

ABSTRAK

Skripsi dengan judul “Perilaku Pembelian Impulsif Di Tiktok Shop: Tinjauan Etika Konsumsi Islam Pada Generasi Z Mahasiswa Fakultas Ekonomi Dan Bisnis Islam UIN Sayyid Ali Rahamtullah Tulungagung” ini ditulis oleh Muhammad Dzikrillah Dinnur Luqman Al Hakim, NIM.1860402223215, Jurusan Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, dengan pembimbing Muhamad Ali Tamrin, M.Sy.

Kata Kunci: Pembelian Impulsif, TikTok Shop, Generasi Z, Etika Konsumsi Islam.

Penelitian ini dilatarbelakangi oleh perilaku konsumtif mahasiswa dalam pembelian impulsif pada platform social commerce, khususnya TikTok Shop, hal ini didasari oleh kemudahan akses, promosi digital, serta fitur live streaming, tanpa didasari faktor kebutuhan yang mendasar oleh mahasiswa Fakultas Ekonomi dan Bisnis Islam UIN Sayyid Ali Rahmatullah Tulungagung secara teori telah memahami prinsip etika konsumsi Islam, namun dalam praktiknya masih menunjukkan kecenderungan pembelian impulsif.

Tujuan penelitian ini adalah untuk: (1) mendeskripsikan perilaku pembelian impulsif mahasiswa Generasi Z pada TikTok Shop; (2) mengidentifikasi faktor-faktor yang mendorong pembelian impulsif; dan (3) menganalisis perilaku tersebut dalam perspektif etika konsumsi Islam.

Metode penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif. Sumber data yang digunakan yaitu data primer dan data sekunder. Pengumpulan data diperoleh melalui observasi langsung, wawancara mendalam, dan dokumentasi. Teknik analisis data yang dilakukan dengan reduksi data, penyajian data, penarikan kesimpulan atau verifikasi. Tekni pengecekan keabsahan data melalui triangulasi sumber dan triangulasi teknik.

Hasil penelitian menunjukkan bahwa: (1) Perilaku pembelian impulsif mahasiswa Generasi Z pada TikTok Shop ditandai oleh keputusan pembelian yang cepat, spontan, dan minim pertimbangan, yang dipicu oleh paparan konten produk, promosi digital, dan live streaming. Pembelian tersebut didorong oleh aspek emosional saat transaksi berlangsung, namun diikuti penyesalan pada tahap evaluasi pasca pembelian karena produk tidak sepenuhnya dibutuhkan., perilaku ini termasuk dalam kategori perilaku pembelian impulsif saran (*suggestion impulse buying*) dan pembelian impulsif terencana (*planned impulse buying*). (2) Faktor yang mendorong terdiri dari keterkaitan faktor eksternal seperti, promosi, diskon, gratis ongkir, dan kemudahan sistem pembayaran, serta faktor internal seperti, emosi, motivasi, dan ketertarikan produk. (3) Dalam perspektif etika konsumsi Islam, mahasiswa Generasi Z belum sepenuhnya sesuai dengan prinsip etika konsumsi Islam, dimana dalam praktik konsumsi lebih mementingkan keinginan tanpa adanya pertimbangan kebutuhan. Dalam etika konsumsi Islam sudah sepatutnya mahasiswa UIN Sayyid Ali Rahmatullah Tulungagung memprioritaskan kebutuhan mereka dibanding keinginan, sehingga dapat mengendalikan perilaku konsumtif yang berdampak pada perilaku berlebihan (*israf*) dan pemborosan (*tabdzir*).

ABSTRACT

This thesis entitled "Impulsive Buying Behavior on TikTok Shop Reviewed from Islamic Consumption Ethics in Generation Z Students of the Faculty of Islamic Economics and Business at UIN Sayyid Ali Rahamtullah Tulungagung" was written by Muhammad Dzikrillah Dinnur Luqman Al Hakim, NIM.1860402223215, Department of Sharia Economics, Faculty of Islamic Economics and Business, State Islamic University of Sayyid Ali Rahmatullah Tulungagung, under the supervision of Muhamad Ali Tamrin, M.Sy.

Keywords: Impulsive Buying, TikTok Shop, Generation Z, Islamic Consumption Ethics.

This research is motivated by the consumptive behavior of students in impulsive purchasing on social commerce platforms, particularly TikTok Shop. This is based on easy access, digital promotions, and live streaming features, without being driven by fundamental needs by students of the Faculty of Islamic Economics and Business at UIN Sayyid Ali Rahmatullah Tulungagung who, in theory, understand the principles of Islamic consumption ethics, but in practice still show tendencies of impulsive buying.

The objectives of this study are to: (1) describe the impulsive buying behavior of Generation Z students on TikTok Shop; (2) identify the factors that influence impulsive buying; and (3) analyze this behavior from the perspective of Islamic consumer ethics.

This research method uses a qualitative approach with a descriptive research type. The data sources used are primary data and secondary data. Data collection is obtained through direct observation, in-depth interviews, and documentation. The data analysis techniques used are data reduction, data presentation, and drawing conclusions or verification. The technique for checking data validity is through source triangulation and technique triangulation.

The research results show that: (1) The impulsive buying behavior of Generation Z students on TikTok Shop is characterized by quick, spontaneous purchasing decisions with minimal consideration, triggered by exposure to product content, digital promotions, and live streaming. These purchases are driven by emotional aspects during the transaction, but are followed by regret in the post-purchase evaluation stage because the products are not entirely needed. This behavior falls into the category of suggestion impulse buying and planned impulse buying. (2) Influencing factors consist of external factors such as promotions, discounts, free shipping, and ease of payment systems, as well as internal factors such as emotions, motivation, and product interest. (3) From the perspective of Islamic consumption ethics, Generation Z students have not fully adhered to the principles of Islamic consumption ethics, in which consumption practices prioritize desires without considering needs. According to Islamic consumption ethics, students of UIN Sayyid Ali Rahmatullah Tulungagung should prioritize their needs over their desires, so that they can control consumptive behavior that leads to wasteful (*israf*) and extravagant (*tabdzir*) behavior.