

## Analysis of Consumptive Behavior Using Shopee and Implications of Islamic Values

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### Abstract

The study aims to analyze the impact of the e-commerce application (Shopee) on the consumption behavior of the Bukit Martajam Village community, and to investigate this behavior from an Islamic perspective. The study employs a quantitative methodology, utilizing probability sampling and random sampling techniques, with a maximum of 80 participants. We analyzed the data using a simple regression test and SPSS 25 Statistics. The results showed that the use of Shopee has a significant influence on people's consumptive behavior, with a significance value ( $0.018$ )  $< 0.05$  and a t-count value ( $2.413$ )  $>$  t-table ( $1.663$ ). These findings indicate that the use of Shopee has an impact on consumptive behavior, and it is important to integrate Islamic values in consumption behavior to avoid negative impacts. Intensive use of Shopee tends to increase consumptive behavior in Bukit Martajam Village. In Islam, the principle of kesederhanaan strongly influences consumption behavior. Even so, Shopee makes it simple to fulfill needs. This study's implications suggest that we should teach Islamic values about wise consumption, encouraging people to avoid excessive consumption and strengthening their understanding of balance in daily life to reduce negative impacts like materialism and wastefulness.

**Keywords:** Consumptive Behavior, Shopee Usage, E-commerce Impact, Consumerism in Islamic Perspective

### Introduction

In the modern era, the rapid advancement of information technology has significantly transformed the lives of people. This development extends beyond hardware innovations, encompassing software, networks, and particularly the internet. The internet, as the most dynamic representation of information technology, has permeated almost all aspects of life, from communication and business to education and entertainment. The presence of the internet and other information technology is no longer just a complement but a primary need for every individual. It facilitates various activities, both personal and professional. Technology's automation and connectivity enable more efficient and effective completion of tasks that previously required time and effort. In today's modern era, the development of information technology has brought about various conveniences, including in the trade sector through e-commerce or online stores. E-commerce enables direct, interaction-free buying and selling. You can fulfill all your needs online with just one touch on a smartphone. You can engage in hassle-free buying and selling activities using electronic devices. You can fulfill all your needs online with just one touch on a smartphone. This makes e-commerce an important part of life in this era (Aulia & Syamsiyah, 2024; Fatmawatie, 2020).

Shopee, founded by Chris Feng, has become a dominant force in the mobile e-commerce space. This success is evident in its position as the most popular online

shopping app in 2021, based on traffic data. The platform's design, which prioritizes the ease and speed of buying and selling transactions, is responsible for this dominance. Shopee has implemented various features and services to simplify the online shopping process, including an intuitive interface, diverse and secure payment systems, and extensive delivery services. Shopee's presence on two platforms, namely the mobile app and website, is also an important strategy in reaching a wider audience. The mobile app provides simple access for users who use mobile devices more frequently, while the website provides an alternative for users who are more comfortable shopping via computer or laptop. As such, Shopee has succeeded in creating an online shopping ecosystem that is inclusive and accessible to a wide range of people (Fitriyani & Bawono, 2023; Hijriani et al., 2024).

Although online shopping facilitates daily activities, on the other hand, it also has the potential to cause negative impacts, such as making humans in the modern era less active or tending to be lazy. In addition, people's lifestyles have become more consumptive, activities have decreased, and consumption behavior patterns have changed significantly. This phenomenon can even affect small businesses, which face new challenges due to the large number of sales transactions through e-commerce. Weak government supervision of online shopping activities will also lead to an imbalance between the benefits and adverse impacts generated through these online transactions.

In the realm of Indonesian law, trade transactions, whether conducted conventionally or through online platforms or e-commerce, are guided by Law Number 7 of 2014 concerning Trade and Law Number 8 of 1999 concerning Consumer Protection. Meanwhile, the Islamic perspective bases the fulfillment of human needs on the consideration of aspects of benefit. Ash-Syatibi defines benefit as the attainment of the objectives that Allah SWT desires for each of His creatures. Ash-Syatibi bases this understanding on the five maqashid shariah, which serve as a fundamental principle in life. Buying and selling activities, which include the consumption of products and services, are one way to meet these needs (Puteri et al., 2022). The term "electronic business" or "internet-based business" refers to transactions conducted over the internet in the modern era. The main characteristic of this type of business is the buying and selling of products or services that utilize the internet or electronic media as an intermediary. In a broader context, e-business covers a wide range of activities, from digital marketing, online sales, and online customer service to collaboration with business partners through digital platforms. (Zubaidah & Nugraeni, 2023).

To achieve physical comfort and personal satisfaction, people prioritize a consumptive lifestyle, luxury, and the use of the most expensive goods or services. Strong desires and wants drive this lifestyle, often disregarding actual needs. Consumer behavior bases purchasing decisions more on wants than needs. Various factors, including social pressure, advertising, and the desire to demonstrate social status, can influence this. As a result, people trapped in consumptive behavior often purchase items that are either unnecessary or beyond their financial means. (Rahima & Cahyadi, 2022). Generations have unconsciously passed down the habit of overconsumption, deeply rooted in Indonesian society. This phenomenon shows that the culture of consumerism

has become part of everyday life, often without the individual realizing it. Various factors can influence this, including vigorous advertising and promotions, the influence of the social environment, and the desire to follow certain trends and lifestyles. However, not all members of society exhibit consumptive behavior. There are individuals who are more aware of their financial needs and priorities and are able to control themselves from excessive consumption urges (Rohayedi & Maulina, 2020). According to the Big Indonesian Dictionary (KBBI), behavior can be defined as an individual's response or reaction to a stimulus or situation in the environment. Meanwhile, consumptive behavior refers to habits that focus on the use of goods or services without the individual's involvement in the production process. Waluyo defines consumptive behavior as the spontaneous and unplanned spending of money, where momentary desires drive purchasing decisions rather than the necessity or utility of goods/services (Mujahidah Nooriah, 2020).

People often equate the word "consumptive" with "consumerism," despite their differences. Everything associated with consumer activities defines consumerism. We need to study and explore the concept of consumer behavior comprehensively to understand a person's consumptive tendencies. Chita et al. (2015) revealed that consumptive behavior describes the human tendency to consume without control, including excessive or impulsive purchases of goods. Irlianti et al. (2023) add that people in consumptive behavior purchase goods they don't actually need, solely for the sake of trying or owning them, without any fundamental need. Consumers make purchases solely to satisfy their desires, despite the product's lack of significant purpose or benefit (Al Amin et al., 2020). Consumptive behavior refers to the tendency to purchase goods excessively without careful consideration. In this behavior, the individual prioritizes momentary pleasure over priorities based on perceived needs (Cokroyolis et al., 2019).

According to Octaviani & Kartasasmita (2017), consumptive behavior, characterized by impulsive and excessive purchases, is increasingly prevalent in this modern era. Increasingly, the desire to follow trends, pursue social status, or simply satisfy momentary desires triggers purchases instead of primary needs. Intense advertising and marketing across various media platforms further reinforce this consumptive drive, creating the illusion of need and offering an idealized lifestyle that is often unrealistic. Consumptive behavior not only leads to personal financial issues like waste and mounting debt but also has negative impacts on the environment and society. Excessive consumption triggers overexploitation of natural resources and produces waste that pollutes the environment. Socially, consumptive behavior can create social inequality and jealousy and encourage individualism and materialism.

Irlianti et al. (2023) view consumptive behavior as a complex social phenomenon. Various factors, including social influences, peer pressure, intense advertising and marketing, and psychological factors like low self-confidence or attempts to compensate for stress, influence this behavior beyond just impulse buying. In the modern era, simple access to information and online transactions further reinforce consumption behavior. For instance, social media often presents exaggerated, idealized lifestyles, encouraging individuals to emulate them for social recognition. Personally targeted advertisements and promotions also play an important role in

fueling consumptive desires. Consequently, non-necessary items gain significance and urgency in one's possession. Furthermore, consumptive behavior can have a negative impact on an individual's financial condition, even triggering more serious financial problems such as mounting debts. Furthermore, excessive consumption often leads to psychological consequences such as feelings of guilt, anxiety, and insatiability. (Nofrizal et al., 2023).

This discussion focuses on the impact of using Shopee on increasing consumptive behavior in society, viewed from an Islamic perspective. Shopee offers various features, including incessant promotions, tempting discounts, and ease of online transactions, which have the potential to encourage consumerism. The Islamic context strongly discourages excessive consumption, known as *israf*. Islam teaches its followers to live simply, prioritize needs over wants, and spend money wisely (Naufalia, 2022). Therefore, it is important to examine how the features offered by Shopee influence people's consumption patterns and whether they are in line with Islamic economic principles. Comprehensive understanding of the interaction between e-commerce platforms like Shopee, consumer behavior, and Islamic values requires further research and discussion. This includes analyzing the psychological impact of promotions and discounts, as well as how ease of transaction affects consumer decision-making (Fany Fadhila & Muslim Marpaung, 2020; Naufalia, 2022).

Islamic teachings view extravagant behavior as an act not worthy of commendation. Islamic teachings consider a person's wealth as a trust, not absolute ownership, and regulate its use based on need and sharia rules. Therefore, one should consider the surrounding community's situation before owning luxury items to avoid triggering envy and *fitnah* (Zainul et al., 2004). Living luxuriously in the midst of a deprived society is not a right for a Muslim. As stated in the Qur'an al-Isra verse 27:

إِنَّمَا بُرِيْتُمْ بِمَا كَانُوا إِخْوَانًا لِلشَّيْطَانِ وَكَانَ الشَّيْطَانُ لِرَبِّهِ كَفُورًا

Meaning: Indeed, the wastrels are Satan's brothers, and Satan is very disbelieving of his Lord.

Based on the above verse, it implies that the spendthrift is Satan's brother, and Satan consistently disobeys his Lord. The verse intends to denounce the act of spending money extravagantly and reminds that Satan is a creature who does not want to be grateful for the blessings given by Allah, disobeying His commands, and tempting people to sin (Kemenag, 2019).

As mentioned earlier, this wasteful behavior is often associated with a consumptive lifestyle; one of the triggers is the ease of shopping through e-commerce platforms such as Shopee (Rismawati & Warastri, 2024). This phenomenon has a significant impact on people's consumption patterns, including people in Bukti Martajam Village. The researchers' initial observations revealed that Shopee serves as the primary shopping platform for many individuals in the village. This suggests that there is a change in consumption style, which requires further research, especially from an Islamic perspective (Anggraeni et al., 2016; Hadaliah, 2024; Pramesti, 2024).

Numerous previous studies, including those by Aini et al., 2024, Hakim, 2024, Iin Ratih Ningcahya, 2020, Nurfadilah & Rohmah Maulida, 2023, and Pramesti, 2024, have conducted research on consumptive behavior. However, most of these studies focus more on the general analysis of consumptive behavior without addressing Islamic values. Therefore, the research provides novelty by including Islamic values in the analysis of the consumptive behavior of Shopee users in Bukit Martajam Village.

Furthermore, there is a deficiency in research that links Islamic values to the consumption habits of individuals in the digital age, particularly in rural communities.

The consumptive behavior of Shopee users and the influence of Islamic values on the consumption patterns of the community in Bukit Martajam Village, Padang Bolak Sub-district, North Padang Lawas Regency, are the focus of this study. This study specifically explores how the Islamic religious beliefs and principles shape and influence the shopping habits of the village residents, particularly those who use the Shopee platform. This research aims to: 1) Analyze the extent to which the use of e-commerce applications such as Shopee influences the consumption behavior of the people in Bukit Martajam Village. Additionally, the study aims to investigate the consumption patterns of the residents of Bukit Martajam Village from an Islamic perspective. This research contributes to expanding our understanding of consumptive behavior from an Islamic point of view and offers relevant solutions for people whose majority are Muslims. We also expect the study's results to paint a more comprehensive picture of modern society's consumptive behavior, particularly with the use of e-commerce applications.

## Method

This research employs a descriptive quantitative approach to investigate consumer behavior in terms of discounts, advertisements, and feelings of pleasure and satisfaction when shopping online. We conducted this research for one month, from July to August, in Bukit Martajam Village, Padang Bolak District, North Padang Lawas Regency. We chose this location due to the community's heavy reliance on e-commerce platforms, particularly Shopee. We conducted the sampling using a combination of probability and random sampling techniques. The total number of samples taken was 80 respondents.

The data collection technique used a questionnaire through Google Forms. This questionnaire consists of several statements with a four-point Likert scale, namely: (1) strongly agree (SS); (2) agree (S); (3) disagree (TS); and (4) strongly disagree (STS). (Ummul Aiman et al., 2022). We designed the statement items in the questionnaire to gauge people's perceptions of discounts, advertisements, and online satisfaction levels, as well as their consumption behavior. The use of this questionnaire has proven its validity and reliability to obtain accurate data. (Rivki et al., 2018.). IBM SPSS Statistic 25 assisted in the data analysis technique, which was a simple linear regression test. We used the technique to determine the consumption behavior of Shopee users and the implications of Islamic values. We carry out prerequisite tests, such as the normality test, with the Kolmogorov-Smirnov test to ensure the normal distribution of the data before proceeding with further analysis.

## Results and Discussion

**Tabel 1. Normality test**

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	Df	Sig.
Pengguna Shopee	.135	81	.001	.970	81	.058
Nilai Islam	.102	81	.037	.973	81	.083

a. Lilliefors Significance Correction

Based on this table, the significance value is more than 0.05 for shopee users and Islamic values ( $0.058 > 0.05$  and  $0.083 > 0.05$ ). Because the significance value is more than 0.05, the two data have been declared normally distributed.

**Tabel 2. Simple Linear Regression Test**

Model		Coefficients <sup>a</sup>		Beta	t	Sig.
		Unstandardized Coefficients	Standardized Coefficients			
		B	Std. Error			
1	(Constant)	9.064	1.517		5.977	.000
	Pengguna Shopee	.277	.115	.262	2.413	.018

a. Dependent Variable: Nilai Islam

The three tables above demonstrate the impact of Shopee's usage on Islamic values in Bukit Martajam village. Village. The regression coefficient for the Shopee User variable is 0.277, which indicates that each one-unit increase in Shopee usage will increase Islamic values by 0.277, with a t value of 2.413 > t table (2.413) and Sig. 0.018 < 0.05, which means that this effect is significant. The statistical testing results reveal that the normality test table yields a significance value of 0.058 for Shopee users and 0.083 for Islamic values lue given.

Based on the Coefficients table, which contains the t-test, a significance value (0.018) is obtained, which is smaller than the specified significance level (0.05), which indicates that the Shopee User variable (X) has a significant influence on the Islamic Value variFurthermore, the t-count value of 2.413, which is greater than the t-table value of 1.663, indicates that the regression coefficient of variable X is statistically significant. Therefore, the more Shopee is used, the more changes occur in the application of Islamic values in the consumptive behavior of the residents of Bukit Martajam Village.

This positive relationship suggests that, although the effect is insignificant, the increased use of Shopee can actually affect IslamiNot only do these results hold statistical significance, but they also showcase the substantial societal changes brought about by technological progress. ncements. E-commerce businesses like Shopee are easy to use, but they can have a negative impact on the Islamic principles of simplicity and wealth management.

The people of Bukit Martajam Village routinely enjoy shopping at traditional markets. Traditional markets are the center of social and economic activities, where people can interact directly with traders, bargain prices, and choose goods according to their needs. However, the emergence of online shopping platforms such as Shopee has changed the landscape of commerce, bringing unparalleled convenience and practicality. Through Shopee, people can shop from home with just a few touches on the smartphone screen. A wide selection of products, competitive prices, and ease of payment are the main attractions for Shopee users (Sigar et al., 2022).

The researcher's observations revealed that the traditional market in Bukit Martajam Village has seen a decline in visitors, leading to a significant decline in traders' income. This has resulted in traders expressing dissatisfaction, with some even losing their businesses. People who used to shop at traditional markets are now rarely seen. The Sunday market, which is usually crowded with visitors, is now quiet and rarely visited. This decline was triggered by a shift in the pattern of buying and selling transactions that shifted to online platforms, which in turn also affected their consumptive behavior.

Islamic values teach that consumptive behavior should be based on needs, not wants (S Soesilowati, 2024). For instance, balanced consumption behavior should align with needs and yield benefits from both purchases and various aspects (Handayani, 2024). This research shows that Islamic values can serve as a guideline to balance the benefits of technology with religious values. This is true for the people of Bukit Martajam Village, who traditionally have a strong religious understanding. (Rasyid, 2019).

The low level of religious understanding in certain communities poses a significant challenge. The correlation between the level of religious understanding and awareness of the importance of education and the lack of effort in creating a quality generation is shown by studies. Limited access to formal education is often experienced, especially by families with low levels of religious knowledge. This situation is exacerbated by the lack of awareness of families, especially those from the middle to lower economic classes, to provide formal education to their children, generally due to the perceived high cost of education (Fathrul Quddus, 2021).

The people of Bukit Martajam Village mostly come from the lower-middle economic class with limited access to education. People often face the rapid technological transformation without adequate understanding, leading to consumptive behavior (Hunaifi et al., 2024). Family education plays a key role in providing a basic understanding of financial management in accordance with Islamic values (Muliza et al., 2021). In addition, strengthening the application of Islamic principles in daily life can be achieved through community-based approaches, such as regular recitation or group discussions (Rozi, 2024). This education not only helps people control their consumptive behavior but also teaches them to use technology wisely.

This study aligns with the research by Handayani & Meitawati, Meitawati (2024), which suggests that excessive shopping is a form of consumerism. behavior. The results of the analysis show that Shopee customers in Karawang tend to behave consumptively when receiving discounts and vouchers on the Shopee e-commerce platform. This phenomenon is viewed negatively from an Islamic economic point of view because wasteful behavior is contrary to the values held by the religion.

As mentioned earlier, the intensity of Shopee usage affects the consumptive behavior of the Islamic community in Bukit Martajam Village. One factor is the development of technology, which provides both a challenge and an opportunity to integrate Islamic principles in the face of the evolving times. To encourage wiser and more balanced consumption behavior in accordance with Islamic principles, we need community and religious education (Hadaliah, 2024; Ukhriyawati et al., 2024).

## Conclusion

Based on the results and discussion, it can be concluded that this research found that the use of Shopee has a significant influence on the consumptive behavior of the people of Bukit Martajam Village, which can be linked to the application of Islamic values. The results of the research also show that the community must be more aware of the negative effects of consumptive behavior, build education for useful consumers, and encourage Islamic values to encourage wiser and more responsible consumption. The implications of this research include education based on religious values for individuals and communities, as well as policies that support the ethical use of technology. This research also has limitations, such as a lack of qualitative data to determine public perceptions. We need more research to delve deeper into public perceptions and create education programs based on Islamic values that are appropriate for the digital era.

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