

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh uang saku, harga, promosi, gaya hidup, dan religiusitas terhadap perilaku konsumen muslim dalam berbelanja *online*. Penelitian ini menggunakan metode kuantitatif dengan menggunakan data primer yang diperoleh berdasarkan kuisioner. Responden yang digunakan sebanyak 100 orang. Teknik pengumpulan data melalui kuisioner, wawancara, dan dokumentasi yang dimana sampelnya adalah mahasiswa FAI UMY 2015 – 2016. Kemudian teknik pengambilan sampel yang digunakan adalah *Simple Random Sampling*. Hasil penelitian menunjukkan bahwa (1) variabel promosi dan religiusitas secara parsial berpengaruh positif dan signifikan terhadap perilaku konsumen muslim dalam berbelanja *online* sedangkan variabel harga, uang saku, gaya hidup secara parsial tidak berpengaruh positif dan signifikan terhadap perilaku konsumen muslim dalam berbelanja *online* (2) variabel uang saku, harga, promosi, gaya hidup, dan religiusitas secara simultan berpengaruh positif dan signifikan terhadap perilaku konsumen muslim dalam berbelanja *online*.

Kata Kunci: Perilaku Konsumen, Belanja *Online*, Religiusitas, Uang Saku, Gaya Hidup

ABSTRACT

This study aims to determine the effect of pocket money, price, promotion, lifestyle, and religiosity on the behavior of Muslim consumers in shopping online. This study uses a quantitative method using primary data obtained based on questionnaires. The respondents used were 100 people. The technique of collecting data through questionnaires, interviews, and documentation where the sample was FAI UMY students from 2015 to 2016. Then the sampling technique used was Simple Random Sampling. The results showed that (1) the promotion and religiosity variables partially had a positive and significant effect on the behavior of Muslim consumers in shopping online while the price, pocket money, lifestyle variables partially did not have a positive and significant effect on the behavior of Muslim consumers online shopping (2) variable pocket money, price, promotion, lifestyle, and religiosity simultaneously have a positive and significant effect on the behavior of Muslim consumers in shopping online.

Keywords: *Consumer Behavior, Online Shopping, Religiosity, Pocket Money, Lifestyle*