

## The Consumptive Behavior of Sharia Economics Students at UIN K.H. Abdurrahman Wahid Pekalongan Due to Online Shopping with the Principle of Islamic Consumption Quantity

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### Artikel Info

<i>Received:</i> <i>January 17, 2025</i>	<i>Revised:</i> <i>March 17, 2025</i>	<i>Accepted:</i> <i>May 18, 2025</i>	<i>Published:</i> <i>June 27, 2025</i>
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**Abstract:** This study examines the consumptive behavior of students in the Sharia Economics Study Program at UIN K.H. Abdurrahman Wahid Pekalongan and its relation to the quantity principle as a potential solution. Using a qualitative method, data were gathered through literature review and interviews with five students experienced in online shopping. Results show that four out of five respondents engaged in consumptive behavior and expressed regret. One respondent, who did not show consumptive habits, observed that those who did eventually regretted it. Through this regret, all five suggested mindful consumption, such as spending based on need and income, avoiding waste, and prioritizing saving.

**Abstrak:** Penelitian ini bertujuan membahas perilaku konsumtif mahasiswa Ekonomi Syariah UIN K.H. Abdurrahman Wahid Pekalongan akibat belanja *online* dan relevansinya dengan prinsip kuantitas sebagai solusi untuk menghindari perilaku konsumtif. Metode yang digunakan adalah kualitatif, dengan pengumpulan data melalui studi literatur dan wawancara mendalam dengan 5 mahasiswa Ekonomi Syariah yang berpengalaman dalam belanja online. Hasil penelitian menunjukkan bahwa 4 dari 5 narasumber pernah berperilaku konsumtif dan merasa menyesal, sementara 1 narasumber yang tidak konsumtif mengamati perilaku konsumtif orang lain yang akhirnya juga menyesal. Dengan penyesalan

<p><b>Keywords:</b> Shopping; Online; Consumptive; Quantity; Consumption</p>	<p>tersebut 5 narasumber memberikan saran untuk berperilaku konsumsi, seperti sesuai kebutuhan dan pendapatan, tidak berlebihan, serta menyisihkan uang.</p> <p><b>Kata Kunci:</b> Belanja; Online; Konsumtif; Kuantitas; Konsumsi.</p>
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### A. Introduction

The development of information technology has brought significant changes in the consumption patterns of society, including students. The internet, which initially only served as a means of communication, has now innovated into an instrument that adequately facilitates online shopping activities. Such changes have ultimately driven a shift in consumption behavior among students, who initially shopped in person but have now switched to online shopping because they find it more economical and practical (Octaviani & Sudrajat, 2016). However, behind this convenience, there has emerged a tendency towards consumptive behavior, namely hasty and unplanned purchases among students (Sihab et al., 2023). This phenomenon is also observed among the students of Islamic Economics at UIN K.H. Abdurrahman Wahid Pekalongan, who are the sample in this study.

The indication of consumptive behavior in online shopping will be supported by the reality of online shopping that offers various deals, discounts, promotions, and even flash sales, which ultimately puts pressure on consumers to make purchases as soon as possible without much consideration of the products being bought. Especially for a student who is very price-sensitive when shopping, they definitely want to get the best deal for the desired or owned item, even if the item is not a necessity. Those offers can be the starting point for consumption to be carried out with irrational or consumptive thinking (Sihab et al., 2023).

Meanwhile, in Islamic teachings, the implementation of consumption is regulated by several principles of consumption. One of these is the principle of quantity, which states that consumption should be done simply (between extravagance and stinginess), consumption should be in accordance with needs and income, and there is a command to set aside wealth through saving or investing to develop that wealth beyond just consumption (Al-Haritsi in Majid et al., 2024). Whereas if this is linked to the consumptive behavior of students due to online shopping, it results in a discrepancy between the behavior that should actually be practiced and what is being done.

Research on consumptive behavior in online shopping among students at UIN K.H. Abdurrahman Wahid Pekalongan has previously been conducted by several researchers, such as the study by Indriani, et. al (2023) titled "MUNCULNYA TOKO ONLINE MEMPENGARUHI GAYA HIDUP KONSUMTIF MAHASISWA" This study by Indriani, et. al (2023) used qualitative methods with data collection through in-depth interviews, observations, and direct observation of the online shopping behavior of several students who were the subjects of the research. This study concludes that the emergence of online stores has changed the consumption patterns of students to become more consumerist. Where the implementation of shopping in online stores is driven by the more practical and economical nature of online shopping. In addition, they also concluded that online stores have both positive and negative impacts. The positive impacts include meeting needs, satisfaction, and ease of shopping, as well as making students dress more stylishly. On the other hand, the negative impacts include making students dependent and extravagant (Indriani et al., 2023).

In addition, there is also a similar study by Riskia & Utami (2023) on "FENOMENA KONSUMERISME DIKALANGAN MAHASISWA UIN GUSDUR PEKALONGAN TERHADAP MEDIA ONLINE SHOP ". This research uses qualitative methods and a descriptive-analytical approach. From the research conducted,

they concluded that online shopping media, which offers various conveniences in shopping, has become a factor that changes lifestyles and shapes consumer behavior among students. The changes in lifestyle and the formation of consumer behavior among these students are influenced by consumption due to trends, novelty, and consumption without delay. Lastly, although it offers various positive impacts such as savings, accessibility, a wide range of choices, and a learning platform, this online shopping media also has negative effects that can occur on its users, such as wastage, addiction, fraud, and social comparison (Riskia & Utami, 2023).

There is also another similar study by Sari et al. (2022) on " Pola Perilaku Konsumtif Mahasiswa Akibat Penggunaan Online Shop Ditinjau Dari Etika Konsumsi Islam " Using a descriptive qualitative method and data collection through interviews and observations, this study concludes that purchasing items based on impulse (rather than need) is considered consumptive behavior that contradicts Islamic consumption ethics. This is because, in Islamic consumption ethics, every consumption activity carried out by a consumer must be done wisely, in moderation between stinginess and extravagance, and must prioritize needs before wants (Sari et al., 2022).

Although research on similar topics has already been extensively conducted. The research conducted will still contain elements of innovation from previous studies. In conducting this research, we will take a research sample consisting of 5 students from the Sharia Economics program at UIN K.H. Abdurrahman Wahid Pekalongan who have experience in online shopping. With the study being researched on consumptive behavior in online shopping based on the principle of quantity in Islamic consumption.

Research on the consumptive behavior of students due to online shopping in relation to the principle of quantity in Islamic economic consumption is important to conduct, considering that online shopping has now become one of the main choices used by students to meet their living needs. The fulfillment of needs through online

shopping, in the end, will give rise to conveniences in the shopping process that can lead to consumerist behavior among students. With this, it is hoped that through this research, it can provide an understanding for students about the importance of applying the principle of quantity in consumption. Thus, this research aims to understand the consumptive behavior of Islamic Economics students at UIN K.H. Abdurrahman Wahid Pekalongan due to online shopping, and its relevance to the Islamic consumption quantity principle, which serves as a solution to avoid consumptive behavior.

#### **B. Methods**

This research uses a qualitative approach with two data collection techniques through literature review and in-depth interviews. The literature review is conducted by examining various relevant information sources, such as scientific journals, articles, and other documents that discuss similar topics. The purpose of this literature review is to build a strong theoretical framework, identify findings from previous research, and establish a conceptual framework for data analysis.

Meanwhile, in-depth interviews are conducted to explore the views, experiences, and perceptions of informants in depth regarding the topic being studied. This technique allows researchers to obtain rich and contextual descriptive data. The interviews were conducted at the Faculty of Islamic Economics and Business, K.H. Abdurrahman Wahid State Islamic University Pekalongan, involving 5 students from the Sharia Economics Study Program who met the criteria of having experience in online shopping activities. The interview process was conducted with the consent of the informants, and the data obtained will be kept confidential by the researcher. All interview procedures comply with research ethics principles, including obtaining consent from informants and maintaining the confidentiality of personal data.

### **C. Result and Discussion**

Based on interviews conducted with 5 experienced Islamic Economics students in online shopping, here are the results and discussion obtained:

#### **1. Online Shopping Habits**

Based on the results of interviews with 5 informants regarding online shopping habits, here are the generated data:

- a. In the question about online shopping experiences, 4 out of 5 informants, namely informants A, B, D, and E, stated that they regularly shop online with an average of 1-3 times a month. In addition, 1 other informant, namely informant C, stated that they shop online very regularly, with an average higher than the other four informants, at 7 to 12 times a month. The five informants also revealed that the products they frequently purchase include skincare, cosmetics, data packages, fashion, and items needed for college.

In researching the online shopping habits of students in the Islamic Economics program, the researcher asked the informants about their experiences with online shopping. Informant C mentioned that they have done online shopping, "Yes, a lot actually because nowadays who hasn't done online shopping? It seems like almost everyone from all walks of life does online shopping," and according to them, online shopping has become a habit for many people across all demographics. This is supported by the research of Widiastuti et al. (2023), which reveals that with the advancement of technology and information, people's shopping habits have changed. People who initially shopped in person have now changed their shopping habits to online shopping, and this has become common across all social classes (Widiastuti et al., 2023).

In addition, in the same question, informant D explained that as a Gen Z, he would definitely shop online, "especially since I am a Gen Z, which is the majority and

very dominant in being interested in online shopping. So, yes, definitely have". Where the statement on this matter aligns with the research by Widiastuti et al. (2023), which mentions that online shopping is now commonly done by all organizations, including Gen Z. However, among all existing generations, Gen Z has the greatest potential to become significant consumers in the near future. This is because Gen Z is very interested in using online shopping (Widiastuti et al., 2023). The statement that Gen Z is the dominant generation in online shopping is also supported by a study conducted by Permana et al. (2024), which states that Gen Z tends to shop online because they were born and grew up in a digital era, making them more inclined to choose something that offers practicality and convenience, such as online shopping (Permana et al., 2024).

In addition, in the question about online shopping experiences, there is also informant B who mentioned the reasons that make him shop online: "... there are just good products, or if there are promotions, and if the item I'm looking for is not available in offline stores, then I buy it online." The reasons mentioned by informant B align with several factors that drive online shopping from the research of Frahyanti et al. (2024), such as the quality factor which explains that in making a purchase, consumers will read reviews from previous buyers to know the quality of the product they intend to buy. There is also the price factor which explains that consumers will match the item they intend to buy with their budget, where, compared to online sellers, the prices set by online sellers are very low, especially with the added promotions (Frahyanti et al., 2024). Finally, informant B also mentioned that he would shop online when the item he is looking for is not available in offline stores, a statement that aligns with Millati et al.'s explanation about online stores providing various product variations to attract buyers' attention and increase sales (Millati et al., 2024).

- b. In the question about the convenience of online shopping, the five informants, namely informants A, B, C, D, and E, stated that they felt facilitated in their

shopping. The conveniences they feel include being able to shop flexibly, with various payment methods, more economically, and being able to purchase a wide range of products.

Next, in the study of online shopping habits, the author also asked whether the respondents felt facilitated in online shopping and what conveniences they experienced from online shopping. From the interview with the informant, here are the conveniences felt by the informant in online shopping:

1) Flexible and Easy

4 out of 5 informants (informants A, B, C, and E) feel that online shopping can be done flexibly because it can be accessed anytime and anywhere without being limited by space and time. They also feel that online shopping is easy to do because with just a few clicks, the items can be purchased. This is explained in the following statements: "You can shop anytime and anywhere without worrying about the store closing, just open the app, and you don't have to go far to the store directly and save time by just typing and the item you are looking for will appear, and "you don't have to bother going out of the house, just press the item and it will arrive at your home." The convenience in this matter aligns with the research by Sihab et al. (2023), which mentions easy access and 24/7 availability as advantages of online shopping (Sihab et al., 2023).

2) Various payment methods

The second convenience felt by the informants is related to payment. 3 out of 5 informants (informants A, D, and E) mentioned that when making payments for the items they want to buy, they feel facilitated because they can choose from various payment methods that can be adjusted to their



needs and without having to queue like when shopping offline. “.. payments are also easy, you can choose many methods like COD, paylater, or transfer, and you don't have to queue for a long time like in offline stores,” then “also, there are many payment options and they can be adjusted to the conditions” and “I feel very facilitated in terms of distance and the payment process.” The interview results mentioning various payment methods, as one of the conveniences in online shopping, align with the research conducted by Ulya et al. in 2023 on the online shopping consumer culture among students. The research mentioned that the availability of various payment methods offered by online shopping makes students feel facilitated because they can adjust the payment according to their own desires and needs, ranging from using credit cards, COD (Cash On Delivery), paying in interest-free installments, and even visiting minimarkets. All these variations of payment methods can later be adjusted to the needs and preferences of the students themselves, and with that, the students feel facilitated in their shopping (Ulya et al., 2023).

3) Savings

In online shopping, 3 out of 5 informants (informants A, B, and C) mentioned that they find it easier to shop online because the prices of items in online shops are cheaper compared to prices in offline stores. "Moreover, when shopping through online shopping, the prices are generally much cheaper because they are bought directly from the manufacturer, plus there are attractive promotions offered by online shopping that cannot be found in offline markets," "you can also easily compare prices between stores," and "the prices are usually cheaper." This also falls under one of the conveniences of online shopping in the study by Sihab et al., which refers to

it as convenience due to competitive prices or the ability to compare prices to get the best deal (Sihab et al., 2023).

Although it is cheaper, informant C also stated that buyers must be smart in finding trustworthy stores so that the goods sent remain of good quality and do not disappoint, "but you have to be smart in finding a trustworthy store so you don't get disappointed." Informant C's statement aligns with the negative impacts of online shopping as mentioned in the research by Ricky, Kawung, and Goni (2021), which states that in online shopping, the negative impact that buyers can experience is receiving goods that do not match the pictures or even receiving fake goods that are difficult to distinguish from the originals (Ricky et al., 2021). This research by Ricky et al. is further supported by the study from Olii et al. (2020), which explains the weaknesses in online shopping that are the other side of the various advantages presented in online shopping. In that study, one of the weaknesses mentioned is the opportunity for fraud in online shopping that has often occurred, where the fraud usually lies with sellers who do not send goods to buyers even after payment has been made, and also with sellers who avoid buyers when they complain about the mismatch of the goods sent (Olii et al., 2020). Thus, informant C's statement about being careful in choosing a store is the right step to avoid the negative impacts or weaknesses contained in online shopping. With this, the statement from informant C about being careful in choosing a store is a proper step to avoid the negative impacts or weaknesses inherent in online shopping.

4) Product Variation

Informant B mentioned that, in online shopping, they feel that the products offered have a lot of variations or types, "and one more thing that makes

online shopping beneficial is that it provides a wider range of goods." This is also in line with one of the conveniences in online shopping mentioned in the research by Sihab et al. (2023), namely the variety of products that can be tailored to needs (Sihab et al., 2023).

## 2. Consumptive Behavior in Online Shopping

Based on the results of interviews with 5 informants regarding consumptive behavior in online shopping, here are the generated data:

- a. In the question about consumption driven by irrational thinking due to the convenience of online shopping, indirectly, 4 out of 5 informants, namely informants A, B, C, and D, stated that they have engaged in consumptive behavior, ranging from consumption due to desire, trends, or attractive advertisements. Meanwhile, 1 other informant (informant E) stated that they have never engaged in consumption driven by irrational thinking.

The convenience of online shopping, which ultimately results in practicalities in shopping, has become one of the factors causing consumptive behavior (Sihab et al., 2023). Therefore, with the aim of researching consumptive behavior in online shopping, the researcher will ask whether the informants have ever consumed irrationally due to the convenience provided by the online shop.

In the question about consumption with irrational thinking, informants B and C stated that they had consumed because of trends, "at that time it was trending or many people were using Bluetooth headsets, and because it was interesting, I bought it through online shopping because it was more expensive in offline stores and at that time it wasn't widely available" then "I once bought a shirt that was viral ... "Then I once bought serum/skincare that was viral" Whereas in Baudrillard's view, this is a form of consumerism among students with a modern lifestyle due to online shopping activities.

In that context, students are said to tend to strive to follow current trends, so as not to miss out on something that is in vogue (Sihab et al., 2023).

In addition, the consumption of something that is trending is usually done with the aim of creating an image or showing social status. For example, in the study of the consumptive behavior of Sociology students at the University of Mataram, who shop for fashion due to trends and with the aim of forming a social identity or fashionable image that will be attached to their individual selves. This is also in line with Baudrillard's theory of consumption, which states that consumption is no longer done for the inherent utility but rather for a 'sign' that can reflect social status (Kusmayanti et al., 2024).

Additionally, in response to questions about consumption with irrational thinking, informant C said, "Then I once bought a lot of toys, but now they have become trash at home." This statement about buying a lot of toys and now they have become trash refers to one of the indicators of consumerism, namely excessive shopping (Rohmah et al., 2024). Next, in the same question, informants A and D mentioned that they had consumed due to desire. "If it's because of a trend, no, not for me, but more out of desire," "For me, I have consumed out of desire." Where such consumption behavior, according to Rohmah et al. (2024), falls under one of the indicators of consumptive behavior by prioritizing desire over need (Rohmah et al., 2024).

Besides informant A, who stated that he had shopped online because of an attractive advertisement, "there was an attractive ad so sometimes I wanted to buy and immediately searched for the item on e-commerce." Informants A and C also mentioned that they had bought items because of good reviews from someone who advertised, "the items I often buy are more towards skincare and makeup, like if the review is good, sometimes I'm interested in trying it and eventually buy it" and "then I bought a serum/skincare that was viral and used by an influencer but it didn't suit me even though I had checked if it was suitable for my face." Consumption behavior driven by attractive

advertisements or models promoting products, according to Novianus, is considered one of the indicators of consumerist behavior (Rohmah et al., 2024).

- b. In the question about regret in consumption due to irrational thinking, the data produced shows that 4 informants (informants A, B, C, and D) who consumed in such a manner feel regret. Where the regret they feel is related to the regret of the purchased items not being very useful and the regret because after the items were bought, a new version with better quality was released. Additionally, another informant (informant E) also added a form of regret due to irrational consumption, which he observed in people who consumed due to trends and ultimately regretted their purchases because they were based on desire rather than need.

Next, after consuming those irrational thoughts, the researcher asked whether the informant felt regret over the consumption that had been done. Here are some regrets felt by the informants:

- 1) Regret because it was not a necessity  
Informants A, B, and C expressed their regret about online shopping because it was not done with rational thinking. They only feel regret when the item arrives and turns out to be used only once or twice. This is shown in the statements: "Sometimes when I finally get the item and realize I don't really need it, I think to myself, why did I buy this? I could have bought something else that I actually need," "I once bought a shirt that was going viral, but now I don't wear it because so many people have it." So, I'm embarrassed to wear it. Then I once bought a serum/skincare that was also viral and used by influencers, but it didn't suit me even though I had already checked if it would be suitable for my face. But it still didn't suit me. Then I also bought a lot of toys because they went viral, and now they just sit as

trash at home. So yeah, I feel regret from that purchase," "As for regret, not too much, but sometimes I feel denial. Like, why did I buy this if I'm only going to use it for a week or if it's not that useful? In addition, there is also source E who observes the regret of others in consumption, "But if I look around, there are many young people who consume things because they are trendy or because celebrities are advertising them." Well, they usually regret it in the end because they bought it not out of necessity but out of desire.

2) Regret because there are other products of better quality

2 out of 5 informants, namely informants A and B, expressed their regret about online shopping with irrational thinking, because when the desired item was purchased, it turned out that there were other similar items with better quality or benefits. This is explained in the statement: "if you rush, sometimes you regret it when the item that arrives turns out to be bad, like thinking why didn't I compare it with others that might have better quality and could be more useful." Then, "At that moment, I didn't regret it because the item I wanted met my expectations, but after a long time, I somewhat regretted it because there was a newer model that doesn't break easily, making me think I should have waited for a more advanced and durable one."

The existence of consumptive behavior in online shopping ultimately leads to purchase regrets. Like the regret of buying items that are not really needed, so they are only used a few times, or the regret of finding out that after the purchase, a new, similar, and better-quality product has been released. The regrets of students in online shopping due to consumptive behavior align with the research conducted by Febri Nurohman and Abdul Aziz (2020), which shows that consumptive behavior and subsequent regret

are significantly related, and this occurs among students at Semarang State University. The study also revealed that many Semarang University students feel regret after making impulsive and poorly planned purchases (Nurohman & Aziz, 2021). This is further reinforced by Soleh's statement in Yulfitasari, et al. (2018), which mentions that consumption with irrational thinking will lead to excessive purchases that ultimately result in dissatisfaction or regret over something that has already been bought (Yulfitasari et al., 2018).

### **3. The Principle of Quantity in Islamic Consumption With Online Shopping**

Based on the results of interviews with 5 informants regarding the principle of quantity in Islamic consumption with online shopping, here are the generated data:

- a. In the question about behaviors or steps that can prevent regret in online consumption, 5 informants (informants A, B, C, D and E) provided several behaviors or steps that can be taken, such as shopping according to needs and budget, then considering the usefulness of the item to be purchased, not overindulging in consumption, and setting aside money for purposes other than consumption, such as saving.

With the various regrets caused by such irrational consumption, it ultimately makes the informant have to determine which steps or behaviors in consumption can avoid various regrets. Here are some steps mentioned by the informant in an effort to avoid regret when shopping online:

- 1) Consumption according to needs and adjusted to the budget  
Informants A and E stated that in an effort to avoid regret when shopping online, the steps that can be taken include knowing whether the item to be purchased is a want or a need., "Maybe the step, in my opinion, is to focus on what is needed when consuming, so that when the item is bought, you don't end up regretting it," and "consumption

based on needs, not on wants." Furthermore, Source A also suggested making a priority list of items needed each month and adjusting it to the available budget, "you can make a needs list, prioritizing which items are most needed in that month, adjusted to the available budget."

2) Think before do shopping

Informants A, B, C and D both stated that before consumption, one must carefully consider the benefits that will be obtained from a product. "Well, for me, to anticipate regret, I usually think whether this item will be used or not," "Think carefully before consuming it so it won't be in vain," "It's more like thinking before buying." "Whether it will be useful or not so that you won't regret it," and "So the point is, in consumption, the thinking should be rational, knowing which products will be beneficial and which will not, and most importantly, avoiding the consumption of things that are actually unnecessary."

3) Not excessive in consumption

Sources D and E expressed that the way to avoid regret when consuming is by consuming simply and not excessively, "To avoid regret in consumption, it can also be done by minimizing purchases and not being excessive because it's not good" and "In my opinion, it can be done in a simple way like being grateful."

4) Setting aside money aside from consumption

Source D emphasized that when consuming, the money one has should not be spent entirely on consumption, but there are also steps to save that money, such as by saving, "When you want to buy something, you should also save money and not spend it all." It must be managed between what is for consumption and what is for saving.



So basically, you have to be able to save that money so it doesn't become too consumptive. So it's like planning, managing, and spending.

- b. From the question about whether they have ever heard of the principle of quantity in Islamic consumption, informants A, B, and C stated that they have never heard of that principle. Meanwhile, informant D stated that they have heard of it but forgot, and finally, informant E stated that they have heard of it and are quite familiar with the principle.

Next, in the question about knowledge of the principle of quantity in Islamic consumption. 3 out of 5 respondents stated that they had never heard of the principle, saying "I have never heard of it," "Wow, I don't really know," and "As for the principle of quantity itself, I don't know it." Meanwhile, of the other 2 respondents, 1 respondent stated that they had heard of it but forgot, saying "I have heard of it but forgot," and the other respondent was quite familiar with the principle of quantity, explaining it as a principle in consumption that states consumption should be done simply and not extravagantly, and consumption should be according to needs, saying "Yes, I have heard of it, it's the principle that says consumption should be simple, not extravagant, and consumption should be according to needs."

Although among the five informants, only one has a good understanding of the principle of quantity in consumption. However, if we look at the steps they suggested to avoid regret in consumption, it can be concluded that although they are not familiar with the term, the informants have already applied the principles contained within it. Such as consumption in a simple manner without excess, consumption according to needs and budget, and the activity of saving as an effort

to set aside money for purposes other than consumption, as stated by (Al-Haritsi in Majid et al., 2024).

#### D. Conclusion

This research shows that the ease of online shopping is one of the main causes of consumptive behavior among students. This convenience leads them to tend to buy items excessively, follow trends, and be tempted by advertisements, rather than based on necessity. As a result, many of them feel regret because the items purchased are not useful or of good quality. Through the regret they experience, they express that the consumption behavior they should adopt to avoid regret is to consume according to their needs and available funds, avoid excessive consumption, and set aside money for purposes other than consumption. Indirectly, the behaviors they mention align with the principle of quantity in Islamic consumption, even though most of them have never heard of that term.

The results of this study reinforce the findings of previous research which state that the ease of online shopping is one of the triggering factors for consumer behavior, and engaging in consumer behavior in online shopping is something that will lead to regrets afterwards. An important implication of these findings is the need for education on the principle of quantity in online consumption as an effort to avoid or minimize regrets in online shopping that arise due to the ease of access to online shopping.

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