

**THE INFLUENCE OF CONVENIENCE AND SERVICE
QUALITY ON CONSUMPTIVE BEHAVIOR IN ONLINE
SHOPPING APPLICATION BASE ON ISLAMIC
PERSPECTIVE**

(Study of University of Darussalam Gontor Student 2024)



By :

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1446 H / 2024 M

**THE INFLUENCE OF CONVENIENCE AND SERVICE
QUALITY ON CONSUMPTIVE BEHAVIOR IN ONLINE
SHOPPING APPLICATION BASE ON ISLAMIC PERSPECTIVE**

THESIS

Present to University of Darussalam Gontor in Partial fulfillment of
Requirement for Completing the Undergraduate Program of Islamic
Economics

By

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ABSTRACT

PENGARUH KEMUDAHAN, DAN KUALITAS LAYANAN APLIKASI BELANJA ONLINE TERHADAP PERILAKU KONSUMTIF DALAM PRESFEKTIF ISLAM

Annisa Nur Fauziah

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Jual beli tentunya hal yang sering dilakukan dalam kehidupan sehari-hari, terutama pada kegiatan perekonomian. Perubahan modern pada saat ini, memberikan kemajuan pada sisi era digital. Dengan kemajuan digital tersebut berpengaruh kepada aktivitas transaksi jualbeli. Seperti terwujudnya pada saat ini ialah aplikasi belanja online, atau sering disebut dengan E-commerce. Aplikasi tersebut mempermudah bagi konsumen dan juga pelaku usaha dalam berniaga, terutama pada Mahasiswa yang sangat membutuhkan barang dengan cepat. Tetapi dengan hal kemudahan tersebut, menjadikan para konsumen untuk berlangganan. Membeli barang hanya melihat dari sisi kesenangan tersendiri, tidak untuk memenuhi kebutuhan. Sedangkan dalam perspektif syariat Islam melarang adanya pemborosan. Pada peneliti ini bertujuan untuk mengetahui apakah dengan adanya kemudahan dan kualitas layanan yang difasilitasi oleh aplikasi belanja online tersebut memiliki pengaruh terhadap perilaku konsumtif pada Mahasiswi Universitas Darussalam Gontor (UNIDA). Metode yang digunakan dalam penelitian ini adalah metode kuantitatif deskriptif, dengan analisis berupa regresi linear berganda. Populasi pada Mahasiswi ialah 221, menentukan sampel menggunakan purposive sampling maka terdapat 69 sampel. Maka penyebaran kuesioner ini kepada sampel tersebut. Hasil penelitian menunjukkan bahwa tidak terdapat pengaruh secara signifikan positif antara Kemudahan (X1) terhadap Perilaku Konsumtif (Y). Hal ini dibuktikan dengan berdasarkan hasil uji t variabel kemudahan (X1) diperoleh nilai signifikan $0,131 > 0,05$. Dan $T_{hitung} < T_{table}$ sebesar $1,529 < 1,668$ maka dapat disimpulkan bahwa H_0 ditolak yang artinya tidak terdapat pengaruh yang signifikan antara kemudahan terhadap perilaku konsumtif. Hasil uji selanjutnya pada Kualitas Layanan (X2) terhadap Perilaku Konsumtif (Y) pada uji t diperoleh nilai signifikan $0,017 < 0,05$, dengan $T_{hitung} > T_{table}$. Sebesar $2,445 > 1,688$. Maka dapat disimpulkan kualitas layanan menerima H_0 dengan maksud signifikan terhadap perilaku konsumtif. Nilai Adjusted R Square sebesar 85,5% dan sisa sebesar 14,5% yang diperoleh variabel lain diluar penelitian.

Kata Kunci: Kemudahan, Kualitas Layanan, Perilaku Konsumtif, Aplikasi Online, Perspektif Islam.

ABSTRACT

THE INFLUENCE OF CONVENIENCE AND SERVICE QUALITY ON CONSUMPTIVE BEHAVIOR IN ONLINE SHOPPING APPLICATION BASE ON ISLAMIC PRESPECTIVE

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Buying and selling is certainly something that is often done in everyday life, especially in economic activities. The digital era is making progress due to modern changes at this time. With these digital advances, it affects the activities of buying and selling transactions. As realized at this time is the online shopping application, or often referred to as E-commerce. The application makes it easier for consumers and also business people to trade, especially for students who really need goods quickly. But with this convenience, it makes consumers to subscribe. Buying goods only sees from the side of its own pleasure, not to fulfill needs. Meanwhile, in the perspective of Islamic law, it prohibits waste. This research aims to find out whether the convenience and quality of service facilitated by the online shopping application has an influence on consumptive behavior on students of Darussalam Gontor University (UNIDA). The method used in this research is descriptive quantitative method, with analysis in the form of multiple linear regression. The population in college students is 221, determining the sample using purposive sampling, there are 69 samples. Then distribute this questionnaire to the sample. The results showed that there was no significant positive influence between convenience (X1) on consumptive behavior (Y). This is evidenced by the results of the t test of the convenience variable (X1) obtained a significant value of $0.131 > 0.05$. And $T \text{ count} < T \text{ table}$ of $1.529 < 1.668$, it can be concluded that H_a is rejected, which means that there is no significant influence between convenience and consumptive behavior. The next test results on Service Quality (X2) on Consumptive Behavior (Y) in the t test obtained a significant value of $0.017 < 0.05$, with $T \text{ count} > T \text{ table}$. $2.445 > 1.688$. So it can be concluded that service quality accepts H_a with a significant intention towards consumptive behavior. The Adjusted R Square value is 85.5% and the remaining 14.5% is obtained by other variables outside the study.

Keywords: Convenience, Service Quality, Consumptive Behavior, Online Application, Islamic Perspective.

DECLARATION

The examination committee declared that the thesis written by:

Name : Annisa Nur Fauziah
Reg. Number : 422021413012
Faculty : Economics and Management
Title : The Influence of Convenience and Service Quality of Online Shopping Application on Consumptive Behavior in Islamic Prespective (Studies of Darussalam Gontor University Student 2024)

I hereby declare that this undergraduate thesis is the result of my own investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at University of Darussalam Gontor or other institutions.

Mantingan, 16th Jumadal Uwwal, 1446 H
19th November, 2024

Author,



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APPROVAL OF SUPERVISOR



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APPROVAL OF SUPERVISOR

To Honorable,
Dean of Faculty of Economics and Management
University of Darussalam Gontor

*Bismillahirrahmanirrahim,
Assalamu'alaikum Wr. Wb.*

I certify that I have supervised and read this thesis, written by:

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Title : The Influence of Convenience and Service Quality of Online Shopping Application on Consumptive Behavior in Islamic Perspective (Studies of Darussalam Gontor University Student 2024)

In my opinion, it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as an undergraduate thesis for the degree of Bachelor of Islamic Economics Department.

Wassalamu'alaikum Wr. Wb.

Mantingan, 16th Jumadal Ula, 1446
19th November, 2024

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**DECISION TEAM
PROPOSAL THESIS EXAMINATION**



Faculty of Economics and Management

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**DECISION OF TEAM
PROPOSAL THESIS EXAMINATION**

The committee of proposal thesis examination in partial fulfillment of the requirement for thesis writing stage, under Department of Islamic Economics, Faculty of Economics and Management, University of Darussalam Gontor, declared that the proposal thesis written by:

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It has passed the proposal thesis examination and eligible to conduct research for the thesis writing stage under the guidance of a supervisor.

1st Examiner

Dr. Arie Rachmat Sunjoto, S.H., M.A.

2nd Examiner

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It has passed to thesis examination and it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as an undergraduate thesis for the degree of Bachelor in Department of Islamic Economics, Faculty of Economics and Management, University of Darussalam Gontor.

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APPROVAL OF DEAN

The Faculty of Economics and Management University of Darussalam Gontor has received the thesis written by:

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Title : The Influence of Convenience and Service Quality on Consumptive Behavior In Online Shopping Application Base on Islamic Prespective (Studies of Darussalam Gontor University Student 2024)

It is accepted as a fulfillment of the requirement for the degree of Bachelor of Islamic Economics, academic year 1446-1447 H / 2024-2025 M.

Ponorogo, 15th Rajab, 1446 H
15th January, 2025M

Dean, Faculty of Economics
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MOTTOES

لَا يُكَلِّفُ اللَّهُ نَفْسًا إِلَّا وُسْعَهَا

Allah does not burden anyone, except according to his ability. (Al- Baqaroh: 286)

فَبِمَا رَحْمَةٍ مِّنَ اللَّهِ لِنْتَ لَهُمْ ۚ وَلَوْ كُنْتَ فَظًّا غَلِيظَ الْقَلْبِ لَانْفَضُّوا مِنْ حَوْلِكَ ۚ فَاعْفُ عَنْهُمْ
وَاسْتَغْفِرْ لَهُمْ وَشَاوِرْهُمْ فِي الْأَمْرِ فَإِذَا عَزَمْتَ فَتَوَكَّلْ عَلَى اللَّهِ ۚ إِنَّ اللَّهَ يُحِبُّ الْمُتَوَكِّلِينَ ﴿١٥٩﴾

So, by the grace of Allah you (Prophet Muhammad) were gentle with them. Had you been harsh and hard-hearted, they would have stayed away from you. Therefore, forgive them, ask forgiveness for them, and consult with them in all (important) matters. Then, when you have made up your mind, put your trust in Allah. Verily, Allah loves those who put their trust in Him. (Al-Imran: 159)

“Know that victory is with patience, and escape is with hardship, and that with hardship there is ease.” **(Hr. Tirmidzi)**

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DEDICATION

I dedicate this thesis to:

Allah swt, who has been giving me His mercy and blessing for the strength to my entire life.

Propet Muhammad SAW for his guidance towards Islam

My most beloved parents, my father H. Darwadji, and my mother Satipah Maryani

With their love, advice, and support, I cold survive in every single time of my life.

With constant support and prayers, I present my succes for them.

My beloved sister Wahyu Pratiwi and Dina Nur Ajizah, who always give support and pray.

My gratitude and thankful for them in supporting me in completing this thesis.

ACKNOWLEDGEMENT

Alhamdulillah, All praise be to Allah, because with His permission, grace and grace, the author can complete the final project or thesis with the title “The Effect of Convenience and Service Quality of Online Shopping Applications on Consumptive Behavior in an Islamic Perspective”, Do not forget the shalawat and greetings poured out to the prophet Muhammad SAW, who has brought his people from the age of jahiliyah to the age of light, as well as the leader of Muslims, an example that should be emulated. Who has motivated us to continue to strive in the way of Allah.

This thesis is written as a requirement for graduation in the thesis course at the Islamic Economics Study Program, Faculty of Economics and Management, Universitas Darussalam Gontor. With the completion of this research, it is hoped that it can be a reference in the next thesis research.

The researcher fully realizes that the research would not have been successful without the efforts, motivation, help, encouragement, direction, and guidance from various parties. Therefore, I would like to express my deepest gratitude. On this occasion, the researcher would like to express thousands of thanks to:

1. Leader of Pondok Modern Darussalam Gontor, K.H. Hasan Abdullah Sahal, K.H. Akrim Mariyat, Dipl. Aed, Prof. Dr.K.H. Amal Fathullah Zarkasyi.
2. Rector of Darussalam Gontor University (UNIDA) Prof. Dr.K.H. Hamid Fahmy Zarkasyi, M.A.Ed., M.Phil, Vice Rector I UNIDA Assoc. Prof. Dr. Abdul Hafidz Zaid, M.A, Vice Rector II UNIDA Assoc. Prof. Dr. Setiawan bin Lahuri, M.A, Vice Rector III UNIDA Assoc. Prof. Dr. Khoirul Umam,. M. Ec, Vice Rector I UNIDA Royyan Ramadhani Djayusman, Ph.D.
3. Dean of the Faculty of Economics and Management, Dr. Hartomi Maulana, S.E, M.Si.
4. Head of Department Islamics Economics, Dr. Mufti Afif, Lc, M.A.

5. Vice Director of Pondok Modern Darussalam Gontor for Girls Campus 3, Dr. Nurul Salis A1 Amin, M.Pd.
6. My respected supervisor, Abdul Latif, M.E, Sy.
7. All lecturers of Darussalam Gontor University.
8. To my beloved parents, H. Darwadji and Satipah Matyani, as well as to my two supportive siblings Wahyu Pratiwi, and Dina Nur Ajizah. Thank you for all your prayers and support so that I can complete this thesis.
9. To my friends in the Islamic Economics Study Program and the Class of 2021 who are always together in joy and sorrow.

In this study, the researcher would like to express his deepest respect and gratitude for the support and assistance of all parties in completing this thesis, there are still many shortcomings and mistakes. Thus researchers can improve and become better individuals in the future.

