

E-commerce quality evaluation metrics: a sharia compliance approach

ABSTRACT

There is a growing concern and need for Sharia compliance e-commerce quality metrics to evaluate policies and practice that will ensure that Sharia principles are adhered and users' desirable characteristics are provided. Therefore, extant conventional e-commerce quality metrics from the literature are critically reviewed. Furthermore, an exploratory study involving Sharia compliance experts was conducted, revealing adherence to the maqasid Sharia and the principles of Islamic law of contract as the fundamental Sharia compliance requirements for e-commerce systems. Hence, we integrated the relevant conventional e-commerce quality metrics and the Sharia compliance requirements deduced to propose a set of Sharia compliance e-commerce quality metrics based Information, systems and service quality dimensions. The Sharia compliance e-commerce information quality metrics proffered are accuracy, relevance, timeliness, understandability, completeness, and currency. System quality metrics involves being devoid of riba, devoid of gharar, devoid of haram objects, ethical advertisements, usability, reliability, functionality, customization, security, and privacy. While Service quality metrics are Sharia compliance assurance, khiyar policy, responsiveness, empathy, follow-up services, and the effectiveness of online support capabilities. Developing and evaluating Sharia compliance e-commerce quality based on the proposed metrics is envisaged to foster Muslim consumer trust, use and user satisfaction with e-commerce systems.

Keyword: E-commerce; Information quality; Service quality; Sharia compliance system quality