

Islamic Review of Impulsive Buying on Shopee for UNIDA Gontor Students 2022

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Abstract

Based on data from administration Gontor for girls first campus, there are 49,08 % of the total female students receiving packages from shopee. In fact, the campus has provided facilities in the form of a mini market. However, there are still many students who like to shop online. The purpose of this research is to analyze impulsive buying behavior judging from islamic perspective. This study uses a descriptive qualitative method using primary and secondary data. The data collection techniques used triangulation, which were carried out on 10 informants and also 111 respondents using shopee who made purchases at least 1 time in 1 month. The results of this study are that the category of impulsive buying among female students at University of Darussalam Gontor in 2022 is mostly in the suggested and planned impulsive buying categories, but sometimes there are also reminders of impulsive buying. The students have implemented consumption behavior that is in accordance with Islamic teachings. For future researchers, it is expected to add other variables that may not have been examined by the author in order to find out other variables that have a major influence on impulsive buying behavior on the Shopee online site.

Keywords: *Impulsive Buying, Shopee, Islamic Review*

Introduction

Research Background

Consumption is part of human behavior to meet the necessities of life, such as food, clothing and also others (Dwi Swiknyo, 2010). Needs in Islam are grouped into 3, namely: the needs of *daruriyyaat*, *hajiyyaat* and *tahsiniyyaat* (Fauzia & Riyadi, 2018). In fulfilling these needs, humans are currently being helped by the rapid development of science and technology. This has an impact on changes in the existing system in the world, one of which is in the economic field in the form of an increase in state income, especially in the Indonesian state because of the digital economy (Prastyaningtyas, 2019).

Starting from here, the internet was developed a lot, one of the goals is to give birth to innovations as a place of trade or e-commerce which is expected to attract high profits (Barkatullah, 2006). Shopee is one of the most frequently used marketplaces to sell MSME products, followed by Tokopedia, Lazada, OLX and other marketplaces (Reza Pahlevi, 2022). Shopee has advertisements that often appear in various media, both online and offline. This has an impact on the public, where when they see an advertisement for a shopee promo or

other special days, such as a big sale or flash sale, they will be persuaded and motivated to immediately make a buying and selling transaction. However, it is very popular among the public, especially teenagers and students at various universities.

With the convenience and offering of shopping at Shopee, as well as the increasingly complex in needs, this has led to impulsive buying behavior. That is a behavior in where a person does not require long consideration or even without any consideration to consume or immediately buy a product (Beatty & Ferrell, 1998). Along with the development of the influence of globalization and easier information access, a person's consumption behavior changes (Partadisastra et al., 2022). This is evidenced by the change in consumption motives not only limited to activities to fulfilling the necessities of life but also used as a lifestyle (Fatmawati, 2020). If this is allowed to continue, it will lead to wasteful and extravagant attitudes. This statement exists because impulsive buying behavior will always prioritize their desires and satisfaction rather than their needs.

In Islamic teachings, every human behavior in carrying out an activity, for example, consumption behavior must always be guided by or refer to the Al-Qur'an and Al-Hadith to achieving *maslahah* (Liling, 2019). For example, the concept of satisfaction in Islam is always balanced with moral strength, justice, and also harmony between people (Ghofur, 2017). Islam obliges all of its adherents to always adhere to the Shari'a of Allah. In addition, humans as God's caliphs on this earth, have the responsibility to be able to utilize everything that exists for the common good and as a means of worship to God (Nuryamin, 2017).

University of Darussalam Gontor is a university-based Islamic boarding school. This university has a motto commonly known as five spirit, with one of its contents is the cultivation of a strong spirit of simplicity. The simple meaning of simplicity here is not poor or lacking. However, placing everything according to size and needs. So that there is no shortage or excess. The ages students at University of Darussalam (Unida) Gontor female students, namely the age range of adolescences between 19 to 25 years and being considered to be unstable in mind and also likes to shop. Mark plus said states several factors encourage teenagers. Among of them are existence of promos, affordable prices, offering a variety of payment methods, fast delivery of goods and a various delivery services.

And after being given a questionnaire regarding the purchase rate of University of Darussalam (Unida) Gontor campus female students at Shopee, the researchers obtained a recapitulation of numbers, namely around 75.5% of female students had transacted using Shopee. 50.5% of them make transactions more than 3 times in 1 semester (January-July) in 2022. Based on package data from administration office first campus for girls, in October 2022 to March 2023 there were 49.08% of the total female students at first campus receiving packages from shopee. With details: October 43.53%, November 39.05%, December 55.97%, January 59.45%, February 66.41% and March 30.09%. In fact, the campus has provided facilities in the form of a mini market. However, there are still many female students who like to shop online. Therefore, based on the description and the explanation above, the author wants to know and explore about "Islamic Review of Impulsive Buying on Shopee for Unida Gontor Students 2022"

Literature Review

Consumer Behavior

Behavior is an individual response expressed in the form of attitudes, actions or movements. Operationally, behavior is defined as a person's reaction to stimuli from outside the subject (Sударsono, 2002). Consumers are the subject of a work called consumption. If consumption means spending or using the utility of a product, then the consumer can be interpreted as someone who uses, or spends the use value of a product, whether in the form of services or goods (Furqon, 2018). According to Kotler, Philip and Garry, consumers are all individuals and households who buy or obtain goods or services for personal consumption (Maruapey et al., 2022). According to AZ Nasution, consumers are people who obtain goods or services and use them for specific purposes (Az. Nasution, 2002).

Jhon C. Mowen and Michel Minor argue that consumer behavior is learning about buying, selecting and exchanging a product, service or experience and ideas (Wibowo, 2020). Meanwhile, according to Lamb, Hair and Mc. Daniel in his e-book entitled *Perilaku Konsumen (Perilaku dan Pemasaran)* argue that consumer behavior is an act of a person to take action in the process of purchasing, utilizing, and using a product including the determinations that influence it (Firmansyah, 2018). According to Kotler and Keller, consumer behavior is a study that explains the utilization of income to meet needs and desires for the use of goods or services (Irwansyah, 2021).

A consumer in acting or behaving is influenced by several things, including cultural factors, social factors, personal and psychological factors (Lamsah & Periyadi, 2019). When a consumer wishes to make a purchase action, he or she will make prior considerations regarding the goods or products to be purchased. The usual considerations include considerations in terms of price, model, shape, packaging, quality and product use value (Firmansyah, 2018). So from some of the opinions above, we can conclude that consumer behavior is an act of a customer to making decisions in buying, using or evaluating a product and the things that influence it.

A consumer, in making a purchasing decision or using an item will be influenced by several characteristics, namely cultural, social, personal and psychological characteristics (Hikmawati et al., 2016). Factors that influence consumers:

1. Cultural Factors

Kotler and Keller explain that culture is the most basic determinant of desires and behavior. Each culture is consist of several smaller subcultures that provide specific identification and socialization for its members. Sub-cultures include nationalities, religions, racial groups and geographic regions (Lestari & Aslami, n.d.). Cultural factors exert the most extensive influence on consumer wants and behavior. Marketing people need to understand the role of the buyer's culture, subculture and social class.

2. Social Factors

Consumer behavior is also influenced by social factors such as reference groups, family, and social roles and status affect buying behavior (Santoso & Purwanti, 2013).

3. Personal Factors

Buyers decisions are also influenced by personal characteristics such as the buyer's age and life cycle stage, occupation, economic situation, lifestyle and personality and self-concept (Santoso & Purwanti, 2013).

4. Psychological Factors

A person's choices to buy back influenced by four psychological factors, namely motivation, perception, knowledge, beliefs and attitudes

Impulsive Buying

According to Mowen & Minor, Impulsive Buying is a purchase without any previous intention to buy a product, which occurs spontaneously when seeing a product or entering a store (Ermawati, 2021). According to Sumarwan, impulsive buying is consumer behavior where they do not plan to make a purchase, or plan to make a purchase but have not yet decided what product to buy (Adipura, 2015).

According to Harper, impulsive buying is an emotional or impulsive action (Hetharie, 2012). The same thing was also stated by Kotler and Keller that impulsive buying occurs when someone makes a sudden or spontaneous decision (Yusniar, n.d.). In addition, impulsive buying has the following characteristics: reflexes without a plan, wanting to buy immediately and feeling happy and then satisfied because they get stimulation and there is no concern for the causes and effects that will be received.

This behavior is generally based on a desire that appears suddenly or spontaneously. This is also driven by the desire to choose certain items. In this case, impulsive buying leads to negative attitudes, namely wasteful behavior, *isyraf* and *tabdzir* if done repeatedly or continuously. Because people who have impulsive behavior will buy goods without careful consideration of the impact of future purchases (Rahmah & Idris, 2018). And there may be external influences such as outside such as the environment, and friendship so that change a person's lifestyle and behavior.

According to Rook and Fisher in Engel *et.al*, the indicators used to measure impulsive purchases are (Japarianto & Sugiharto, 2011):

1. Spontaneity is where consumers have a spontaneous/sudden willingness when they see a product to immediately buy and own it.
2. Power (strength), compulsion and intensity namely the desire or motivation to immediately get the satisfaction that cannot be postponed or controlled as a form of reward for yourself and put aside other things.
3. Excitement (pleasure), and stimulation a sudden urges to buy an item accompanied by emotion which is characterized by excitement or feeling happy when you want to buy a product because of a stimulus.
4. Disregarding consequences, namely the absence of an evaluation the products purchased. So that the negative consequences or consequences that can arise from purchasing a product are not thought of or even ignored.

According to Sumarwan, price is one aspect that greatly influences consumers before purchasing a product (Sumarwan, 2014). A person's religiosity also influences consumer behavior, this is because the higher a person's religiosity, the more be able to control himself from impulsive purchases (Maryati et al., 2021).

Impulsive Buying According to Islam

Impulse buying according to its type, some are permitted in Islam, but some are prohibited. For example, Islam forbids its followers to behave in consumerism which is not beneficial. In addition, a person's behavior reflects his level of obedience to the Creator. Islam teaches its people to behave in a simple and balanced manner (Pratomo & Ermawati, 2019). With a simple meaning here does not mean poor and lacking. However, placing all needs according to portion and size.

Types of *Impulsive Buying* According to Japarianto:

1. Pure Impulsive Buying
That is a purchase model that is very different or contrary to the normal type of purchase. This is prohibited in Islam, because in pure impulsivity there is no clear basis for need, and one only follows desires.
2. Suggestions Impulsive Buying
Caused by a lack of consumer information on a product. So when you see a product for the first time, you feel the need for that item. In addition, this behavior exists due to external stimuli, for example suggestions from friends and also attractive product appearances. This is permissible in Islam on condition that it does not go beyond the limit to lead to acts of *tabzir*
3. Reminders Impulsive Buying
Motivation to buy a product because consumers remember that the supply of these goods at home has decreased, and remember the other functions of these goods. In addition, there is also encouragement that comes from purchasing decisions of previous products. This is permissible in Islam because it aims to meet future needs or avoid the harm that will arise.
4. Planned Impulse Buying
Consumers or customers deliberately visit a store to buy a product based on price offers, promotions and discounts at a certain time. This is permissible in Islam as long as it is within reasonable limits in taking advantage of promos and taking into account the needs of *dharuriyyaat*, *hajiyyaat* and *tahsiniyyaat*. To avoid *tabzir* and extravagant nature in spending wealth.

Impulsive Buying Factors

a. Product Quality

Product quality is an advantage possessed by the product, as well as being a differentiator from other products. A quality product hopes to attract buyers. Because when buyers have trusted the quality of a product, they will not hesitate or think twice about making purchases in large quantities (Azwari & Lina, 2021). Meanwhile, according to Kotler and Armstrong, product quality is a characteristic of a product or service that depends on its ability to satisfy one's needs from its use value (Putro et al., 2014).

Tjiptono put forward several indicators used to measure the quality of a product, namely (Dwiastanti & Maulidio, 2022):

- 1) Performance relates to the performance of a product. Measuring the performance of a product is based on the product's ability to operate to meet consumer expectations. For example, for food products, performance can be judged by their delicious taste.
- 2) Durability relates to how strong and durable a product is so that it can always be used. The longer the shelf life, the better the quality. For food products, it is measured by how long the product can still be consumed, and this is usually written as the expiration date. For products other than food, the measurement is seen from how strong and durable a product is, to be able to carry out its functions properly.
- 3) Features, namely supporting components of a product that increase use value. Or it can also be interpreted as a complementary attribute to support the performance of a product.

- 4) Reliability is the opportunity for a product to be able to satisfy buyers or consumers in a certain period. Or it can be defined as a measure of the likelihood that a product will be damaged within a certain period.
- 5) Aesthetics is related to the design or model of a product and the beauty of the display that can be seen directly using the five senses.
- 6) Perceived quality, is the impression of using a product by consumers directly or indirectly after using a product.

b. Promotion

Promotion is an activity or effort undertaken to increase sales by attracting attention and providing information about products or services to consumers (Kasmir, 2019). The promotion also has a function as a means of introducing a product to potential customers so that they know more about the product information in question (Firmansyah, 2018).

Promotion is an important part of the trading process. Because promotion will determine the success of product marketing in the future. If the promotion is successful, consumers will know and recognize the products offered, and this will result in the product buying process. However, if the promotion fails, then the product will not be known by the public. This is because consumers lack information about a product being offered, which in turn will impact a lack of buyer interest.

Discussing e-commerce, especially shopee, many promotions are offered to consumers so that they are interested in making transactions on this *platform* (Felita & Oktivera, 2019). Here are some of the promotional models available at shopee:

- 1) Coupons
- 2) Refunds or cashback.
- 3) Bonus packs
- 4) Price of deals (given flash sale with a limited time)
- 5) Free premium gift (additional bonus when purchasing a product)
- 6) Loyalty program (free shipping for shopee customers)

According to Kotler and Armstrong, there are several indicators in conducting promotions, including (Firmansyah, 2018):

- 1) Advertising is a form of promotion by stimulating consumer purchases through advertising in various media so that from existing advertisements consumers get information and get to know the products offered.
- 2) Personal selling is a form of promotion directly/personally with consumers orally and face to face to be able to foster stimulation in buyers.
- 3) Sales Promotion is one of the sales promotion stimuli in the form of discount offers, free shipping, coupons, lottery prizes and so on.
- 4) Public Relations is the relationship that is established between the seller and the buyer.
- 5) Direct Marketing is selling directly to consumers to be able to attract consumer purchasing power.

c. Price

In actual circumstances, price is not judged by the outward appearance of a product. However, the price is influenced by various factors, such as level of difficulty, use value,

quality and so on. According to Kotler, price is the amount of value that is given to get a product or service, or it is also commonly said that the value that must be paid by consumers for the desired product or service because of its use value or benefits (Maulana, 2016).

In addition, the pricing of a product also has several objectives according to Tjiptono, namely (M. A. Nasution, 2019):

- 1) To gain.
- 2) Oriented to a certain volume or target.
- 3) Shaping the corporate image.
- 4) Establishing price stabilization between the company and the market leader.
- 5) Prevent entry of competitors, and consumer loyalty and also support the resale of a product.

To get the right price and be able to compete in the business world, according to Stanton, a product has 4 indicators (Korowa et al., 2018):

- 1) Affordability is the determination of a product price by the company following the ability or purchasing power of consumers.
- 2) Price competitiveness, namely the price offer provided by the company for consumers that is different from the others, to be able to compete with other products.
- 3) Price conformity with product quality, namely the pricing of a product, follows the ability or quality offer that will be obtained by consumers after getting the product offered.
- 4) Price conformity with product benefits, namely the price offer of a product adjusted to the benefits that will be obtained by consumers from purchasing a product.

Shopee

Shopee is one of the most popular marketplaces. This company was first established in Singapore in 2009. Where the founder was named Forrest Li. And the current Chief Executive Officer of Shopee is Chris Feng, who was also the head of Zalora and Lazada (Isparwati, 2020). Shopee was introduced to the Indonesian public in 2015 and has opened branch networks in various countries, such as Malaysia, Thailand, Vietnam and the Philippines (S. L. Nasution et al., 2020). Platform shopee, declares itself as a fighter for shopping from home. With the initial goal of helping people to fulfil their daily needs most safely and easily. Because, simply by opening the shopee application, people can shop as usual and more freely. The method of payment for products offered by Shopee is also very diverse. The shopping experience of Shopee users will also be more enjoyable and efficient because there are very interesting features available (Suswanto & Setiawati, 2020). Shopee Indonesia has a vision to become the no.1 mobile marketplace in Indonesia and the mission it holds is to develop an entrepreneurial spirit for sellers in Indonesia.

The advantages of using this application are:

- a. There is a free shipping feature that makes it easier for buyers to get goods without having to pay shipping costs.
- b. Have attractive programs that benefit sellers and buyers.
- c. An easy payment system, either through a bank account, debit card, shopee pay, or Indomaret/Alfamart, to pay for goods when they reach the buyer.
- d. The application is easy to use, even for beginners.
- e. Transactions are fast, so you can save shopping time.

- f. The process is transparent because buyers can easily check delivery receipts through the application.
- g. Make it easy for sellers to market their products quickly and attractively.
- h. There are features for paying electricity, internet, and water bills.
- i. There is a live chat feature that makes it easy for sellers and buyers to transact

Brief Historical Description of University of Darussalam Gontor

University of Darussalam Gontor is a tertiary institution under the auspices of Islamic Teacher Training Collage (ITTC) Darussalam Gontor. At its inception in 1963, the university was named Perguruan Tinggi Darussalam (PTD), in 1971 it changed its name to the Institut Pendidikan Darussalam (IPD) with the study program at that time being Islamic Religious Education and Comparative Religion. Then changed to Institut Studi Islam Darussalam (ISID) in 1994, which developed into 3 Faculties and 8 Study Programs finally in 2014 changed to University of Darussalam (UNIDA) with 7 Faculties and 17 Study Programs. Where the purpose of establishing this university is to fulfil the ideas of the *waqif* written in the Charter of the Modern Islamic boarding school of Darussalam Gontor (Syarifuddin, 2020).

In its activities, the University of Darussalam implements the Tri Darma of the university which consists of science, Islamic brotherhood and community service. Do not forget to uphold or maintain the vision, mission and soul of the pesantren (Zarkasyi, 2014). These studies, coupled with academic activities and other academic support, are running dynamically and effectively because all students and most of the lecturers live on an integrated campus (Zarkasyi, 2014).

Students of University Darussalam Gontor more of them are graduation from Islamic Teacher Training College (ITTC) Darussalam Gontor. But, there are also whose from another school. They live at dormitory, because University of Darussalam Gontor a University based by *pesantren*. So, they live full with Islamic value.

Table 1. Total Students of University of Darussalam Gontor

NO	FACULTY	DEPARTMENT	TOTAL
1	Education	Islamic Education	156
2		Islamic Education	292
3		Arabic Language Teaching	116
4		Arabic Language Teaching	151
5		English Language Education	65
6		English Language Education	56
7		Comparative Study of Religions	73
8	Ushuludin	Al-Qur'an and Tafsir Studies	165
9		Al-Qur'an and Tafsir Studies	206
		Aqidah and Islamic Philosophy	71
10		Aqidah and Islamic Philosophy	13
11	Syari'ah	The Law of Islamic Economic	95
12		The Law of Islamic Economic	77

13		Comparative Shools of Jurisprudence	66
14		Comparative Shools of Jurisprudence	50
15	Economic and Management	Islamic Economic	118
16		Islamic Economic	59
17		Management	118
18	Faculty of Humanities	International Relations	191
19		Communication Science	22
20	Faculty of Health	Pharmacy	275
21		Science of Nutrition	119
22		Agrotechnology	19
23	Science & Technology	Technology Information	70
23			9
Total Students			2652

Source: Bureau of Academic and Administrations Mantingan Division 2022

Consumption Behavior from Islamic Perspective

Islam has the main goal of achieving the concept of *Falah*. Consumption behavior that is following the provisions of Allah and Rasulullah SAW will guarantee human life to achieve *Falah*. This concept refers to human welfare in economic terms to fulfil needs fairly and equitably. Later it will reach the life of the world with the fulfilment of all needs and the happiness of the hereafter because it has carried out orders from Allah (Chaudhry, 2012).

Consumption is generally defined as the use of goods and services to meet human needs. In Islamic economics consumption also has the same meaning, but has differences in everything that surrounds it. The fundamental difference with conventional economic consumption is the goal of achieving the consumption itself and also the means of achieving it must comply with the Islamic sharia guidelines (Pujiono, 2006).

Islamic economics provides a consumer definition, namely every individual, organization or legal entity that uses or utilizes goods or services, because of official rights and will then be used directly or used for production activities (Muhammad & Alimin, 2004).

The principles that must be considered by a Muslim in consumption are (Chaudhry, 2012):

- a. Consumption of *halal* goods.

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ ۚ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

Meaning: "And people, eat what is lawful and good from what is on earth, and do not follow the steps of the devil, because actually, the devil is a real enemy for you." (Qur'an Surah Al Baqarah: 168) (RI, 2009).

- b. Consumption of pure and clean goods (*thayyib*)

يَا أَيُّهَا الَّذِينَ آمَنُوا كُلُوا مِن طَيِّبَاتِ مَا رَزَقْنَاكُمْ وَاشْكُرُوا لِلَّهِ إِن كُنتُمْ إِيَّاهُ تَعْبُدُونَ .

Meaning: "And you who believe, eat of the good sustenance that We give you and give thanks to Allah if it is Him you worship." (Qur'an Surah Al Baqarah: 172) (RI, 2009).

c. Do not live extravagantly and luxuriously

يَبْنَئِ أَدَمَ خُدُّو زِينَتَكُمْ عِنْدَ كُلِّ مَسْجِدٍ وَكُلُوا وَاشْرَبُوا وَلَا تُسْرِفُوا إِنَّهُ لَا يُحِبُّ الْمُسْرِفِينَ

Meaning: " Eat and drink, and don't be extravagant, but don't be exaggerated, verily Allah does not like those who are exaggerated." (Qur'an Surah Al'Araf: 31) (RI, 2009).

Yusuf Qardhawi argues that there are basic rules that form the foundation of a Muslim's consumer behavior, including (Qardhawi, 1997):

a. Spend wealth for good and not stingy

وَلَا تَجْعَلْ يَدَكَ مَغْلُولَةً إِلَىٰ عُنُقِكَ وَلَا تَبْسُطْهَا كُلَّ الْبَسْطِ فَتَقْعُدَ مَلُومًا مَّحْسُورًا

Meaning : "Don't make your hands shackled around your neck (fierce) and don't (also) extend it excessively because later you will become disgraceful and regretful." (Qur'an Surah Al Isra: 29)(RI, 2009).

When someone has property, and is reluctant to donate or spend his wealth and only intends to increase it to be stored and then counted, then this is an activity that is cursed. Spending wealth and consumption is a very important activity. Because these activity, it can turn the wheels of the economy through transactions. However, Allah also still gives limits on spending wealth, which is not to exceed the limit. Spending wealth here has 2 meanings, namely for *fi sabilillah* and also for yourself and your family. From the explanation above, we can also conclude that Islam also prohibits its followers from being miserly.

b. Stay away from tabzir action

وَاتِ دَا الْقُرْبَىٰ حَقَّهُ وَالْمِسْكِينَ وَابْنَ السَّبِيلِ وَلَا تُبَذِّرْ تَبْذِيرًا

Meaning : "And give their rights to close relatives, also to the poor and those who are on the way; and do not squander (your wealth) extravagantly " . (QS. Al-Isra: 26)(RI, 2009)

Every Muslim is encouraged to balance his needs and income. This is done to be able to stay away from debt to get the product he wants to have. Because debt affairs will still be carried out even after death. *tabdzir* here can also be included in wasting wealth. Included in this action, for example, is spending wealth on something that is prohibited by religion, spending on things that are permissible in religion but leaving greater responsibility and spending assets that exceed the income earned.

c. Simple or as needed.

الَّذِينَ إِذَا أَنفَقُوا لَمْ يُسْرِفُوا وَلَمْ يَقْتُرُوا وَكَانَ بَيْنَ ذَلِكَ قَوَامًا

Meaning: "And those who are good are when they distribute (their wealth), then they are not excessive and not too stingy. And it is (spending) between the two that is good." (QS. Al-Furqan: 67) (RI, 2009).

Islam teaches its people to live according to their needs, namely prioritizing primary needs over secondary and prioritizing secondary needs over tertiary needs. Simple here is not only for personal use but also includes state spending.

A person's faith greatly influences the consumption patterns of each individual. Because of this faith will later become a benchmark and provide a person's perspective, style, attitude and actions. People who have high faith, will not think about pleasure for a moment. They are even more enthusiastic about preparing for the afterlife. In addition, they also pay attention to the benefits of the product to be consumed, starting from *halal* and *haram* or considerations to stay away from wasteful, *isyraf* and *tabzir*.

Because the real satisfaction of a person is not measured by the amount of goods consumed, but how much the value of worship and also the benefits obtained from the consumption activities carried out (Rozalinda, 2017). And people who prioritize needs rather than wants include people who don't exceed their limits (Suharyono, 2018).

Research Method

This type of research is descriptive qualitative research. At University Darussalam Gontor female student on period 2022. The use of this type of research is expected to be able to process data in written and spoken. From someone with some of the behaviors studied (Moleong, 2014). The use of this qualitative approach is because researcher want to know and explore consumer behavior, by analyzing the application of impulsive buying behavior, things that influence consumers to act impulsively buying, types of impulsive buying that are carried out and Islamic views regarding this behavior and demands to describe the results in detail. In this study, the test or approach used is a case study. So that researchers try to describe, explain and draw conclusions from several direct and indirect sources regarding consumer behavior on impulsive buying at shopee at the University of Darussalam Gontor female on period 2022 from an Islamic perspective. Data types and source uses 2 they are primary and secondary data. Data collection technique with observation, interview, questionnaire and documentation. Data analysis technique used Miles and Hubberman, there are data reduction, data presentation, and conclusions drawing or verification.

Determination of informants in this study, using non-probability sampling with purposive sampling technique. The informants in this study were female University of Darussalam Gontor (UNIDA) students in period 2022, who had filled out a purchase rate questionnaire for female University of Darussalam Gontor (UNIDA) students at shopee in the last semester with the highest percentage of purchase rates.

The characteristics of the informants selected in this study are:

1. Active female university student.
2. Between the ages of 19 and 25 years, because at this age it is assumed that the mind is still unstable, especially in making ends meet.
3. Shopee marketplace users.
4. Made more than 10 purchases at shopee in 1 semester.

Tabel 2. Informant List

No	Name	Program	Semester	Frequency	Campus	Nick Name
1	Nabila Fatihatunnada	Arabic Language Education	4	20 times	3	NA
2	Fanisa Aulia Putri	Arabic Language Education	4	15 times	3	FA
3	Yusvita Kusuma Wardani	Arabic Language Education	8	25 times	2	YK
4	Salma Sholuchatun	Al-Qur'an and Tafsir Studies	8	30 times	2	SS
5	Cindy Santika	Islamic Education	8	25 times	2	CS
6	Shindidah Lady Aqilah	Islamic Education	4	15 times	1	SL
7	Qona'atul Muqtashidah	Arabic Language Education	4	18 times	1	QM
8	Syarifatun nissa	Islamic Education	2	15 times	1	SN
9	Siti Hartinah Yulianto	Pharmacy	2	21 times	Regular	SH
10	Adinda Robiyatul	Information Technology	8	28 times	Regular	AR

Source: Results of data processing by researcher

Result and Discussion

With the development of increasingly sophisticated technology, all kinds of aspects of life can be completed and fulfilled very easily. This is felt by the majority of people, including female students. Despite the busy activities and various lecture assignments, they want everything to be easy and fast. Especially in terms of purchasing a product to meet daily needs or college needs. Finally, they decided to make purchases online through various existing marketplaces. One of them which is quite famous in Indonesia is shopee. After conducting observations and interviews with several female students, several opinions were obtained about Shopee. That the average female students of University of Darussalam Gontor started to know about Shopee and to be user from 1 year to 4 years ago.

They have several reasons to shop at shopee. Among them is because some feel that they live in a dormitory environment so everything must have rules that must be obeyed, including permits to leave the campus. In addition, they think that the minimarket facilities provided do not meet their needs. Some think that because of their busy activities, they prefer the convenience of shopping online, the prices are cheaper than offline store prices, and a wider selection of products is offered.

According to the results of distributing questionnaires to respondents, the percentage of online types of impulsive buying by Unida Gontor students was at the level of planned impulsive buying, namely 22.69% who strongly agreed, followed by reminder impulsive buying 21.85%, impulsive suggestions of 16.81 % and the last one are pure impulsive buying 15.97. Not only until here, but researchers also dig deeper into information through interviews. Here's the analysis: In general, around 90% of female students at Unida female campus have purchased a product spontaneously. This is to the results of interviews conducted by

researchers with 10 informants where 9 of them admitted that they had even made purchases spontaneously without any prior planning. This is due to the attractive appearance of the product because it takes advantage of beautiful dates, suggestions from friends, affordable prices and good promos and reviews.

From the explanation above, it can be concluded that Unida Gontor female students in 2022 are included in the category of consumers who buy a semi-planned product and do not include consumers who buy a product purely on impulse buying or without any particular reason and only follow their passions (satisfaction). The reminder type of impulsive buying, only occurs in a small number of female students. The majority of them buy a product because of encouragement or suggestions such as suggestions from friends, affordable prices, attractive product displays and good reviews from other consumers. So it is categorized as a consumer who has the nature of impulsive buying suggestions. In addition, they also include planned impulsive buying because consumers take advantage of promotions such as flash sales and discounts or other forms of promotion to buy a product. The main reason they are more interested in shopping online is because they live in a dormitory environment and difficult exit permits. So to meet their needs, they choose to shop online at shopee with many product variants and affordable prices compared to buying a product directly at the shop.

University of Darussalam Gontor or often called UNIDA Gontor is a university with a pesantren background and is a dormitory-based university. Thus, they are considered to understand and apply Islamic teachings in various aspects of life, especially in consumption. However, in the discussion above, the dominant female students have been trapped in impulsive buying behavior. So in the next discussion, the researcher wants to know the application of consumption norms in impulse buying at Shopee for Unida Gontor female students on period 2022. These consumption norms and ethics refer to the opinions of Yusuf Qardhawi and also Muhammad Sharif Chaudhry, who have indicators in the implementation of consumption norms and ethics according to the economy Islam, including:

Spend wealth in goodness and stay away from stinginess

The Unida students have spent their wealth in good deeds and have stayed away from miserliness. This is evidenced by the consideration before they decide to buy a product. These considerations are in the form of needs, the content of a product, its quality and also trying to set aside some of their money or assets for charity.

Don't do tabzir actions

Because Unida students include female students with a student background, they know and stay away from things that are prohibited in Islam, including avoiding extravagant actions. This is supported by several female students' responses that when buying an item, they pay attention to its benefits, the quality of the item, its halal and haram, and the price of a product.

Do not live extravagantly and luxuriously

Extravagant and luxurious life is prohibited in Islam. Luxury here means drowning oneself with worldly luxuries and forgetting the obligation as human beings to help one another and also worship Allah. tabzir is also a friend of the demons. After conducting observations and interviews with several female Unida students, they have adopted a frugal life. This is evidenced by the agreement of all informants saying that the purpose of their

consumption they do is because they want to fulfil their needs. So that indirectly, they have stayed away from extravagance and avoid buying beyond their needs. Although sometimes they are tempted by various promos and product displays.

Simple or as needed

Simple life here does not mean living in poverty and deprivation. However, live according to needs. Female students have adopted a simple life. This is evidenced by the statement that they always prioritize their needs above their desires. Because they think that the need must be something useful, while the desire is something that can still be fulfilled at a later time and it is not certain that the desire they have is beneficial. In addition, they are also in an environment that implements a system of simplicity, namely the dormitory environment at Unida.

Putting social interests ahead of personal interests

Humans are social creatures, so they cannot live or meet their needs alone or without help from others. So that Islam recommends helping each other between each other. The same goes for the students at Unida, they have applied the ta'awun attitude well among themselves. Whether it's with lecturers, friends or with younger siblings. This is proven by when other people need help, they will help them if conditions allow. Some even say they will prioritize the interests of others or the public interest above their interests.

Conclusion

Impulsive buying behavior at Shopee for University of Darussalam Gontor Students in 2022 is characterized by being spontaneous in purchases, unplanned, and not considering the risks that will be obtained after the purchase. This level of student impulsivity is in the semi-planned purchase category. Because the purchase of female students is motivated by the desire to meet needs practically. In addition, they choose online shopping because permission to leave the cottage is very difficult and the products provided in the cottage are also not sufficient for their needs. Factors that encourage female students to behave impulsively are suggestions from friends, other consumer reviews, attractive product displays, taking advantage of promos, good product quality and convenience in shopping. So that the category of impulsive buying for Unida students is mostly in the suggestion and planned impulsive buying category and sometimes also reminder impulsive buying. Because some of them have the characteristics to buy a product before the supply is completely exhausted.

University of Darussalam Gontor female students have implemented consumption behavior that is in accordance with Islamic perspective. This is evidenced by the behavior of those who like to spend their wealth on good terms, not to commit crimes or harm themselves and others. Stay away from miserly nature, by always helping and giving friends if you have more fortune. Avoiding redundancy, it is proven that all informants agreed that they made purchases of goods because they wanted to fulfil their needs. Not living extravagantly and luxuriously, which is characterized by them being more concerned with meeting needs than desires which also reflects life in simplicity. And they also try to prioritize social needs over personal needs if circumstances allow. So that the impulsive behavior they do is still within reasonable limits and permissible in Islam. There are four types of impulsive buying, and Islam prohibits pure impulsive buying. Where this behavior is only motivated by the desire to indulge in satisfying faction and emotion without any consideration of the consequences that

will be obtained after the purchase. So that it is included in things that are not in Islamic law. As for suggestions for impulsive buying, reminder impulsive buying and also planned, impulsive buying, it is permissible in Islam as long as it is within reasonable limits and does not harm others and still pays attention to the needs of *dharuriyyaat*, *hajiyyaat* and *tahsiniyyaat*. And if these limits are exceeded then it is included in the prohibited acts. Because in Islam, we are forbidden to behave excessively. Judging from the principles or ethics of Islamic consumption.

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