

Table of Contents

ABSTRAK	i
ABSTRACT	ii
MOTTO	vii
DEDICATION SHEET	viii
ACKNOWLEDGEMENTS.....	ix
CHAPTER I.....	1
1.1 Background Of Study	1
1.2 Problem Formulation.....	8
1.3 Research Objectives	8
1.4 Research Benefits	8
1.5 Research Methods	9
1.6 Literature Review.....	11
1.7 Systematical Writing.....	18
CHAPTER II	20
2.1 Impulse Buying.....	20
2.1.1 Definition Of Impulse Buying.....	20
2.1.2 Aspects of Impulse Buying.....	21
2.1.3 Types of Impulse Buying.....	22
2.1.4 Indicator of Impulse Buying.....	23
2.1.5 Factors Affecting Impulse Buying.....	23
2.1.6 Consumer Impulse Buying Behaviour and Motivation	25
2.2 Theory of Maslahah	26
2.2.1 Definition of Maslahah.....	26
2.2.2 The Maslahah in Consumption	29
CHAPTER III	36

3.1 Overview of Pakuwon Mall Yogyakarta	36
3.1.1 Development History	36
3.1.2 Facilities and Attractions	36
3.2 Research Result	39
3.2.1 Impulse Buying Behaviour of Millennial Generation Users of Go-Pay and OVO Digital Payment at Pakuwon Mall Yogyakarta	39
3.2.2 The concept of masalah on Impulse Buying Behaviour in Millennial Generation Users of Digital Payment (Go-Pay & OVO) at Pakuwon Mall Yogyakarta.	50
CHAPTER IV	55
4.1 Conclusion	55
4.1.1 Impulse Buying Behaviour in Millennial Generation Users of Digital Payment Go-Pay dan OVO at Pakuwon Mall Yogyakarta.....	55
4.1.2 The concept of masalah towards Impulse Buying Behaviour in the Millennial Generation of Digital Payment Users (Go-Pay & OVO) at Pakuwon Mall Yogyakarta	55
4.2 Suggestion	56
BIBLIOGRAPHY	58
APPENDICES	64



FIGURE LIST

Figure 1. 1 Percentage of Financial Technology Types Most Frequently Used by Indonesians.....	2
Figure 1. 2 Percentage of E-Wallet Platform Users Who are Most Popular Among Indonesians.....	3
Figure 1. 3 Proportion of Number of Transactions by Age Group	4
Figure 1. 4 Triangulation of "Data Collection Methods".....	10
Figure 2. 1 The Concept of Maslahah in Consumption	32
Figure 3. 1 Pakuwon Mall Yogyakarta	37
Figure 3. 2 Types of Transactions Often Used	40
Figure 3. 3 Planning Data Before Shopping	41
Figure 3. 4 Factors that Trigger Impulse Buying.....	42
Figure 3. 5 Classification of Impulse Buying Categories	47

TABLE LIST

Table 3. 1 Concept of Maslahah	50
Table 3. 2 Types of Impulse Buying from a Maslahah Perspective	51

