



Article

THE INFLUENCE OF ONLINE SHOP ON CONSUMPTIVE BEHAVIOR OF IAIN METRO SHARIA ECONOMICS STUDENTS

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ABSTRACT

The rapid development of information technology, especially the widespread use of the internet, has revolutionized various aspects of daily life by facilitating access to online platforms to fulfill individual needs. This convenience significantly influences consumer behavior, leading to increased consumption tendencies. This study aims to investigate the impact of online shops on the consumptive behavior of Islamic Economics students at IAIN Metro. Using a quantitative methodology, the research focuses on two main variables: online shop usage as the independent variable and consumer behavior as the dependent variable. The sample consists of 67 students selected using a proportional random sampling method. Data analysis was conducted using SPSS Statistics version 25, including validity and reliability testing, classical assumption tests, as well as simple linear regression and t-tests. The research findings indicate a significant influence of online shops on consumer behavior, with a t-test result of 6.736, exceeding the critical t-value of 1.997, and a significance value of $0.000 < 0.05$. Thus, the null hypothesis (H_0) is rejected, while the alternative hypothesis (H_a) is accepted, demonstrating a clear relationship between online shop usage and the consumptive behavior of Islamic Economics students at IAIN Metro.

KEYWORDS

Consumptive behavior ,
Information technology,
Online shop , TikTok
Shop

INTRODUCTION

Information technology is developing increasingly rapidly, having a major influence on various aspects of human life. One information technology that has made a major contribution to this change is the internet. The internet is a communication system that is able to connect computer networks throughout the world and opens up opportunities for various online activities, including online shopping through online shops (Zuhri, 2021).

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Similar to traditional or modern markets in the real world, online shops differ in their transaction systems or buying and selling processes, utilizing the internet network. Users of online buying and selling services can easily view items and prices directly through images or photos uploaded by sellers via online shop platforms. The online purchasing process can be easily completed by simply accessing the available online shop application with an internet connection (Faulita, Dewi, dan Arif, 2021).

An online shop itself is a place or place for trading activities or buying and selling goods online via mobile phones or computers connected to the internet network (Praditya, 2019). Online shops offer advantages that increasingly facilitate consumers in shopping activities, such as accessing them anytime and anywhere, saving time in selecting products, shopping being more practical without leaving home, a wider variety of product choices, and prices offered being cheaper compared to those in physical store or global centers (Septiansari dan Handayani, 2021).

Currently, the popular online shop is TikTok shop. This is further supported by the results of a questionnaire distributed to Sharia Economics students at IAIN Metro as follows:

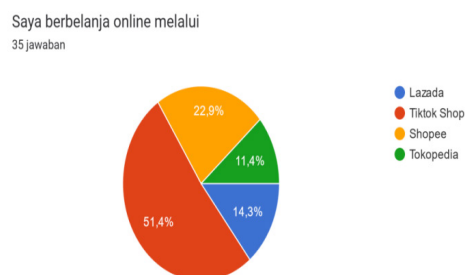


Figure 1. Online Shopping Platforms

From the questionnaire results distributed to 35 Sharia Economics students with 4 choices, it turns out that 51.14% or 18 students prefer shopping using TikTok Shop. Interviews were conducted on May 24, 2023, with representative of students who chose TikTok shop as their preferred online shopping platform. Gita stated that she chose TikTok shop because there are no handling fees when making purchases; for every purchase of at least Rp 120,000, no shipping costs are incurred, and the product reviews are clear.

The online shop that is currently in demand is the TikTok shop. TikTok shop is one of the features that Tiktok has and is one of the online shopping sites that is currently busy and has become a marketplace that is currently visited by many customers. TikTok shop also provides the same services as marketplaces and E-Commerce in general, but Tiktok shop provides very affordable prices where the prices offered are much lower than existing marketplaces and E-Commerce and provide attractive promotions and even considerable discounts. large, thereby encouraging consumers to buy products

promoted in the TikTok application (Supriyanto dkk, 2023).

TikTok shop is not something new for students. Students are young people who understand technological advances and are active internet users. This make them vulnerable to being influenced by the convenience provided by online shops (Rahayu dkk, 2023). Students are often the marketing targets for various types of industrial products, this happens because students are susceptible to the influence of current lifestyles, trends and fashions, giving rise to symptoms of unreasonable purchases. Unreasonable purchases can trigger consumer behaviour (Prinsilia, 2022).

Consumptive behavior is an act of purchasing without being based on a priority scale and not based on need factors (Hjruanti dan Fitriani, 2019). According to Sumartono's view, consumer behavior can be defined as the tendency to use a product less efficiently. In other words, before one product is finished, someone may have switched to a similar product from another brand or purchased the product because of its popularity and the promotional incentives offered (Sumartono, 2002).

Based on the results of the questionnaire, researchers examined the 2019 IAIN Metro Sharia Economics Department which had 206 students, of which 149 were female and 57 were male. Researchers chose students from the class of 2019 as respondents in this research based on the consideration that Sharia Economics students from the class of 2019 had received knowledge and understanding of consumption theories which were useful to help make decisions in purchasing and consuming products and services in everyday life, apart from that. there are allegations of high levels of consumption.

LITERATURE REVIEW

Online Shop

Makmur defines an online shop as an establishment that advertises and sells products or services over the internet. Online shops are not merely regarded as a shopping alternative but also represent socio-cultural shifts within society. Consumers have the ability to browse through available items on online shops through photos and videos. In the context of this research, variable X represents online shops positioned as an independent variable, or a variable that is not constrained, as online shops will impact the consumer behavior of students. The indicators for the online shop variable are as follows (Makmur, 2016):

1. Easy of use
Convenience is the level of confidence individuals have in believing that by using a technology, they will be free from effort.
2. Trust
Belief encompasses several convictions held by an individual

regarding benevolence (the perceived motivation and concern to act in the interest of those who trust them), integrity (the honesty of the trusted party and their ability to keep promises), consistency of behavior from the trusted party, and competency (the ability of the trusted party to act in fulfilling the needs of those who trust them).

3. Information quality

The quality of information reflects consumers' perception of the available and acquired information about a product or service offered by an online shopping website. The higher the information quality provided by an online shop regarding the offered goods, the greater the interest in purchasing those goods or service.

4. Product diversity

Product diversity refers to all products, both goods and services, offered by sellers to buyers.

a. Price

Price is the amount that must be paid by the buyer to the seller to obtain a product or as a transfer of ownership of a product.

b. Enjoyment

Comfort is defined as the pleasant and comfortable feeling experienced by buyers or consumers while browsing a website, thus motivating customers to purchase goods or services.

Consumptive Behavior

According to Aprilia and Hartono in Eva and Amir's research, consumptive behavior is an individual's behavior influenced by sociological factors in their life, which demands excessive or wasteful consumption and unplanned towards goods or services that are unnecessary or even not needed. Sumartono defines consumer behavior as behavior that is no longer based on rational considerations, but rather because of desires that have reached an irrational level. It can be understood that consumptive behavior is a behavior of consuming goods or services excessively, which is no longer based on rational considerations but is more concerned with desire factors that give rise to waste. The consumptive behavior variable has a role as a dependent variable or dependent variable, which is symbolized by Y. The consumptive behavior indicators according to Sumartono are as follows (Sumartono, 2002):

1. Buying products with the expectation of receiving a gift.

Some consumers are often tempted to purchase products because of the enticing rewards offered by the seller. These rewards can be in the form of goods or services, often provided as a promotional or incentive for consumers who purchase products in certain quantities. This can be a trigger for consumptive behavior when purchases are made repeatedly within close timeframes.

2. Purchasing a product enticed by its attractive packaging.
 Attractive product packaging often becomes its own allure for consumers when choosing a product. Appealing packaging can make a product appear more exclusive and attract the attention of consumers. Additionally, attractive packaging can also lead us to unconsciously purchase the product.
3. Buying products to maintain personal appearance and social standing.
 For some people, appearance is a very important aspect. By maintaining a good appearance, they can feel more confident. Therefore, purchasing products such as clothing, jewelry, cosmetics, and accessories is a necessity for some people to maintain their appearance. Additionally, buying products associated with certain brands can also be a form of prestige and provide a sense of higher prestige or status in society.
4. Purchasing products solely based on price, regardless of their benefits or utility.
 Consumers tend to exhibit behavior characterized by a luxurious lifestyle, thus tending to use everything considered the most luxurious.
5. Obtaining a product primarily as a symbol of status.
 Consumers tend to have high purchase intentions based on appearance, which can enhance exclusivity through owning luxury goods that give the impression of belonging to a high social class.
6. Using a product because it aligns with the image portrayed by its advertising model.
 Consumers tend to purchase products endorsed by their idol figure and may even become fans of certain brands solely because those brands are endorsed by their idols. In many cases, consumers may not realize that they are influenced by the behavior and lifestyle of their idol figures, which can impact their preferences in consuming products.
7. Holding the belief that purchasing expensive products enhances self-confidence.
 Purchasing expensive products is often perceived as a way to boost one's confidence. This occurs because high prices are associated with better product quality or higher social status. Some consumers may feel that owning expensive product can enhance their self-image and provide a greater sense of pride compared to products with more affordable prices.

8. Trying out more than two similar products from different brands
Consumers tend to gravitate towards using products of the same type but with different brands from the ones they previously used, even if the products haven't been fully consumed. An example of this is having multiple lipsticks from different brands.

METHOD

The research methodology employed in this study is both quantitative and descriptive. The population under investigation comprises students majoring in Sharia Economics from the Class of 2019, totalling 206 students. The sampling technique employed is propotional random sampling, which involves random selection without considering any starta or existing level, from the total number of Sharia Economi Students, i.e., 206. After calculating using the propotional random sampling formula, 67 respondentsare obtained. Subsequently, questionnaires will be distributed randomly to 67 respondentsfrom the 2019 batch of Sharia Economics students. The questionnnarie comprises 18 statemnt items for the online shopping variable and 24 statement items for consumptive behaviour variable.

Data collection was carried out through the administration of a questionnaire employing a likert scale ranging from 1 to 5.

Table 1. Likert Scale

No	Category	Scale
1	Strongly disagree	1
2	Disagree	2
3	Uncertain	3
4	Agree	4
5	Strongly agree	5

Source: SPSS 25 Processed 2023

RESULTS AND DISCUSSIONS

Based on the data collected from the participation of 67 respondents in the research using a questioner survey, it can be observed in the table below.

Table 2. Validity Test Results

NO.	R-Count	R-Table	INFORMATION
<i>Online Shop(X)</i>			
Statement 1	0.423	0.361	VALID
Statement 2	0.397	0.361	VALID
Statement 3	0.559	0.361	VALID
Statement 4	0.455	0.361	VALID
Statement 5	0.555	0.361	VALID
Statement 6	0.436	0.361	VALID
Statement 7	0.367	0.361	VALID

Statement 8	0.433	0.361	VALID
Statement 9	0.423	0.361	VALID
Statement 10	0.366	0.361	VALID
Statement 11	0.410	0.361	VALID
Statement 12	0.506	0.361	VALID
Statement 13	0.392	0.361	VALID
Statement 14	0.514	0.361	VALID
Statement 15	0.570	0.361	VALID
Statement 16	0.391	0.361	VALID
Statement 17	0.413	0.361	VALID
Statement 18	0.429	0.361	VALID
Consumptive Behavior (Y)			VALID
Statement1	0.516	0.361	VALID
Statement 2	0.366	0.361	VALID
Statement 3	0.429	0.361	VALID
Statement 4	0.395	0.361	VALID
Statement 5	0.555	0.361	VALID
Statement 6	0.379	0.361	VALID
Statement 7	0.477	0.361	VALID
Statement 8	0.375	0.361	VALID
Statement 9	0.512	0.361	VALID
Statement 10	0.396	0.361	VALID
Statement 11	0.382	0.361	VALID
Statement 12	0.375	0.361	VALID
Statement 13	0.589	0.361	VALID
Statement 14	0.454	0.361	VALID
Statement 15	0.465	0.361	VALID
Statement 16	0.483	0.361	VALID
Statement 17	0.394	0.361	VALID
Statement 18	0.436	0.361	VALID
Statement 19	0.378	0.361	VALID
Statement 20	0.424	0.361	VALID
Statement 21	0.453	0.361	VALID
Statement 22	0,382	0.361	VALID
Statement 23	0.429	0.361	VALID
Statement 24	0.364	0.361	VALID

Source: SPSS 25 Processed 2023

Based on the information provided in table 2, it can be concluded that all statements pertaining to the Online Shop (X) and Consumptive Behavior (Y) variables are deemed valid, as the value of 0.361. Subsequently, the research conducted a reliability test. The results of the reliability test are presented in table 3.

Table 3. Reliability Test Results

Variable	Cronbach alpha	Provision	N of Item	Information
Online shop(X)	0.756	0,6	18	Reliable
Consumptive behavior (Y)	0.804	0,6	24	Reliable

Source: SPSS 25 Processed 2023

From the table 3 above, it is evident that all statements pertaining to the research variables are considered reliable, as both the independent and dependent variables exhibit a Cronbach's alpha value exceeding 0.06.

Next, the research conducted a Normality Test. In the normality test using the monte carlo approach. The results of the normality test can be seen in the table 4.

Table 4. Monte Carlo Normality Test Results

One-Sample Kolmogorov-Smirnov Test					Unstandardized Residual
N					67
Normal Parameters ^{a,b}					
Mean					.0000000
Std. Deviation					6.92530809
Most Extreme Differences					
Absolute					.190
Positive					.190
Negative					-.181
Test Statistic					.190
Asymp. Sig. (2-tailed)					.000 ^c
Monte Carlo Sig. (2-tailed)					.011 ^d
99% Confidence Interval					
Lower Bound					.008
Upper Bound					.014

a. Test distribution is Normal.

b. Calculated data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 2000000.

Source: SPSS 25 Processed 2023

Based on table 4, it is evident that the data follows a normal distribution as the Monte Carlo Sig. (2-tailed) of 0.11 > Sig value. 0.05. Subsequently, the research conducted a linearity test. The results of the linearity test are presented in table 5.

Table 5. Linearity Test Results

ANOVA Table			Sum of Squares	Df	Mean Square	F	Sig.
Consumptive behavior * Online shop	Between Groups	(Combined)	2882.291	14	205.878	4.259	.000
		Linearity	2209.304	1	2209.304	46.094	.000
		Deviation from Linearity	672.988	13	86.765	1.080	.386
	Within Groups		2492.365	52	63.443		
	Total		5374.657	66			

Source: SPSS 25 Processed 2023

Table 5 indicates a Sig value of 0.386 > 0.05, which is greater than 0.05. Therefore, a linear relationship between variable X and variable Y can be inferred. Next, the research conducted a heteroscedasticity Test. The heteroscedasticity test was conducted using spearman's rho. Results of the heteroscedasticity test can be seen in the table 6.

Table 6. Heteroscedasticity Test Results

Correlations			Online Shop	Unstandardized Residual
Spearman's rho	Online Shop	Correlation Coefficient	1.000	.085
		Sig. (2-tailed)	.	.496
		N	67	67
	Unstandardized Residual	Correlation Coefficient	.085	1.000
		Sig. (2-tailed)	.496	.
		N	67	67

Source: SPSS 25 Processed 2023

From the above tabel 6, it can be conclude that there is no presence of heteroskedasticity symptoms in this research because the 2-tailed value of 0.496 > 0.05, indicating that the 2-tailed value is greater than 0.05. Hypothesis testing in this research was conducted using simple linear regression. The results of the research are presented in table 7.

Table 7. Simple Linear Regression

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	32.734	11.538		.006
	Online Shop	.913	.135	.641	.000

a. Dependent Variable: Consumptive behaviour

Source: SPSS 25 Processed 2023

Based on the information provided in Table 7 above, a significant value of $0.000 < 0.05$ is obtained. Consequently, it can be concluded that the Online Shop variable (X) exerts an influence on the Consumptive behavior variable (Y). Therefore, the results of data processing in the simple linear regression analysis can be represented by the following equation:

- α = The constant number from the Unstandardized Coefficients, in this study, is 32.743. This indicates that in the absence of online shop (X), the constant value of consumptive behavior (Y) is 32.743.
- b = The regression coefficient number obtained in this study is 0.913. This figure implies that for every 1% increase in the level of Online Shop usage (X), Consumptive Behavior will increase by 91.3%. Since the regression coefficient is not negative, it can be inferred that Online Shop (X) has a positive effect on Consumptive Behavior (Y).

The last test in this research is the t-test. The t-test is conducted too demonstrate the extent of influence between the independent variables and the dependent variable. The results of the t-test in this research can be seen in table 8 below.

Table 8. T Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	32.734	11.538		2.826	.006
	Online Shop	.931	.135	.641	6.736	.000

a. Dependent Variable: Consumptive Behavior

Source: SPSS 25 Processed 2023

The results of the T test on the online shop variable (X) yielded a significance probability of $0.000 < 0.005$. Therefore, the decision to reject and accept was made. This implies that the online shop variable has a positive effect on the student consumer behavior variable. With a of $6.736 > 1.997$, it can be concluded that $>$, indicating that the online shop variable (X) contributes significantly to the consumer behavior variable (Y), thus confirming the acceptance of the hypothesis. Consequently, it can be inferred that online shops have a significant influence on consumer behaviour variable (Y), thus confirming the acceptance of the hypothesis. Consequently, it can be inferred that online shops have a significant influence on consumer behavior.

In the research investigating the influence of online shops on the consumptive behavior of Islamic Economics students at IAIN Metro, it can be concluded that the results of (t-test) reveal a $6.736 > 1.997$. Moreover, the significance value is $0.000 < 0.05$. Therefore, the null hypothesis () is rejected and the alternative hypothesis () is accepted. This suggests that the online shop variable (X) exerts a positive effect on the student consumer behavior variable (Y).

In the simple linear regression test, a regression coefficient of 0.931 was obtained, which can be categorized as strong. This implies that for every 1% increase in the level of shopping through online shops (X), consumer behavior (Y) will increase by 93.1%. As the coefficient value is not negative, it can be inferred that online shop (X) has a positive effect on consumer behavior (Y).

Based on the findings of the research conducted, which utilized online shops as the independent variable, specifically focusing on TikTok shops, aimed at seeking novelty in research and based on survey results conducted among Sharia Economics students at IAIN Metro. The researcher concluded that the causes of consumptive behavior among Sharia Economics students at IAIN Metro, Class of 2019, are:

1. Maintaining personal appearance. The research findings indicate that buying products to maintain personal appearance is the strongest indicator of consumptive behavior. This is evidenced by data obtained through questionnaires distributed to respondents, where this indicator consists of 3 statement items with a total score of 157 indicating strong agreement. Sharia Economics students at IAIN Metro, Class of 2019, pay significant attention to their personal appearance. This stems from their desire to stay trendy and up to date to meet expected appearance standards. The urge to constantly follow trends can lead students to excessive consumption patterns as trends are constantly evolving.
2. Maintaining status symbols. Keeping up with status symbols often serves as a benchmark in various environments, including among Sharia Economics students at IAIN Metro. Status symbols can stem from various sources, such as branded clothing or accessories and the latest technology. In order to maintain these status symbols, Sharia Economics students at IAIN Metro, Class of 2019, engage in consumptive behavior. This is evidenced by data obtained through distributed questionnaires. This indicator comprises 3 statement items, obtaining a total score of 155 indicating strong agreement, placing it second in influencing the consumptive behavior of Sharia Economics students at IAIN Metro, Class of 2019.
3. Eye-catching packaging. Attractive packaging often captures attention with visually appealing designs. Students, exposed to various products and promotions in their daily lives, especially through social media and online advertisements, tend to be influenced by visually appealing packaging. This also triggers consumptive behavior among Sharia Economics students at IAIN Metro, Class of 2019. Furthermore, this is evidenced by

data obtained through distributed questionnaires. This indicator comprises 3 statement items, obtaining a total score of 153 indicating strong agreement, placing it third in influencing the consumptive behavior of Sharia Economics students at IAIN Metro, Class of 2019.

4. Affordable prices on TikTok shops. Affordable prices often act as triggers for impulsive purchases. The affordable prices on TikTok shops cause students to buy products they do not necessarily need. In addition to price, discounts and promotions offered by TikTok shops also trigger consumptive behavior among Sharia Economics students at IAIN Metro, Class of 2019. This research finding is supported by Sumartono's explanation, which suggests that purchasing products based on price considerations rather than their benefits or usefulness, where students' shopping behavior is driven by affordable prices as well as attractive discounts and promotions.
5. Having two similar products from different brands. Sharia Economics students at IAIN Metro, Class of 2019, are often influenced by the competition among brands in providing diverse options, which can result in the urge to own two similar products from different brands, triggering consumptive behavior. This is evidenced by data obtained through distributed questionnaires. This indicator comprises 3 statement items, obtaining a total score of 150 indicating strong agreement, placing it fifth in influencing the consumptive behavior of Sharia Economics students at IAIN Metro, Class of 2019.
6. Presence of rewards. The presence of rewards often serves as a trigger for consumptive behavior, including among Sharia Economics students at IAIN Metro, Class of 2019, as the desire to obtain these rewards is often greater than rational considerations regarding actual needs. For example, rewards offered by TikTok shops include cashback. This indicator comprises 3 statement items, obtaining a total score of 149 indicating strong agreement, placing it sixth in influencing the consumptive behavior of Sharia Economics students at IAIN Metro, Class of 2019.
7. The use of models in advertisements often influences the consumptive behavior of students as they tend to be swayed by the image portrayed. Students feel compelled to purchase products endorsed by these models. This phenomenon is evidenced by data obtained through distributed questionnaires. This indicator comprises 3 statement items, obtaining a total score of 148 indicating strong agreement, placing it seventh in influencing the consumptive behavior of Sharia Economics students at IAIN Metro, Class of 2019.
8. Boosting self-confidence. Students often experience pressure to fit in with the campus environment. Shopping to enhance self-confidence becomes a natural response to the need to conform to

social expectations. This can lead to consumptive behavior where students continuously seek satisfaction from purchasing new items to boost self-confidence. This phenomenon is evidenced by data obtained through distributed questionnaires. This indicator comprises 3 statement items, obtaining a total score of 142 indicating strong agreement, placing it last in influencing the consumptive behavior of Sharia Economics students at IAIN Metro, Class of 2019.

Based on the findings of the research, the researcher concludes that one of the causes of consumptive behavior among 2019 batch students of Sharia Economics at IAIN Metro is the affordable prices offered by online shops. Affordable prices often trigger impulsive purchases. The affordability of prices on online shops leads students to buy products that they do not necessarily need. Additionally, discounts and promotions provided by online shops also act as triggers for consumptive behavior among 2019 batch students of Sharia Economics at IAIN Metro.

The research findings are supported by Sumartono's explanation, which suggests that purchasing products based on price considerations rather than their utility or benefits is prevalent. Students' shopping motives often revolve around affordability, as well as enticing discounts and promotions. This perspective aligns with the study conducted by Dian, Rudy, and Achluddin regarding the influence of social media-based online shops on consumptive behavior among housewives in Mohokerto regency. Their research indicates that social media-based online shops significantly influence consumptive behavior.

The findings also can be elucidated using consumer behavior theory. Consumer behavior theory serves as a framework employed to comprehend how individuals, groups, or organizations make decisions regarding the purchase, usage, and utilization of products, services, ideas, or experiences with the aim of satisfying their needs. This theory encompasses the study of buying units, exchange processes, and factors influencing consumer behavior (Kotler & Keller, 2009; Sofuwan & Nurrahmi, 2015; Syafirah & Lisbeth Mananeke, 2017).

Within consumer behavior theory, two primary approaches are evident: the rational approach and the irrational approach. The rational approach emphasizes that consumers make purchase decisions based on rational considerations, including primary needs, urgent needs, and the benefits of products or services. Consumers are presumed to select products or services that offer the best benefits according to their needs and preferences. Conversely, the irrational approach highlights that consumer behavior is not always rooted in rational considerations. Factors such as emotions, habits, brand perceptions, and social influences can also impact consumer purchase decisions.

In the context of online shopping, the rational consumer theory can explain how consumption behavior is influenced by more efficient access to product and service information. Through online platforms, consumers can quickly search for information about various products and services, as well as compare features, prices, and product reviews directly (Kotler & Keller, 2009). With a wider range of choices, consumers can conduct more in-depth research and select products that best fit their needs and preferences. Additionally, reviews and testimonials from other users allow consumers to make more objective evaluations of products or services before making a purchase, in accordance with rational principles. The ability to plan and manage budgets more effectively also becomes easier through online shopping, as consumers can easily compare prices among different sellers and find the best deals. Thus, online shopping enables consumers to find products or services that truly meet their needs without sacrificing time and energy to make purchases physically.

In the context of irrational consumption theory, online shopping provides an environment that facilitates impulsive buying by leveraging various psychological and situational mechanisms. According to Rook (1987), online shopping often creates sudden or impulsive urges to purchase products. Features such as flash sales, limited-time discounts, or personalized product recommendations can trigger impulsive urges to make purchases without thorough consideration.

Furthermore, online shopping facilitates quick and easy access to various products and services. As stated by Amos, Holmes, & Keneson (2014), consumers can quickly view, compare, and purchase products with just a few clicks, without needing to leave their homes or change locations. This ease of access can increase the tendency for impulsive buying, as consumers are tempted by the convenience and comfort offered by online platforms.

Additionally, factors such as user reviews, product recommendations, or personalized promotions can further reinforce the urge for impulsive buying. According to Badgaiyan & Verma (2014), consumers tend to be influenced by the experiences and opinions of others, feeling compelled to immediately take advantage of appealing offers on online platforms. Thus, online shopping influences consumer behavior by facilitating impulsive buying through sudden urges, quick and easy access to products, and the influence of situational and psychological factors. This demonstrates how online shopping can be a significant factor in shifting consumption patterns towards more impulsiveness in contemporary society.

In the findings regarding the consumption behavior of IAIN Metro students, several findings indicate a tendency towards consumption behavior that is more irrational. For example, maintaining personal appearance and status symbols, as well as the attractiveness of product packaging, can be understood as behaviors driven more by emotional and social factors than by mature rational considerations. Additionally, the research also indicates that

affordable prices on the TikTok platform and rewards from online purchases can trigger impulsive consumption behavior, where consumers tend to buy products without mature consideration of their actual needs.

However, not all findings indicate irrational consumption behavior. For instance, owning two similar products from different brands can be seen as a more rational choice influenced by personal preferences and considerations of product quality. Moreover, the presence of rewards or incentives from online purchases can influence consumption behavior, but it depends on how much consumers weigh the actual benefits and needs of the products or services offered.

Thus, the findings indicate a mixture of rational and irrational consumption behavior among IAIN Metro students. Some aspects, such as maintaining personal appearance and impulsive purchases triggered by affordable prices or rewards, tend to be more driven by emotional and social factors. However, there are also other aspects, such as owning products from different brands, which can be better understood as more rational choices based on individual preferences and needs.

CONCLUSIONS

In this research, it was revealed that students at IAIN Metro tend to exhibit consumption patterns that lean towards irrationality rather than rationality. Factors such as the maintenance of personal appearance, the pursuit of status symbols, and the allure of product packaging are predominantly influenced by emotional and social considerations rather than rational assessments. This inclination is further fueled by the affordability of prices on the TikTok platform and the incentives provided through online purchases, which stimulate impulsive consumption behaviors. However, it is noteworthy that not all consumption behaviors observed are entirely irrational, as some students make product choices based on personal preferences and evaluations of product quality. Overall, this study contributes valuable insights into the determinants of consumption behavior among students at IAIN Metro, underscoring the significance of considering emotional and social factors alongside rational assessments. These findings carry implications for the formulation of more effective policies aimed at fostering sustainable consumption practices within the academic community.

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