

# COMPARATIVE ANALYSIS OF BUSINESS ETHICS BETWEEN RESELLERS AND DROPSHIPPERS ONLINE SHOP IN BENGKALIS ISLAND

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## Abstract

The online shop business is growing quite rapidly with a fast internet connection and various facilities that support the online shop from various types of products needed. This study aims to determine the effect of ethical factors that affect an online business on resellers and dropshippers online shop, and to find out the most dominant and no dominant factors on resellers and dropshippers online shop in Bengkalis. The type of research is comparative study with qualitative quantitative approach. The variable in this study is business ethics with 6 indicators that include the economy, special regulations that apply, law, culture, religion, and ethics of each business person. The population of this research is people who resellers and dropshippers in Bengkalis. The sample used in this study was 60 respondents who were taken using saturated sampling technique and the data collection method was using a questionnaire. The data analysis used is descriptive analysis. The results of this study indicate that the ethics of each business person aspect partially has a positive and significant effect on resellers and dropshippers, and the religion aspect has a negative and not significant on resellers and dropshippers.

**Keywords:** Business Ethics, Resellers, Dropshippers.