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## THE ROLE OF WAKALAH CONTRACT IMPLEMENTATION IN INCREASING INTEREST IN BECOMING A RESELLER

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### Abstract

Online stores provide offers and convenience in doing business in the current era, starting from offering initial capital, and shipping goods to storage/warehouses. The rapid development of information technology has had an impact on the large growth of online stores, one of which is fashion resellers from children, teenagers to adults. Fayana is an online store that implements a reseller recruitment program to market its products using the *Wakalah* Agreement, *As-Salam* Contract, *Wa'ad* Contract, and *Istishna*. This study aims to analyze the role of implementing *wakalah* contracts in increasing interest in becoming a reseller at the Fayana Collection Store Surabaya. The research uses a qualitative approach. The results of this study showed that the implementation of the *Wakalah* Agreement played a role in increasing the interest of resellers to join Fayana Stores, in addition to one of the advantages of this store there was also an increase in the discount rate from 5% to 20%.

**Keywords:** *Wakalah* Contract, Interest, Reseller, Online Store, Fayana



## INTRODUCTION

Islam is a religion that *kaffah* (evenly) provides guidance in all aspects of human activity, starting from worship, morals, aqidah, muamalah, and others. As social beings, humans in meeting their needs always interact with each other, both spiritually and materially, this interaction is called *hablum minannas*. An example is the relationship between one human being and another, for example in muamalah, so that there is a special discipline in the field of muamalah where one of the main teachings of Islam is *iqtishodiyah* or Islamic economics.

In the digital era 4.0, the development of applications for various types of business transactions will emerge. Starting from exchanging objects (barter) to buying and selling in the market using money as a medium of exchange with a certain value, currently buying and selling which is being fiercely competitive among the public is buying and selling online. The development of buying and selling online is also due to the variety of online products and services that are innovative, attractive, easy and efficient. To support this, the government has also launched a roadmap as a guide and direction for the online buying and selling industry. There are 7 stimuli to assist in developing online buying and selling, namely logistics, funding, consumer protection, communication infrastructure, taxes, education and human resources, and security. This was triggered by the innovation of young Indonesians who made several online applications in the form of selling rice stalls, sewing services, to certain Muslim fashion products. The development of increasingly advanced technology has triggered the trend of consumers switching their shopping to digital and has also stimulated the development of online business. One of the businesses that are currently in demand in doing business online is to become a reseller. The



reseller system is an e-commerce method that uses transaction methods and promotions through social media. In addition, competition in the business world is getting bigger with the emergence of service business operators who are increasing but the marketing space is getting smaller, causing consumer behavior in ensuring products to be more selective.

One of the things that has become the main attraction now is being a reseller of women's fashion, apart from the many trends in robes, blouses, jumpsuits, blazers, Muslim clothing, and baby kids' equipment. The development of increasingly varied Muslim fashion makes many people interested in trying to do business in this field. Fayana Collection is an online store agent that sells a variety of children's clothing and Muslim clothing. This online shop also implements *wakalah* contracts, *as-salam* contracts, DP (Down Payment), and *wa'ad* in marketing products to resellers/customers. In general, the *wakalah* contract is better known as dropship, Fayana calls it *wakalah* because the dropship applied by Fayana is in accordance with *fiqh muamalah* law. In the *wakalah* contract, Fayana resellers do not need to stock goods.

By following the development of the fashion business which now offers a lot of Pre-Order (PO) systems. The PO system is ordering an item that will still be produced by the manufacturer with a predetermined quota. So, the Fayana store will order goods according to the quota informed by the producer, distributor, agent or reseller to be offered to the end user (retail customer). PO Fayana uses 3 methods, namely the *As-Salam* contract, in which the customer who orders goods pays in full the price of the product he wants to buy. In addition, there is a *Wa'ad* (promise) contract, in which the customer orders without giving a down payment, only by promising to buy the ordered product



if the item is available. In the *As-Salam*, *Wa'ad*, and *Wakalah* contract, the conditions are that the specification of the goods must be clear, and there is a certainty of getting goods (not *Gharar*) which all will be informed to Fayana resellers or customers. If the *Wa'ad* contract has a higher risk of being canceled because there is no bond whatsoever. However, Fayana continues to use the contract to make it easier for resellers/customers who don't have any funds at all and are still saving until the goods are available.

The PO system is used by Fayana to attract potential resellers/customers and to provide convenience in doing business for those who have canceled or never canceled. The hope is that with the *Wakalah* contract, prospective resellers can make it easier to participate in online business without using capital, resellers only need to follow Fayana's supplies. Based on the phenomenon above, the researcher is interested in seeing and studying more deeply a scientific work entitled: The Role of *Wakalah* Contracts in Increasing Interest in Becoming a Reseller at the Fayana Collection Surabaya Online Store.

## **LITERATURE REVIEW**

### **Contract (*Akad*)**

A contract is a form of agreement, then for the word *mistaq* it means agreement, but the agreement here is carried out as an expression for contract actors not only in terms of fulfilling needs in the economic field. There are differences of opinion among the scholars in determining the pillars and terms of the contract. In the opinion of the Hanafiyah scholars, there is only one pillar of the contract, namely *shighat al-'aqd* (consent and *qabul*), there are also several parties who carry out the terms of the contract as the object of the contract



because they are of the opinion that what is called pillars is something that is essential in the contract itself. *Ijab qabul* is an expression that shows the willingness or agreement of two parties to enter into a contract. The definition of consent according to Hanafi scholars is the determination of certain actions that show pleasure uttered by the first person, both giving and receiving, while *qabul* is the person who pronounces after the person who said the consent, which shows pleasure for his words from the first person according to scholars other than Hanafiyah, *Ijab* is a statement that comes out of the person who handed over the object, whether said by the first or second person, while *qabul* is a statement from the person who received it. From the two definitions above, it can be concluded that the *ijab qabul* contract is an expression between two parties who carry out a transaction or contract on a matter in which with the agreement there will be a transfer of rights between the two parties (Harun, 2010: 99). both giving and receiving, while *qabul* is the person who pronounces after the person who said the *ijab*, which shows pleasure in his words from the first person according to scholars other than Hanafiyah, *ijab* is a statement that comes out of the person who hands over the object, either said by the first person or second, while *qabul* is a statement from the person who received it.

### ***Wakalah***

*Wakalah* is formed from wazan *Wakala, Yakilu, Waklan* which means representing or handing over affairs, while *Wakalah* is the activity of a representative. Based on the opinion of several scholars of *Al-Wakalah*, it is interpreted as follows: The Malikiyah group defines "A person replaces (places) another person's place in rights (obligations)", while the Hanafiyah group states "one person occupies another person in management", the Syafi'iyah group



states “*Wakalah* is the transfer of power by one person to another in several matters that can be represented in its implementation so that it is carried out as long as he is still alive”. From some of these meanings, it can be concluded that *Wakalah* is the delegation of power from one party to another to carry out a transaction and the representative is valid as long as the representative is still alive. *Wakalah* literally means delegating, giving, or handing over the mandate, this is explained in the word *Al-Hifzu* which means maintenance. Therefore, the use of the word *Wakalah* is interpreted to have a meaning that is in accordance with the pronunciation of *hifzhun*.

### **Reseller**

A reseller *is* someone who sells goods belonging to another person/seller. So that other sellers can be helped thanks to the role of resellers in marketing their wares. In management science, resellers indirectly practice shipping schemes through intermediaries. Intermediary delivery is a form of distributing or selling goods from producers to consumers through intermediaries, for example through agents, branches, partners, and others.

### **RESEARCH METHOD**

The method used in this study is a qualitative approach using a case study approach, namely research that conducts studies, and in-depth longitudinal studies of situations or events as case studies using an organized method of observing, collecting data, analyzing information, and reporting results. The reason researchers took this type of qualitative research with a case study approach was that the topics or problems raised by researchers had to be studied directly and in-depth in the field.



The researchers use a case study approach, which is a method of personal mastery that is carried out in an integrative and comprehensive manner in order to gain a deep understanding of the person and the problems they face in order to solve the problem. The data were obtained by researchers from interviews with several informants who were owners, employees, and resellers of Fayana. In addition, researchers also made direct observations and documentation of research objects. Data analysis techniques were carried out by researchers by conducting time triangulation, technical triangulation, and source triangulation.

## **RESULTS AND DISCUSSION**

*Wakalah* contract is implemented, namely, the reseller acts as a representative for Fayana to sell goods and then gets a profit that has been determined by the owner of Fayana according to the reseller level. Some of the contracts implemented at Fayana are the *Murabahah* Contract, namely, goods are sent directly to the reseller's place or can be picked up directly at the store by paying the retail price minus the discount according to the reseller level. Then the *As-Salam* contract, namely the customer or reseller agrees to order goods with payment in full in advance by understanding all the information explained by the agent/Fayana. Then, *Istishna* contract, namely the customer or reseller agrees to order goods with partial payment or often called an advance receipt, and pays off when the goods are available at Fayana by understanding all the information explained by the agent/Fayana, if it is not taken then the receipt is made at the beginning has been given will be forfeited. The markup usually ranges from 20-30% of the retail price. Then there is also a *Wa'ad* Contract (Promise), that is, a customer or reseller orders PO goods with a promise to pay



off the payment for the goods when they are available or ready at Fayana by understanding all the information explained by the agent/Fayana.

Contracts in the PO system are used by Fayana to make it easier for customers or resellers to choose the most suitable contract according to them. The two contracts and *Wa'ad* also do not make the owner prioritize which one is given the goods or not. All must be trustworthy with their respective chosen contract.

Based on the phenomenon above, Fayana's shop also implements several of these contracts to attract potential resellers to join the business together and is given direction by Fayana's owner in developing entrepreneurship skills. Furthermore, Fayana also opens resellers through social media at any time when there are prospective resellers who join with attractive discount levels, ranging from 5% to 20%. The Whatsapp Group is also differentiated according to the choice of potential resellers who join at each discount level and Fayana also always updates product information, prices, and product specifications, but it can change at any time if the reseller has gone up a level. It was also explained by informants in this study, namely Mrs. Arya Lili, who served in Customer Service.

The Fayana team welcomes new resellers who are interested in joining, Fayana also offers an increase in discount levels from 5% to 20% which allows resellers to start the process from the basics to fully understand the contract system implemented by the Fayana store and get lots of orders because at each discount level there is a target. The Whatsapp Group is also differentiated based on the discount level they are interested in; resellers can increase the discount





level at any time if the reseller wants to increase it then contract to increase the discount level with the admin or Fayana shop owner.

### **Implementation of the *Wakalah* Contract at the Fayana Collection Surabaya Store**

The beginning of Fayana using the *Wakalah* contract was to differentiate Fayana dropship from other online store dropships. There are also those who do not use the term *wakalah* because *wakalah* has a broad meaning as explained in the literature review. Some call its Islamic dropship or syar'i dropship. We use *wakalah* because the meaning is easier to remember if the reseller is representing Fayana as a seller.

If you don't have the goods, you can't accept the sale and purchase contract directly. Ordered items can be purchased in advance. After that, answer the buyer's order by contacting him. Then asked him to transfer the money to his account. Then, the goods are sent to the buyer. There is a possibility that the buyer does not finish or return the goods, so the reseller has a stock of goods that has settled.

### **The *Wakalah* Contract Increases Interest in Becoming a Reseller at the Fayana Collection Surabaya Online Store**

Based on the results of interviews that make resellers interested in becoming resellers of the Fayana Collection Surabaya online shop, namely as follows Fayana shop sells a variety of products, from mothers, fathers to children, not only robes but also bags, shoes, sandals, even now the Fayana shop also sells cosmetics and health products with quality brands that are well known in the community believes that the *wakalah* contract plays a role in the interest of resellers to join because its implementation is in accordance with Fiqh



Muamalah, this role cannot be separated from service, products from well-known brands that are well-known in the community and quality service. The existence of the *wakalah* contract system makes sure that prospective resellers join, one of the reasons is that there are clear and accountable procedures.

The aspect that makes resellers interested in joining Fayana's shop to become a reseller is that for the first time joining to become a reseller have experienced income growth, and are able to meet their daily needs, Fayana's attraction is the use of sharia contracts, the owner is kind and firm, the admin is fast response, guided and supports to all resellers as representatives of Fayana to market their products to customers. Starting from buying good products, as time goes by, resellers are interested in joining because the contracts that are applied are in accordance with sharia, one of which is the *wakalah* contract implemented by the Fayana store and the prospective reseller knows the owner well, so he is more confident. Not only selling, but the value of the blessing must also always be maintained so that the business we run is smooth and gets blessings from Allah.

Most of the resellers start their online business from the start until they understand that the contract applied to the Fayana online store is properly implemented. Fayana also provides attractive discount levels for resellers who join with quality products and services that influence potential resellers to be interested in becoming resellers. In addition, the implementation of the Fayana contract also plays an important role because the blessings in buying and selling transactions must be taken into account.

The *wakalah* contract that Fayana applies plays an important role in increasing interest based on the evidence of the interviews that the researchers



conducted. This was proven based on the interviews that the researchers conducted. Resellers at Fayana shops as representatives of Fayana do not need to stock goods, capital when the goods are available and ordered, as well as ease of delivery of goods because the goods will be sent by Fayana. Apart from that, resellers also join the Fayana online shop because of the admin's friendly service background, the contract is in accordance with muamalah fiqh, the product quality is also beyond doubt, the average reseller comes from customers who initially bought Fayana products, then are interested in becoming resellers and now enthusiastic in selling because the contracts are clear and in accordance with the application of muamalah fiqh.

## CONCLUSION

From the results of the research above about the role of *wakalah* contracts in increasing interest in becoming a reseller at the Fayana Collection Surabaya online store. The researchers conclude the description as follows:

There are 2 contracts applied to the Fayana online store, the first is the reseller applying the Fayana *wakalah* contract. The two Fayanas also implement a PO system in accordance with fashion developments by carefully reviewing and implementing it in accordance with the Muamalah fiqh, including the *As-Salam* contract and the *Wa'ad* contract. and Fayana stores do not apply stock items, and may not change prices except with Fayana's permission.

Based on the description and discussion above, most of the prospective resellers at Fayana are interested in becoming resellers because of the applied Sharia contract, besides that resellers don't need to stock goods, existing goods will be delivered according to customer orders from resellers, and resellers as



the owner of the goods but are responsible be responsible for the condition of the goods at Fayana, in terms of service and products, they have well-known brands that are well-known among the public and friendly admins serving customers/reseller. At the beginning of wanting to join, the prospective reseller was explained by the Fayana shop regarding the contract system used in muamalah.

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