

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Prinsip konsumsi Islam terhadap Perilaku Konsumen Muslim pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Yogyakarta. Prinsip dasar konsumsi Islam yang diteliti meliputi prinsip syariah, prinsip kuantitas, prinsip prioritas, prinsip sosial, dan kaidah lingkungan. Sampel yang digunakan dalam penelitian ini adalah 100 mahasiswa. Penelitian ini merupakan penelitian survei dengan metode pengumpulan data menggunakan kuesioner. Alat analisis yang digunakan dalam penelitian ini adalah Regresi Linier Berganda. Hasil penelitian menunjukkan bahwa secara simultan prinsip konsumsi Islam berpengaruh signifikan terhadap perilaku konsumen muslim mahasiswa Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Yogyakarta. Dari ke lima prinsip dasar konsumsi Islam tersebut, mahasiswa Fakultas Ekonomi dan Bisnis sudah menerapkan 3 prinsip konsumsi Islam. Prinsip syariah, prinsip sosial dan kaidah lingkungan berpengaruh positif dan signifikan terhadap perilaku konsumen muslim. Sedangkan prinsip kuantitas dan prinsip prioritas tidak berpengaruh positif dan signifikan terhadap perilaku konsumen muslim.

Kata kunci : Prinsip Konsumsi Islam, Perilaku Konsumen Muslim, Belanja *Online*.

ABSTRACT

This study aims to analyze the effect of the principle of Islamic consumption on Muslim Consumer Behavior in Students of the Faculty of Economics and Business, University of Muhammadiyah Yogyakarta. The basic principles of Islamic consumption studied include sharia principles, quantity principles, priority principles, social principles, and environmental rules. The sample used in this study was 100 students. This research is a survey research with a method of collecting data using a questionnaire. The analytical tool used in this study is Multiple Linear Regression. The results of the study indicate that simultaneously, the principle of Islamic consumption has a significant effect on the behavior of Muslim consumers of the students of the Faculty of Economics and Business, University of Muhammadiyah Yogyakarta. Of the five basic principles of Islamic consumption, students of the Faculty of Economics and Business have applied three principles of Islamic consumption. Islamic principles, social principles, and environmental rules have a positive and significant effect on Muslim consumer behavior while the principle of quantity and principle of priority does not have a positive and significant effect on the behavior of Muslim consumers.

Keywords: *Principles of Islamic Consumption, Muslim Consumer Behavior, Online Shopping.*