

## Analysis and Evaluation of the Compliance of Salam Contract in Online Marketplace Transactions with PSAK 103: A Case Study on Shopee Indonesia

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### ABSTRACT

This study analyzes the implementation of the salam contract in online marketplace transactions, specifically on Shopee Indonesia, and evaluates its compliance with PSAK 103 concerning Syariah Accounting Standards. The research uses a qualitative approach and a case study design to examine how salam elements—such as upfront payment, clarity of goods specification, and deferred delivery—are applied in digital transactions. Findings indicate that Shopee’s pre-order and made-by-order systems share similarities with the salam contract structure; however, the use of an escrow mechanism and the absence of explicit syariah-based agreements make its implementation not fully aligned with PSAK 103. The study concludes the need for enhanced syariah-compliant transaction features, improvement in seller literacy regarding syariah accounting, and regulatory support to ensure proper application of salam principles in digital commerce.

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## **INTRODUCTION**

The development of information technology has changed the way people carry out buying and selling activities, from conventional transaction patterns to digital-based systems through various marketplace platforms. In Indonesia, Shopee is one of the most widely used platforms due to its ease of access, product variety, and practical payment system. This change has a wide impact, not only from the economic side, but also from the legal and ethical side of transactions, especially for people who want to carry out economic activities in accordance with sharia principles. In the context of the Islamic economy, every transaction must be based on a clear contract to avoid elements of uncertainty, fraud, and practices that are detrimental to one of the parties.

One of the relevant forms of contracts in digital transactions is the salam contract, which is a purchase and sale contract with advance payment and the delivery of goods is carried out at a later date according to the agreement. This pattern is widely found in pre-order-based purchasing systems that are commonly used in marketplaces. On the other hand, recording transactions in the sharia economy also requires clear standards so that they can be accounted for in accounting. PSAK 103 is present as a guideline in recording and acknowledging salam transactions in line with sharia principles. However, the implementation of the salam contract in the digital marketplace environment does not always run ideally. The escrow system or holding account, the difference in specifications between the products displayed and the goods received, and the limited understanding of business actors about sharia accounting are problems that often arise in practice.

Based on this reality, this study was conducted to analyze how the application of the salam contract in transactions that occur in online marketplaces, especially on the Shopee Indonesia platform, and assess its conformity with the provisions of PSAK 103. This research also seeks to identify various obstacles and challenges faced in the implementation of salam contracts in the modern e-commerce environment. Through this study, it is hoped that a more comprehensive understanding can be obtained that not only enriches the scientific treasures in the field of sharia economics and accounting, but also provides practical contributions for business actors, platform providers, and regulators in formulating policies and transaction systems that are more in accordance with sharia principles. In addition, the results of this research are expected to be a reference for future research that examines the application of sharia contracts in the context of digital trade that continues to develop.

In addition to technical issues, the trust aspect is also an important factor in sharia-based digital transactions. In practice, trust between sellers and buyers is not only built through the reputation of the store or the rating system available on the platform, but also through legal certainty and clarity of transaction mechanisms. If the principles of transparency and justice are not fulfilled optimally, the potential for disputes will be even greater. Therefore, the study of the salam contract in digital platforms is not only relevant from the normative side, but also important from the perspective of consumer protection and business sustainability.

In the midst of the rapid growth of the digital economy, the need for a transaction model that is not only efficient but also ethical is increasing. Marketplaces have a strategic role in shaping people's transaction behavior, including in educating users about the importance of clarity of contracts and the suitability of business practices with sharia values. By understanding the dynamics of the implementation of the salam contract at Shopee Indonesia, this research is expected to provide a more complete picture of the opportunities and challenges of developing an e-commerce ecosystem based on sharia principles in Indonesia, as well as opening up space for more sustainable policy and business practice innovation.

## **LITERATURE REVIEW**

### ***The Concept of Akad Salam in Sharia Accounting***

Akad salam is a form of buying and selling that is carried out through payment in advance and delivery of goods at a predetermined time. This concept has long been known in muamalah practice as a solution to the limited capital of business actors, especially when goods are not physically available at the time of the contract. The main character of this contract lies in the clarity of the agreement at the beginning, both related to the price, type of goods, and delivery time, so as to minimize the potential for disputes in the future (DSN-MUI, 2000).

In practice, the salam contract must meet certain principles and conditions to be valid according to sharia. These elements include the buyer (muslam), the seller (muslam ilaih), full payment in advance (ra's al-mal), the object of the goods (muslam fih), and the existence of ijab and qabul as a form of agreement. Clarity of the specification of goods is an important requirement, because unclarity is considered to be able to give rise to elements of gharar that are prohibited in Islamic transactions (IAI, 2018).

From the perspective of sharia accounting, a salam contract is not only seen as a legal agreement, but also as an economic event that affects the financial position of an entity. Therefore, accounting treatment must be carried out systematically so that the financial statements are able to reflect the real conditions of the transaction. Improper recording can cause distortion of financial information and potentially harm interested parties (IAI, 2018).

A number of studies show that in the context of online transactions, the practice of salam contracts often shifts due to the involvement of digital systems and third parties. Research conducted by Mohune and colleagues (2023) and Ashari and Gaffar (2023) illustrates that even though the payment pattern resembles a salam contract, there are still discrepancies in terms of delivery of goods and clarity of specifications. These findings confirm the importance of a deeper understanding of the concept of greeting in contemporary practice.

### ***PSAK 103: Greeting Accounting***

PSAK 103 was prepared to provide technical guidelines related to the accounting treatment of salam transactions carried out by sharia-based entities. This standard aims to maintain uniformity of recording practices so that the financial statements produced can be compared and trusted. The existence of PSAK 103 is very important because the character of greeting transactions is

different from ordinary buying and selling transactions, especially because of the time difference between payment and delivery of goods (IAI, 2018).

In this standard, it is emphasized that the advance payment made by the buyer must be recognized as an asset in the form of receivables or greeting assets. On the other hand, the seller who receives the funds is obliged to acknowledge it as an obligation until the goods are handed over to the buyer. This approach shows prudence in revenue recognition and emphasizes that cash receipts cannot be directly considered as business income (IAI, 2018).

Recognition of income in the salam transaction must be made at the time when the obligation has been fully fulfilled, i.e. when the goods have been delivered and the buyer receives it according to the agreed specifications. This provision is intended to prevent the practice of acknowledging income too quickly, which can cause the financial statements to look better than they actually are (IAI, 2018).

Several empirical studies show that the implementation of PSAK 103 in online transactions still faces various obstacles. Research by Nazwari and colleagues (2024) and Alamsyah and colleagues (2025) shows that there are still business actors who do not fully understand the treatment of greeting accounting, so that the recording carried out is not fully in accordance with standards. This shows that PSAK 103 still needs to be strengthened in terms of socialization and implementation in the field.

### ***Sharia Online Transactions and E-Commerce***

The development of electronic commerce has brought about major changes in the mechanism of buying and selling transactions. Through e-commerce, sellers and buyers can make transactions without the need to meet in person, simply by utilizing the application system and internet network. On the other hand, this convenience also raises new challenges in the application of sharia principles, especially related to the clarity of the contract and the protection of the rights of the parties (Sugiyono, 2012).

In marketplaces like Shopee, transaction patterns often require buyers to make full payment before the goods are received. Conceptually, this mechanism has similarities to the salam contract, especially in the pre-order system. However, the involvement of the escrow system or joint account causes the funds to be completely transferred to the seller's side. This condition creates a fundamental difference from the classic concept of salam known in muamalah fiqh (Mohune et al., 2023).

The results of the research by As'illah and colleagues (2023) show that the implementation of the salam contract in e-commerce transactions still faces a number of problems, especially related to the suitability of goods specifications and the timeliness of delivery. In addition, research by Ashari and Gaffar (2023) also found that there are still many marketplace users who do not understand the difference between a salam contract and ordinary buying and selling, so the practice that occurs often only resembles the concept of salam without meeting all sharia requirements.

Other empirical research also shows that the implementation of the PSAK 103-based salam contract in e-commerce still needs to be strengthened in terms of regulation and education. Studies conducted by Nazwari et al. (2024) and Alamsyah et al. (2025) emphasize the importance of the role of digital platforms in educating users and providing features that support contract transparency. Thus, the development of sharia e-commerce in the future will not only focus on technological aspects, but also on strengthening ethics and compliance with sharia standards.

## **METHODOLOGY**

This study uses a qualitative approach with a case study design to examine in depth the application of the salam contract in online marketplace transactions, especially on the Shopee Indonesia platform. This approach was chosen because the research focuses on understanding the process, meaning, and mechanism of digital transactions, rather than on quantitative measurement. Case studies are used to explore the phenomenon thoroughly in a real context, especially in the practice of pre-order and made by order systems that show similar characteristics to the salam contract.

The object of the research is focused on the features and transaction mechanisms contained in Shopee, especially transactions that involve prepayment and delivery of goods at a later date. The subjects of the study include sellers who use the pre-order or made by order system and buyers who have made the transaction. The selection of informants was carried out using the purposive sampling technique, taking into account the experience and direct involvement of the informant in transactions relevant to the concept of the salam contract.

Data collection techniques were carried out through digital observation, semi-structured interviews, and documentation studies. Observation is carried out by directly observing the transaction flow on the Shopee application, starting from the order process, payment mechanism, to confirmation of receipt of goods. The interview was conducted to explore the understanding and experience of sellers and buyers regarding the application of the salam contract in online transactions. The documentation study was carried out by examining PSAK 103, the DSN-MUI fatwa on buying and selling salam, Shopee platform policies, and the results of relevant previous research.

Data analysis was carried out using thematic analysis techniques. The data obtained is classified based on the main elements of the salam contract, such as prepayment, clarity of goods specifications, and delivery mechanism. Furthermore, the data was compared with the provisions of PSAK 103 to assess the level of conformity of practices in the field with sharia accounting standards. The results of the analysis are presented in the form of a descriptive narrative that describes the suitability and incompatibility of the application of the salam contract in Shopee transactions.

To maintain the validity of the data, this study applied the triangulation technique of sources and methods. Data from the interviews were compared with the results of observations and supporting documents to ensure the consistency of the findings. In addition, discussions with experts in the field of sharia

accounting were carried out to validate the interpretation of the data, so that the results of the research are expected to have a good level of trust and can be accounted for academically.

## **RESEARCH RESULT AND DISCUSSION**

### ***Application of Akad Salam in Shopee Indonesia Transactions***

The results of the analysis show that the pre-order and made by order transaction patterns available on Shopee have characteristics similar to the basic concept of the salam contract. In practice, the buyer makes full payment before the goods are produced or available, then the seller delivers the goods at the agreed time. This pattern reflects the principle of handing over goods at a later date with payment in advance, which is conceptually in line with the mechanism of salam in fiqh muamalah.

However, in terms of contracts, transactions that occur at Shopee do not explicitly include the existence of sharia-based agreements. The transaction takes place as a general sale and purchase agreement without a formal declaration of the salam contract. This causes the transaction to be more accurately understood as a conventional transaction that has similar characteristics to salam, but is not yet fully within the framework of a sharia contract.

In addition, the clarity of the item's specifications is highly dependent on the information compiled by the seller. In many cases, product specifications such as material quality, size, color, and delivery time are conveyed in general. This condition makes the buyer's position less protected if there is a difference between expectations and the goods received. From the point of view of the salam contract, this situation shows that the element of clarity of the object of the contract (muslam fih) has not been fully fulfilled.

Thus, the implementation of the salam contract on Shopee can be said to be still at the concept level, not at the formal implementation. Shopee has provided a transaction mechanism that is functionally similar to salam, but has not built a system that specifically accommodates the principles of fiqh muamalah and sharia contracts explicitly.

### ***Conformity of Shopee's Practices with the Provisions of PSAK 103***

When compared to the provisions of PSAK 103 on Salam Accounting, the transaction practices that take place at Shopee show a fairly clear gap. In PSAK 103, the advance payment received by the seller should be recorded as an obligation of greetings until the goods are handed over to the buyer. However, in the found practice, sellers on marketplace platforms generally do not apply such accounting treatment consistently.

One of the main causes of this discrepancy is the existence of the escrow system used by Shopee. The funds paid by the buyer are not immediately received by the seller, but are held by the platform until the buyer confirms the receipt of the goods. In the context of PSAK 103, this condition causes the funds to not be considered as ra's al-mal that has been transferred in full to the seller at the time of the contract.

Facts in the field also show that most sellers, especially MSMEs, still use simple recording and tend to be cash-based without paying attention to sharia

accounting standards. Payments received are often immediately recognized as income, rather than as liabilities that can only be recognized as income after the goods are handed over. This is contrary to the principle of income recognition in the salam contract.

Therefore, even though the transaction mechanism at Shopee operationally resembles salam, from the perspective of sharia accounting standards, the practice is not fully aligned with PSAK 103. The existing implementation is still within the framework of conventional accounting that has not been systematically integrated with sharia accounting standards.

### ***Obstacles to the Implementation of Akad Salam in the Marketplace***

The application of the principle of salam contracts in e-commerce transactions faces a number of challenges that are not simple. One of the most prominent obstacles is the potential for unclear transaction objects due to product information that is not always detailed and consistent. When the specifications of the goods are not explained in detail from the beginning, the chances of differences in perception between sellers and buyers become greater.

In addition, the level of understanding of business actors on the concept of sharia contracts and sharia-based accounting standards is still relatively limited. Many sellers are more focused on the operational aspects of sales than on the sharia compliance aspect. As a result, transaction recording is still managed in a simple pattern without considering the principles of greeting as stipulated in PSAK 103.

Technical constraints also arise from the design of the platform system itself. The features available on Shopee are designed to support general transactions, not specific contract-based transactions. The escrow system, which is actually aimed at protecting consumers, is actually an obstacle in fulfilling the principle of full transfer of funds at the time of contract, as demanded in the salam.

In addition, the absence of special operational standards governing sharia-based transactions in the marketplace platform makes business actors not have clear technical guidelines. This makes it difficult to implement the salam contract consistently in a fully automated and standardized digital environment.

### ***Implications and Directions for Strengthening the Implementation of the Salam Agreement***

The findings of this study show that more targeted efforts are needed so that the concept of salam contracts can be better integrated in marketplace transactions. Platforms such as Shopee have a great opportunity to develop features that can support sharia-based transactions, for example by providing a choice of contracts at the time of transactions or setting payment schemes that are more in line with the principle of greeting.

From the side of business actors, increasing literacy related to sharia accounting is very important. MSME actors need to be equipped with an adequate understanding of how to record salam transactions so that there are no errors in the recognition of income and liabilities. This not only has an impact on sharia compliance, but also improves the quality of business financial statements.

The role of related institutions such as DSN-MUI and the Indonesian Institute of Accountants is also crucial in compiling practical guidelines that are easy to understand and applicable for business actors and digital platforms. The guide can be a bridge between the concept of fiqh muamalah and digital business practices that continue to develop.

With the synergy between platforms, business actors, and regulators, the concept of salam contracts has the potential to be applied more clearly in the e-commerce ecosystem. This integration is expected to be able to create a transaction system that is not only technologically efficient, but also in line with sharia principles and applicable accounting standards.

## **CONCLUSIONS AND RECOMMENDATIONS**

Based on the results of the discussion regarding the application of the salam contract in the Shopee Indonesia marketplace transaction, it can be concluded that the transaction practice that takes place has similarities to the basic concept of the salam contract, especially in the aspect of prepayment and delivery of goods in the future. However, its implementation is not fully in accordance with the provisions of salam in fiqh and PSAK 103 rules because there are several fundamental differences, such as the use of an escrow system that holds buyer's funds until the goods are received and accounting records by sellers that are still conventional. The low literacy of sharia accounting and the inalignment of Shopee's transaction system with sharia principles further emphasizes that the implementation of salam contracts in the marketplace still requires further adjustment and development. Overall, the implementation of greeting contracts in e-commerce such as Shopee has the potential to be developed, but it requires improvements in terms of technology, understanding of business actors, and regulatory support to be fully compliant with PSAK 103.

Based on these conclusions, several suggestions can be submitted to improve the suitability of the salam contract in online marketplace transactions. Shopee as a platform provider is expected to develop a more structured sharia transaction system, including improving the escrow mechanism to be more in line with the principle of qabd in the salam contract. MSME actors as sellers need to increase their understanding of fiqh muamalah and PSAK 103 so that the transactions they make not only meet the commercial aspect, but also in accordance with sharia accounting principles. Regulators such as DSN-MUI and IAI should expand training and socialization programs related to salam contracts and sharia accounting specifically for e-commerce players, as well as develop technical guidelines relevant to the development of digital technology.

## **ADVANCED RESEARCH**

Future advanced research should move beyond descriptive–normative analysis by adopting an integrative empirical, technological, and regulatory perspective to examine the feasibility of implementing a fully sharia-compliant salam contract within digital marketplace ecosystems such as Shopee. Subsequent studies may employ mixed-method approaches by combining qualitative interviews with platform providers, MSME sellers, sharia scholars, and regulators, alongside quantitative assessments of transaction flows, escrow

mechanisms, and accounting treatments to evaluate compliance with fiqh muamalah and PSAK 103. In addition, research could explore the design of sharia-based digital escrow models that fulfill the principle of qabd, including the use of smart contracts, fintech integration, or Islamic digital wallets, as well as analyze their legal and operational implications. Comparative studies with Islamic e-marketplaces or jurisdictions that have implemented sharia-compliant e-commerce frameworks may also provide best practices. Furthermore, future research should assess the impact of sharia literacy, technological readiness, and regulatory intervention on MSME compliance behavior, ultimately contributing to the formulation of standardized guidelines and policy recommendations for developing a sharia-compliant salam contract model in online marketplaces.

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