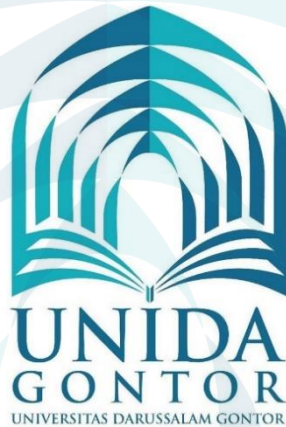


THESIS

**IMPULSE BUYING BEHAVIOUR OF DIGITAL PAYMENT USERS (GO-PAY &
OVO) FOR THE MILLENNIAL GENERATION IN TERMS OF A MASLAHAH
PERSPECTIVE: A STUDY ON VISITORS TO PAKUWON MALL
YOGYAKARTA**



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THESIS

Presented to the University of Darussalam Gontor in Partial Fulfilment of Requirement
for Bachelor Degree (S1) In the Department of Islamic Economics Law Faculty of Sharia
University of Darussalam Gontor

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DECLARATION

Hereby,

Name : Zafira Nur Fadila
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Faculty : Sharia
Department : Islamic Economic Law
The Title : Impulse Buying Behaviour Of Digital Payment Users
(Go-Pay & OVO) For The Millennial Generation In Terms Of A Maslahah
Perspective: A Study On Visitors To Pakuwon Mall Yogyakarta

I declare sincerity that this thesis originally belongs to my work and does not belong to other researchers for different degrees. Furthermore, this thesis is not work published before, except for some parts with their original references.

Otherwise, if it is found that this thesis contains plagiarism, I'm ready to be ceased academically.

Mantingan, 26 Rabi'ul Awwal 1446
29 September 2024

Researcher,



Zafira Nur Fadila

MOTTO

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

In Qur'an:

إِنَّ الْمُبَذِّرِينَ كَانُوا إِخْوَانَ الشَّيْطَانِ ط وَكَانَ الشَّيْطَانُ لِرَبِّهِ كَفُورًا

“Indeed, the wasteful are brothers of the devils, and ever has Satan been to his Lord ungrateful.” (Q.S Al-Isra’: 27)

In Hadits:

عَنْ عَمْرُو بْنِ شُعَيْبٍ عَنْ أَبِيهِ عَنْ جَدِّهِ رَضِيَ اللَّهُ عَنْهُمَا : أَنَّ النَّبِيَّ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ قَالَ : كُلُوا
وَتَصَدَّقُوا وَالْبُسُوفَ فِي غَيْرِ إِسْرَافٍ وَلَا مَخِيلَةٍ (رواه البخاري)

“From Amr bin Syu’aib from his father from his grandfather Radhiyallahu ‘Anhuma that the Prophet said: Eat, and give alms and wear clothes without being excessive or arrogant.”

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DEDICATION SHEET

Praise and gratitude to Allah SWT, for all His favors and gifts that have given me strength, patience, experience, and the greatest opportunity to gain knowledge. Do not forget our *shalawat* and *salam* to the Lord of the Apostle Muhammad SAW, who has brought us from ignorance to an age full of this knowledge. Hopefully, we will get his *syafa'at* on the Day of judgment.

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Mantingan, 26 Rabi'ul Awwal 1446
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