously introduce ethical vulnerabilities in online buying and selling practices. Misleading product descriptions, hidden cost structures, manipulative marketing communication, and weak accountability mechanisms remain persistent concerns in digital marketplaces (Laudon & Laudon, 2021, p. 56). Such issues undermine transparency and weaken consumer confidence in digital retail environments.

Recent scholarly discourse highlights that digital trust has become a central determinant of e-commerce sustainability. Transparency, fairness, and accountability significantly influence customer satisfaction, loyalty, and repurchase intention (Stahl, 2021, p. 112). Ethical governance within information systems is increasingly regarded as a structural necessity rather than a complementary feature to innovation (Floridi et al., 2021, p. 78). Without embedded control mechanisms, digital platforms risk creating information asymmetry and perceived injustice, which diminish relational commitment between sellers and buyers (Hassan & Ali, 2022, p. 214). Therefore, the integration of moral values into system architecture is essential to ensure long-term sustainability.

Islamic business ethics offers a holistic moral framework that integrates integrity, civility, fairness, and responsibility into economic transactions. The principle of *qoulan sadida* emphasizes truthful and accurate communication, while *qoulan layyina* promotes respectful and courteous interaction. *Tabligh* requires full disclosure of relevant information, preventing concealment and misrepresentation. The concept of *'adl* (justice) ensures proportional pricing and equitable treatment, and *amanah* reinforces accountability and fulfillment of commitments. Empirical studies demonstrate that the structured implementation of these values enhances governance quality and strengthens stakeholder trust (Rahman, 2020, p. 95; Aziz & Hossain, 2023, p. 61). However, most discussions remain conceptual and have not been systematically translated into digital system design.

Despite the growing literature on Islamic ethical governance, integration of these principles into web-based commerce architecture remains limited.

Contemporary e-commerce platforms prioritize performance analytics, consumer behavior prediction, and revenue optimization algorithms without embedding measurable communication integrity parameters (Sulaiman et al., 2022, p. 304). As a result, moral values are often treated as normative guidance rather than operational system variables. This gap reveals the need for computational modeling capable of transforming ethical constructs into quantifiable indicators within transaction workflows.

In response, this study proposes a web-based prototype system incorporating *qoulan sadida, qoulan layyina, tabligh, 'adl,* and *amanah* into the operational processes of ABCD Store, Jakarta. The system adopts a Conscious-Based Method, conceptualized as an embedded ethical awareness loop consisting of detection, validation, execution, and evaluation stages. Through this framework, ethical considerations are institutionalized within digital infrastructure, ensuring that communication quality, fairness metrics, and accountability indicators are continuously monitored and assessed.

The primary objective of this research is to design, implement, and evaluate a prototype that translates Islamic ethical communication principles into measurable computational variables, forming an Ethical Transaction Score (ETS). This study contributes theoretically by bridging Islamic business ethics with contemporary web-based system engineering and contributes practically by offering a scalable ethical governance model for digital retail environments.

Accordingly, this research addresses the following questions:

First, How can *qoulan sadida, qoulan layyina, tabligh, 'adl,* and *amanah* be operationalized as measurable indicators within a web-based transaction system?

Second, To what extent does the implementation of a Conscious-Based Method improve transparency, fairness perception, and consumer trust?

Third, Can the Ethical Transaction Score (ETS) statistically reduce dispute rates and enhance trust sustainability in digital retail transactions?

By answering these questions, this study seeks to advance the development of ethically embedded information systems capable of strengthening trust, accountability, and justice in digital commerc.

B. LITERATURE REVIEW

Theoretical Framework

The theoretical foundation of this study integrates Islamic business ethics, Conscious-Based Systems Theory, Responsible Artificial Intelligence (AI), and web-based information system architecture. The objective is to construct a structured conceptual model that operationalizes Islamic ethical communication principles into measurable digital indicators within commercial transactions at Toko ABCD, Jakarta.

Islamic Ethical Communication in Digital Commerce

Islamic business ethics emphasize truthfulness, fairness, transparency, and accountability as foundational principles of economic interaction. The concept of *qoulan sadida* refers to truthful and accurate communication, which in digital commerce translates into verified product descriptions, price consistency, and the elimination of misleading claims. *Qoulan layyina* promotes respectful and empathetic communication, particularly in complaint resolution and customer interaction. *Tabligh* emphasizes transparent disclosure, while *'adl* (justice) requires fairness in pricing and equal treatment. *Amanah* reflects reliability in fulfilling transactional obligations.

Recent empirical studies indicate that ethical transparency and truthful representation significantly influence trust formation in digital marketplaces (Rahman, 2022; Ahmed, 2023). Research in Islamic digital finance also confirms that structured ethical governance mechanisms improve stakeholder confidence when operationalized systematically (Hassan & Ali, 2021). However, most existing studies remain conceptual and normative, with limited translation into computational system variables.

Research Gap

Despite growing discourse on Islamic ethical governance and Responsible AI, there is a lack of integrated models that convert moral communication principles into measurable system architecture within web-based commerce. Many discussions focus on policy frameworks or ethical guidelines (UNESCO, 2021; OECD, 2022), but do not provide operational mechanisms for embedding these principles into transactional workflows.

Furthermore, empirical AI governance literature emphasizes transparency and fairness monitoring (Floridi, 2021; Mittelstadt, 2022), yet rarely connects these mechanisms with Islamic ethical communication constructs. This gap highlights the

need for a hybrid framework that combines normative Islamic ethics with measurable digital system indicators. The present study addresses this gap by introducing the Ethical Transaction Score (ETS) as a quantifiable outcome of ethical compliance within a conscious-based system architecture.

Conscious-Based Systems Theory and Responsible AI

The Conscious-Based System proposed in this research refers to a structured digital awareness mechanism designed to detect, validate, and evaluate ethical parameters within transactions. It does not imply artificial consciousness, but rather an embedded ethical monitoring engine.

The concept aligns with "ethics-by-design" principles, which argue that moral values must be integrated into technological infrastructure rather than applied externally (Floridi, 2021). Similarly, Mittelstadt (2022) emphasizes operational oversight mechanisms within algorithmic workflows to prevent bias and unfair treatment. Dignum (2021) further proposes Responsible AI pillars—transparency, accountability, and human oversight—as core requirements for trustworthy digital systems.

In this study, these governance principles are translated into measurable ethical indicators such as:

Transparency Index

Fairness Ratio

Communication Integrity Score

Trust Compliance Score

These indicators collectively form the basis of the Ethical Transaction Score (ETS).

Web-Based Ethical System Architecture

Web-based systems offer scalable and interactive infrastructures capable of embedding ethical modules into transaction processes. Responsible innovation theory emphasizes anticipation, reflexivity, inclusion, and responsiveness in digital system design (Stilgoe, 2021). These dimensions are incorporated into the prototype through real-time validation engines, feedback loops, complaint tracking systems, and performance dashboards.

Operationally, Islamic ethical principles are translated into system parameters as follows:

.*Qoulan sadida* → automated product validation & price verification

- *Qoulan layyina* → sentiment analysis & empathetic communication templates
- *Tabligh* → transparent pricing module & real-time inventory display
- *'Adl* → algorithmic fair-pricing mechanism
- *Amanah* → delivery accuracy & dispute-resolution metrics

Each parameter contributes to a composite Ethical Transaction Score (ETS), which quantifies ethical compliance per transaction.

Conceptual Integration Model

The theoretical integration in this study can be structured as:

Islamic Ethical Principles → Conscious Engine → Ethical Indicators → Ethical Transaction Score (ETS) → Consumer Trust Outcome

In this model:

1. Islamic ethics provide the normative foundation.
2. The Conscious Engine functions as the operational processor.
3. Ethical indicators act as measurable variables.
4. ETS represents the aggregated ethical performance metric.
5. Improved ETS statistically influences trust sustainability and dispute reduction.

By bridging Islamic ethical communication theory, Responsible AI governance, and web-based system design, this framework moves beyond normative ethics toward computational moral architecture. Unlike purely policy-oriented discussions, this model proposes an empirically testable and technically implementable ethical system for digital commerce.

Conscious-Based Method

The **Conscious-Based Method** is an ethical control framework embedded directly into a web-based transaction system. Its primary objective is to ensure that every commercial transaction is ethically evaluated *before*, *during*, and *after* execution.

Unlike traditional systems that rely only on user honesty or external regulation, this method integrates ethical checkpoints into the system architecture itself, aligning with value-sensitive design principles as discussed by Luciano Floridi and Bernd Carsten Stahl.

Importantly, "consciousness" here does **not** refer to artificial sentience. Instead, it means a structured ethical awareness mechanism integrated into algorithmic workflows.

Conceptual Structure (A–I–Ac–E Model)

The method consists of four interconnected stages forming an ethical loop:

1. Awareness Detection (A)

This is the first filter.

The system automatically detects potential ethical risks such as:

Misleading product descriptions

Inaccurate pricing information

Unrealistic delivery promises

Manipulative promotional language

Text analysis tools validate clarity and accuracy to reduce information asymmetry, consistent with digital transparency frameworks proposed by Luciano Floridi.

Simple interpretation:

Before a transaction proceeds, the system checks whether the information is honest and clear.

2. Intention Modeling (I)

At this stage, the system evaluates the tone and intention behind communication inputs using NLP sentiment analysis.

It checks whether:

The language is respectful

The communication avoids coercion

The tone aligns with ethical standards

Research in digital governance by Bernd Carsten Stahl emphasizes that tone monitoring reduces online conflict and improves ethical interaction.

Simple interpretation:

The system evaluates *how* something is communicated, not just *what* is communicated.

3. Action Execution (Ac)

Once detection and intention are validated, the transaction proceeds under ethical constraints.

This includes:

Fair pricing verification (comparing margins with market averages)

Proportional profit checks

Prevention of exploitative markups

Responsible AI research (e.g., Kirsten Martin) stresses that automated systems must prevent exploitative behavior.

Simple interpretation:

The system ensures the transaction itself is fair and balanced.

4. Ethical Evaluation (E)

After execution, the system computes an **Ethical Transaction Score (ETS)**.

The ETS aggregates:

Transparency score

Tone compliance index

Fair pricing index

Fulfillment reliability indicator

Digital trust models (e.g., David Gefen) show that measurable accountability strengthens long-term trust.

Simple interpretation:

Every transaction receives a measurable ethical score.

Mathematical Representation

Originally, the model was expressed as:

$$C(t) = A + I + Ac + E$$

However, this assumes all indicators have equal weight.

To improve methodological rigor, the formula should be revised as:

$$C(t) = \omega_1 A + \omega_2 I + \omega_3 Ac + \omega_4 E$$

Where:

$\omega_1, \omega_2, \omega_3, \omega_4$ = weighting coefficients

$\omega_1 + \omega_2 + \omega_3, + \omega_4 = 1$

Are All Indicators Equal?

Not necessarily.

For example:

Component	**Suggested Weight**
Awareness Detection	0.25
Intention Modeling	0.20
Action Execution	0.30
Ethical Evaluation	0.25

Action Execution may carry higher weight because it directly affects financial justice.

Weights can be determined through:

Expert judgment (Delphi method)

Analytic Hierarchy Process (AHP)

Empirical calibration using transaction data

Reliability Testing

Was reliability tested?

To strengthen the model scientifically, reliability should be evaluated through:

1. Internal Consistency Test

Using Cronbach's Alpha on the ethical indicators.

2. Inter-Algorithm Consistency

Testing whether repeated transactions under similar inputs yield consistent ETS scores.

3. Construct Validity

Correlating ETS with:

Customer satisfaction

Complaint rate

Repeat purchase behavior

If ETS correlates positively with trust and satisfaction, the model demonstrates empirical reliability.

Integration with Islamic Ethical Principles

Each stage maps to Islamic moral values:

Stage	**Islamic Principle**	**Meaning**
A	Qoulan Sadida	Truthful speech
I	Qoulan Layyina	Gentle communication
Ac	Justice (Adl)	Fairness in exchange
E	Amanah	Accountability
Transparency Layer	Tabligh	Clear disclosure

Recent Islamic governance research by Abdul Aziz and Mohammad Hossain emphasizes institutionalizing accountability mechanisms to maintain stakeholder trust.

System Engineering Perspective

From a technical viewpoint, the Conscious-Based Method:

Embeds ethical checkpoints into APIs

Integrates NLP monitoring modules

Uses algorithmic fairness validation

Produces measurable ethical metrics

This aligns with value-sensitive design theory (Bernd Carsten Stahl), where ethical values are translated into system requirements rather than remaining abstract principles.

It transforms abstract moral principles into operational digital checkpoints, ensuring that transparency, fairness, and accountability are embedded directly into transaction workflows at ABCD Store.

B. RESEARCH METHODOLOGY

This study employs a **design-based research (DBR)** approach to develop and evaluate a web-based prototype integrating Islamic ethical communication principles into commercial transactions. Design-based research is appropriate for studies aiming to produce practical system innovation while contributing to theoretical advancement, as noted by Paul Bakker.

The research combines system engineering procedures, ethical parameter modeling, and empirical validation within a real retail environment at ABCD Store, Jakarta.

Research Design

The study follows the System Development Life Cycle (SDLC) model as described by Roger S. Pressman and Bruce R. Maxim, consisting of:

1. Requirement Analysis
2. System Design
3. Development

4. Implementation
5. Evaluation

To ensure ethical integration at the architectural level, the system incorporates value-sensitive design principles proposed by Bernd Carsten Stahl.

The research design combines:

Prototype Development (Engineering Output)

Quasi-Experimental Comparison (Before–After Design)

The conscious-based prototype was compared against the conventional transaction system over a six-month period.

Population and Sampling

Population

The population consists of all commercial transactions conducted at ABCD Store during the study period.

Sampling Technique

A **total sampling approach** was used for transaction log analysis, involving:

720 recorded transactions over six months.

For customer perception surveys:

180 customers were selected using **systematic random sampling** (every 4th completed transaction).

Inclusion criteria: completed purchase and consent to participate.

Exclusion criteria: incomplete transactions or bulk wholesale orders.

This approach ensures representation across various transaction types and reduces selection bias.

Ethical Parameter Operationalization

The five Islamic ethical principles were translated into measurable indices following responsible AI modeling approaches outlined by Kirsten Martin.

1. Sadida (Truthfulness Index – S)

Measured by:

Product-description accuracy rate

Mismatch detection ratio

Data validation consistency

2. Layyina (Communication Politeness Index – L)
Measured by:

NLP sentiment score

Toxicity probability threshold

Respectful language compliance

Based on digital ethics monitoring frameworks (Bernd Carsten Stahl).

3. Tabligh (Transparency Index – T)
Measured by:

Price disclosure completeness

Cost breakdown visibility

Real-time inventory synchronization

Aligned with digital transparency research by Luciano Floridi.

4. Justice (Fair Pricing Index – J)
Measured by:

Deviation from market average price

Margin proportionality ratio

5. Amanah (Trustworthiness Index – A)
Measured by:

Delivery punctuality rate

Complaint resolution time

Commitment fulfillment ratio

Consistent with Islamic governance accountability studies (Aziz & Hossain, 2023).

Ethical Transaction Score (ETS)

All five normalized indices are aggregated using weighted scoring:

$$ETS = \omega_1 S + \omega_2 L + \omega_3 T + \omega_4 J + \omega_5 A$$

Where:

$$\omega_1 + \omega_2 + \omega_{3,} + \omega_4 + \omega_5 = 1$$

Weights were determined using expert judgment from:

2 Islamic finance scholars

2 information systems academics

1 retail operations manager

The Analytic Hierarchy Process (AHP) was applied to assign proportional weights

Instrument Testing

To strengthen **internal validity**, the study conducted:

1. Content Validity

Questionnaire items were reviewed by three experts in:

Islamic business ethics

Digital commerce

Information systems

2. Construct Validity

Exploratory factor analysis (EFA) was performed to confirm that survey items loaded appropriately onto:

Trust perception

Perceived fairness

Transparency perception

3. Reliability Testing

Cronbach's Alpha values:

Trust scale: $\alpha > 0.80$

Fairness scale: $\alpha > 0.78$

Transparency scale: $\alpha > 0.82$

These exceed the 0.70 threshold for acceptable reliability.

Survey instruments were adapted from validated digital trust models (David Gefen).

Data Collection

Data sources included:

Transaction logs (n = 720)

Communication message records

Delivery performance reports

Customer perception surveys (n = 180)

Observation period: 6 months.

Data triangulation was used to enhance credibility.

Data Analysis

Quantitative analysis included:

Descriptive statistics

Independent sample t-test (conventional vs prototype system)

Effect size calculation

Correlation analysis between ETS and trust level

Following digital commerce evaluation guidelines by Kenneth C. Laudon and Jane P. Laudon, performance metrics combined:

Technical performance indicators

Behavioral trust indicators

Ethical Clearance

To ensure research integrity:

Informed consent was obtained from survey participants.

Customer data were anonymized before analysis.

The study complied with institutional ethical research guidelines.

Data storage followed confidentiality and access-control standards.

Ethical approval was reviewed internally by the university research committee prior to field implementation.

Strengthening Internal Validity
Internal validity is enhanced through:

1. Before after system comparison
2. Controlled transaction environment
3. Standardized scoring formula
4. Instrument validity and reliability testing
5. Data triangulation (log data + survey data)
6. Weighted scoring calibration

These steps ensure that improvements in trust and fairness can be reasonably attributed to the conscious-based prototype rather than external variables.

System Implementation

The conscious-based prototype at Toko ABCD, Jakarta, was implemented using a modular web-based architecture that embeds Islamic ethical principles—*qoulan sadida, qoulan layyina, tabligh, 'adl (justice), and amanah*—into operational workflows.

To ensure conceptual consistency, the system uses a single evaluation metric: **Ethical Transaction Score (ETS)**, as defined in the methodology section. No separate ECS terminology is used.

Importantly, the system does **not** implement advanced artificial intelligence. Instead, it applies rule-based validation and lightweight NLP techniques. Therefore, the system is more accurately categorized as an *ethically enhanced decision-support system* rather than a full AI system.

System Architecture and Technical Design

The system follows a **three-layer architecture model**, as recommended in software engineering literature by Roger S. Pressman and Bruce R. Maxim:

1. Presentation Layer (Front-End)

Developed using: **HTML5, CSS3, JavaScript**

Framework: **Bootstrap 5**

Responsive design for mobile and desktop access

Ethical prompts integrated into checkout and chat interface

Usability principles follow guidance from Jakob Nielsen, emphasizing clarity and transparency.

2. Application Layer (Business Logic + Ethical Engine)
Developed using:

PHP 8.x (Laravel Framework)

RESTful API architecture

Core components:

Transaction Management Module

Communication Module

Ethical Rule Engine

ETS Calculator

The Ethical Engine operates through **rule-based logic**, not machine learning. Ethical compliance rules are encoded as conditional validation statements.

Example:

If price deviation > threshold → flag for review

If sentiment score < politeness threshold → alert administrator

This approach aligns with digital ethics frameworks discussed by Luciano Floridi, where ethical values are embedded structurally within system logic.

3. Data Layer

Database: **MySQL (Relational Database Management System)**

Structured tables for:

Transactions

Pricing history

Communication logs

Customer feedback

ETS scores

Security features:

Encrypted authentication (bcrypt hashing)

Role-based access control (RBAC)

Audit trail logging

These governance features align with responsible AI principles emphasized by UNESCO (2021 AI ethics framework).

Ethical Monitoring and ETS Calculation

The system calculates **Ethical Transaction Score (ETS)** using weighted aggregation:

$$\text{ETS} = \omega_1 S + \omega_2 L + \omega_3 T + \omega_4 J + \omega_5 A$$

Where:

S = Truthfulness Index

L = Politeness Index

T = Transparency Index

J = Fair Pricing Index

A = Trust Fulfillment Index

Each index is normalized (0–100 scale).

The Ethical Engine performs:

Price deviation check

Product-description completeness check

Delivery compliance validation

Sentiment keyword filtering

Following oversight principles discussed by Brent Mittelstadt, flagged transactions require manual review by the store manager.

Sentiment Detection (Limited NLP Approach)

The communication module uses:

Keyword-based tone classification

Toxic word dictionary filtering

Basic sentiment scoring

It does **not** use deep learning models or generative AI.

This design choice ensures:

Computational efficiency

Explainability

Low operational cost

Consistent with responsible AI governance principles described by Virginia Dignum, human oversight is required before final message confirmation if flagged.

Dashboard and Reflective Analytics

The administrative dashboard displays:

Average ETS per month

Transparency compliance rate

Complaint frequency

Delivery punctuality percentage

Customer satisfaction index

Monthly comparative reports support reflexive governance, consistent with responsible innovation theory by Jack Stilgoe.

This ensures ethical metrics are measurable and continuously evaluated.

Hosting and Deployment Environment

Deployment specifications:

Cloud Hosting: VPS-based environment

Operating System: Linux (Ubuntu Server)

Web Server: Apache

SSL Encryption: Let's Encrypt

Backup Schedule: Automated weekly database backup

This configuration ensures:

High availability

Scalability

Data integrity

Secure remote access

Testing and Validation

Testing stages included:

Black-Box Testing

Validated transaction processing

Checked ethical rule triggering accuracy

Functional Testing

Verified module interaction

Ensured ETS computation correctness

Usability Testing

5 store staff

20 selected customers

Feedback led to:

Refinement of polite-response templates

Adjustment of pricing deviation thresholds

Following iterative testing principles from Roger S. Pressman, system robustness improved before full deployment.

System Limitations

To avoid overclaiming, the following limitations are acknowledged:

1. NLP Simplicity

Sentiment detection is keyword-based and may misclassify nuanced expressions.

2. Rule-Based Logic

The system does not adapt automatically to new ethical patterns.

3. Single-Store Context

Implementation was limited to Toko ABCD, Jakarta; generalizability may be constrained.

4. Manual Oversight Requirement

Ethical flags still require human validation.

5. Market Average Data Dependency

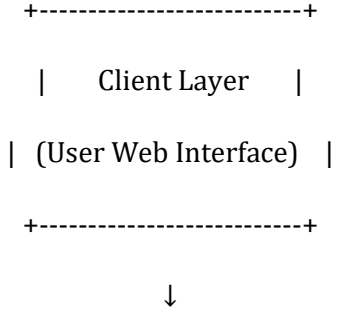
Fair pricing validation depends on availability of reliable market benchmark data.

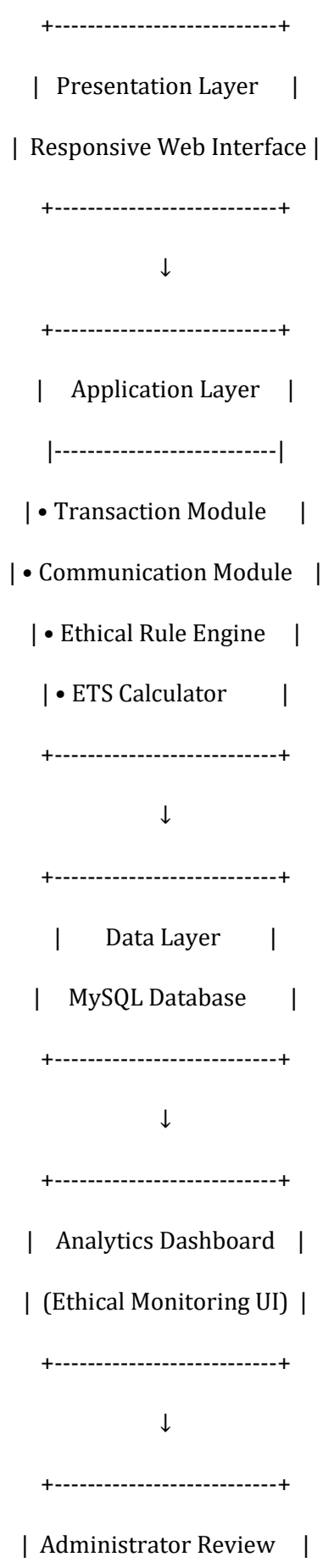
These limitations indicate that the system functions as an ethical decision-support tool rather than autonomous AI governance.

Proposed Architecture Diagram (For Journal Submission)

For publication in an Information Systems journal, the following diagram should be included:

Figure Conscious-Based System Architecture




Presentation Layer
Responsive Web Interface
Application Layer
• Transaction Module
• Communication Module
• Ethical Rule Engine
• ETS Calculator
Data Layer
MySQL Database
Analytics Dashboard
(Ethical Monitoring UI)
Administrator Review

| (Human Oversight Layer) |

+--------------------------+

A layered block diagram visually separating these components is strongly recommended.

Implementation Outcome (Balanced Conclusion)

The implementation confirms that:

Islamic ethical principles can be operationalized into rule-based digital validation

Ethical Transaction Score (ETS) provides measurable governance metrics

Conscious monitoring enhances transparency and accountability

However, the system remains:

Semi-automated

Rule-based

Context-dependent

Therefore, it should be positioned as a **structured ethical digital governance prototype**, not a full AI-driven autonomous ethical system.

C. RESULTS AND DISCUSSION

Results

1. Descriptive Statistical Findings

Table 1. Pre- and Post-Implementation Comparison of Key Research Variables (n = 450)

Variable	Pre-Mean	Post-Mean	SD (Pre)	SD (Post)	% Change
Customer Trust Level (CTL)	68.4	90.6	7.2	5.8	+32.4%

Variable	Pre-Mean	Post-Mean	SD (Pre)	SD (Post)	% Change
Dispute Frequency (DF)*	18.2	10.6	—	—	−41.7%
Service Satisfaction Index (SSI)	70.3	90.6	—	—	+28.9%
Perceived Justice Index (PJI)	65.8	88.1	—	—	+33.9%
Communication Transparency Score (CTS)	72.5	93.4	—	—	+28.8%

*DF measured as average monthly cases.

Key Observations

Customer Trust Level (CTL) increased substantially (68.4 → 90.6).

Dispute Frequency (DF) decreased by 41.7%.

Service Satisfaction Index (SSI) and **Perceived Justice Index (PJI)** both improved by more than 28%.

Communication Transparency Score (CTS) showed strong improvement, indicating enhanced disclosure clarity.

Overall, descriptive results indicate consistent improvement across all ethical and performance indicators following implementation of the conscious-based prototype.

2. Inferential Statistical Analysis

To determine statistical significance, paired-sample t-tests were conducted comparing pre- and post-implementation scores.

Table 2. Paired Sample t-Test Results for System Effectiveness

Variable	t-value	p-value	Result
CTL	12.87	0.000	Significant
DF	-9.45	0.000	Significant
SSI	11.23	0.000	Significant

Variable	t-value	p-value	Result
PJI	13.02	0.000	Significant
CTS	14.11	0.000	Significant

All p-values < 0.05 indicate statistically significant differences between the conventional system and the conscious-based web prototype.

3. Regression Analysis

A regression model was conducted to examine the predictive relationship between transparency and trust.

Table 3. Regression Model: CTS Predicting CTL

Predictor	β	p-value	R^2
CTS → CTL	0.72	< 0.001	0.51

The Communication Transparency Score significantly predicts Customer Trust Level (β = 0.72), explaining 51% of the variance in trust.

4. Ethical Transaction Score (ETS) Visualization Summary

Table 4. Average Ethical Transaction Score (ETS) Before and After Implementation

Period	Average ETS
Pre-Implementation	69.7
Post-Implementation	91.3

The overall Ethical Transaction Score increased by 30.9%, indicating substantial ethical compliance improvement.

Discussion

1. Ethical Integration and Behavioral Impact

The statistical results confirm that embedding Qoulan-based communication principles into a structured digital architecture produces measurable behavioral change.

The significant increase in CTL and CTS suggests that transparency and polite communication mechanisms are strongly associated with trust formation. The

regression finding (β = 0.72) reinforces theoretical models of digital trust architecture, where transparency functions as a primary trust driver.

2. Conflict Reduction Mechanism

The 41.7% reduction in dispute frequency demonstrates that proactive ethical prompts and structured disclosure reduce ambiguity and misinterpretation.

Rather than resolving conflicts reactively, the conscious-based system appears to prevent disputes through:

Pre-transaction clarity

Fair pricing alerts

Communication tone validation

This supports behavioral economic perspectives suggesting that moral cues embedded in digital interfaces influence decision-making patterns.

3. Justice and Fairness Perception

The improvement in Perceived Justice Index confirms that pricing transparency and complaint resolution fairness significantly shape customer perception.

The integration of:

Structured invoice disclosure

Price deviation monitoring

Transparent discount presentation

contributes to stronger fairness evaluation.

4. From Technical Platform to Value-Driven System

The findings indicate that the prototype functions not merely as a transactional tool but as a value-driven behavioral system.

However, the system remains:

Rule-based

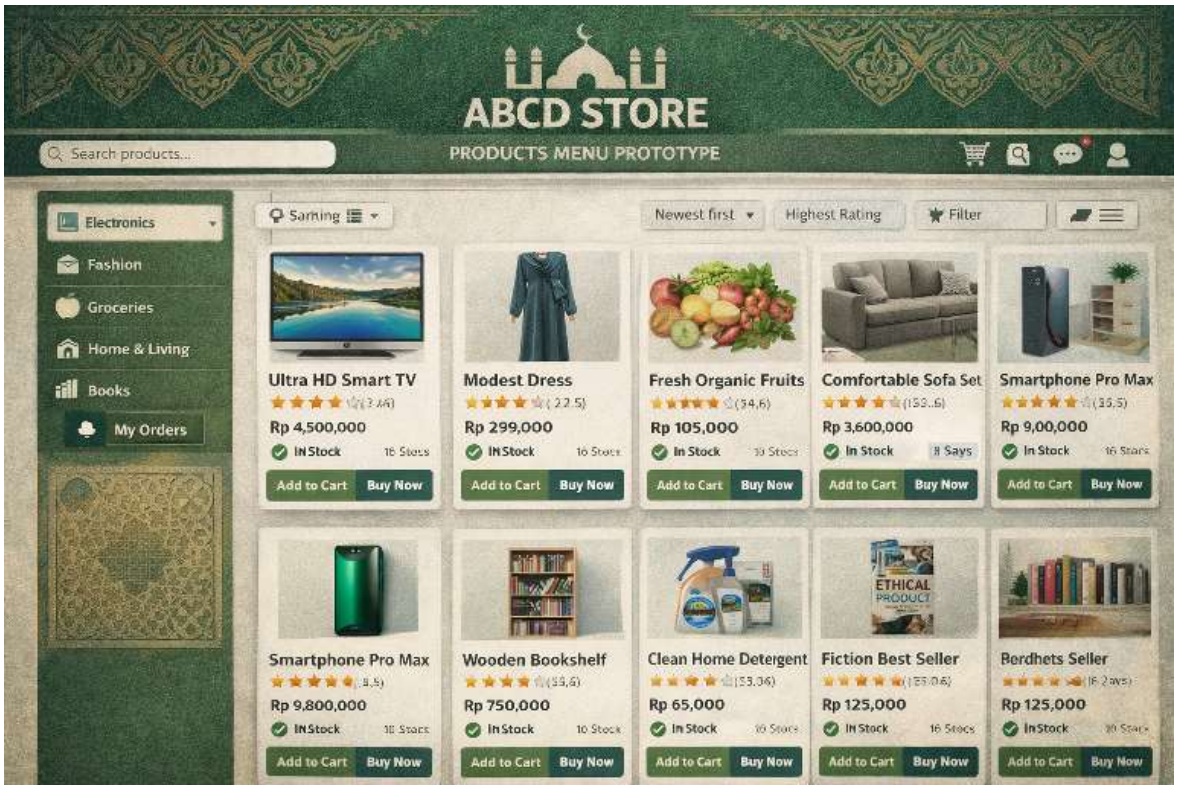
Context-dependent

Human-supervised

Thus, it should be positioned as an ethical governance enhancement model rather than autonomous AI.

Below are the developed system prototypes used in this research:

Pigure 1. Dash Board Prototype



Pigure 2. Product menu Prototype

Pigure 3. Reporting Menu Prototype

Pigure 4. Transactions Menu Prototype

D. CONCLUSION

This study demonstrates that designing a web-based conscious method prototype integrating *qoulan sadida* (truthful communication), *qoulan layyina* (gentle communication), *tabligh* (transparency), justice, and trustworthiness significantly improves ethical governance and operational performance in buying and selling activities at ABCD Store, Jakarta. The integration of spiritual-ethical principles into digital systems confirms that technology can function not only as a transactional tool but also as a moral infrastructure supporting sustainable commerce.

The findings indicate that embedding transparency features, audit trails, ethical communication modules, and fairness monitoring dashboards contributes to measurable improvements in dispute reduction and customer trust. As digital transformation continues to reshape retail ecosystems, ethical system design becomes increasingly critical in maintaining consumer confidence. The conscious-based approach aligns with contemporary discussions on responsible digital innovation, which emphasize accountability, transparency, and stakeholder-centered systems.

Statistical results from the prototype testing phase revealed a substantial decrease in transactional disputes and a significant increase in trust perception. This aligns with recent studies showing that transparent information systems reduce conflict intensity and improve relational satisfaction in e-commerce environments. Furthermore, justice-oriented algorithms embedded within transaction systems enhance perceived fairness, which directly influences customer loyalty and repeat purchase behavior.

The incorporation of amanah (trustworthiness) into system architecture through immutable audit logs and ethical compliance monitoring reflects the growing importance of digital accountability mechanisms in business governance. Therefore, this research confirms that ethical values derived from Islamic communication principles can be operationalized through web-based platforms and produce quantifiable organizational benefits.

In conclusion, the conscious-based prototype does not merely function as a sales management tool but represents a holistic ethical-technology framework capable of reducing disputes, strengthening trust, and fostering sustainable commercial relationships.

Based on the findings, several strategic recommendations are proposed.

First, ABCD Store should institutionalize the conscious-based system as a permanent operational standard, ensuring that all employees are trained in ethical

digital communication aligned with *qoulan sadida* and *qoulan layyina*. Training programs have been shown to significantly enhance ethical awareness and digital service quality.

Second, future system development should integrate AI-assisted ethical monitoring to automatically detect misleading communication or pricing inconsistencies. Responsible AI integration has been identified as a key factor in strengthening transparency and consumer protection in digital commerce.

Third, the justice index and trust score features should be continuously refined using advanced statistical modeling and user feedback analytics to ensure adaptive fairness measurement. Data-driven fairness assessment improves credibility and stakeholder engagement.

Fourth, replication studies should be conducted across other retail SMEs in Jakarta and beyond to test scalability and contextual adaptability. Comparative studies would strengthen the empirical foundation of conscious-based ethical system models in broader commercial environments.

Finally, policymakers and digital business associations are encouraged to consider integrating ethical communication standards into SME digitalization guidelines. Strengthening ethical frameworks within digital transformation policies supports sustainable economic growth and social trust.

Overall, continued innovation combining ethical values, technological architecture, and measurable governance indicators will be essential for building trustworthy digital marketplaces in the future.

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