

## ABSTRACT

This research aimed to analyze the implementation of *khiyar* on e-commerce business in Sale Stock online store Indonesia. *Khiyar* is the right to decide for both sellers and buyers to proceed or cancel the sale and purchase agreement. This research was a field research using qualitative approach. The data were collected through participant observation in which the researcher was also involved and became part of the source of data. The data were also collected through interview and documentation. The interview was conducted to some customers who once returned the product to Sale Stock online store Indonesia and also to the customer service of Sale Stock Indonesia. Based on the research, it could be concluded that e-commerce business on Sale Stock online store Indonesia implemented *khiyar*, that were *khiyar majlis*, *khiyar aib*, *khiyar syarat*, *khiyar sifat*, *khiyar ta'yin*, *khiyar ru'yah*, and *khiyar naqd*.

***Key words: khiyar, e-commerce, business, online***

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis implementasi *khiyar* pada bisnis *e-commerce* yang terdapat pada toko *online* Sale Stock Indonesia. *Khiyar* merupakan hak pilih bagi penjual maupun pembeli untuk meneruskan atau membatalkan akad jual beli yang dilakukan. Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian lapangan (*field research*). Data diperoleh melalui observasi berperanserta (*participant observation*), dimana peneliti ikut berperan serta dalam penelitian dan menjadi bagian dari sumber data. Data juga diperoleh melalui wawancara dan dokumentasi. Wawancara dilakukan pada beberapa pembeli yang pernah melakukan pengembalian pada toko *online* Sale Stock Indonesia dan kepada *customer service* Sale Stock Indonesia. Hasil penelitian menyimpulkan bahwa bisnis *e-commerce* pada toko *online* Sale Stock Indonesia mengimplementasi *khiyar* dalam kegiatannya. Adapun *khiyar* yang terdapat pada toko *online* Sale Stock Indonesia adalah *khiyar majlis*, *khiyar aib*, *khiyar syarat*, *khiyar sifat*, *khiyar ta' yin*, *khiyar ru' yah*, dan *khiyar naqd*.

**Kata Kunci:** *Khiyar, E-Commerce, Business, Online*