

ANALYSIS OF THE TRANSFORMATION OF STUDENTS CONSUMPTIVE BEHAVIOR THROUGH E-COMMERCE

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ABSTRACT

This research investigates the influence of e-commerce on students' consumptive behavior at the Faculty of Islamic Economics and Business, Universitas Islam Negeri Kiai Haji Achmad Shiddiq Jember. Using a quantitative approach, data were obtained from 20 students across different study programs through random sampling and analyzed with statistical tests, including validity, normality, linearity, regression, and hypothesis testing. The results demonstrate that e-commerce has a significant and positive effect on consumptive behavior, as shown by the regression analysis ($p = 0.016 < 0.05$). Students tend to engage in impulsive buying driven by discounts, promotional offers, and lifestyle trends rather than actual needs. These findings highlight the role of e-commerce in shaping consumer lifestyles among students. The study suggests that students develop awareness and self-control strategies to reduce excessive consumption and prioritize essential needs over desires in online shopping activities.

Keywords: E-commerce, Consumptive Behavior

INTRODUCTION

In today's era, the internet is used as an inseparable consumption by all levels of society and students. Its functions include information searching, communication, and entertainment. It is even used as a transaction tool using platforms such as Shopee, OLX, Lazada, and so on. E-commerce is a platform or feature that provides for transactions or buying and selling through online media, including the electronic trading of goods, services, and information. The advantages of e-commerce that are highlighted are the ability of retailers to reach more consumers through websites, overcome geographical barriers, and flexibility in operating hours. This also opens up greater revenue opportunities, allows sales without physical inventory, and facilitates closer and faster interactions between sellers and consumers (Nurul, 2019).

However, a tendency toward consumer behavior has also emerged due to the convenience of online shopping. Consumers tend to buy impulsively, influenced by low prices or promotions, and sometimes simply to increase their status or prestige in their environment. Technological developments have changed people's perspectives on shopping, from being based on need to being more influenced by lifestyle and momentary desires. This consumer behavior is seen when someone buys goods not because of need, but solely on desire or to try a product without a clear need. Indicators of consumer behavior include buying for gifts, prestige, price considerations, status symbols, conformity to trends, and the belief that buying expensive items will increase self-confidence.

With the convenience of online shopping, consumer behavior has emerged, where people tend to buy excessively without considering their needs. This behavior is no longer solely about fulfilling needs, but rather about enhancing social status and attracting attention from those around them, sometimes also influenced by the allure of low prices. Due to this phenomenon, the author is interested in investigating the extent of the impact of e-commerce on the consumer behavior of students today.

LITERATURE REVIEW

The Concept of E-Commerce

E-commerce, or electronic commerce, is the process of buying and selling products, services, or exchanging information through computer networks, particularly the internet (Turban et al., 2018). In general, e-commerce encompasses all business transaction activities conducted electronically, whether between companies and consumers (business to consumer), between companies (business to business), or between individuals (consumer to consumer). According to Laudon & Traver (2022), e-commerce is not limited to online transactions alone, but also includes aspects of digital marketing, electronic supply chain management, and technology-based after-sales services. The main characteristics of e-commerce include: Ubiquity, Transactions can be carried out anywhere and anytime; Global reach, Able to reach consumers across national borders; Interactivity, Direct interaction between sellers and buyers through digital communication features; Personalization, E-commerce platforms can adjust product offerings according to consumer preferences.

For university students, e-commerce offers convenience in obtaining goods and services quickly at competitive prices. Platforms such as Tokopedia, Shopee, Lazada, and Bukalapak offer promotional features (discounts, flash sales, free shipping) that encourage students to engage in transactions more frequently, sometimes without prior planning (Putra & Pratiwi, 2021). In addition, the development of financial technology (fintech), such as digital wallets (OVO, GoPay, Dana), further strengthens the e-commerce ecosystem. This aligns with Chaffey (2019), who emphasized that the integration of e-commerce with digital payment systems increases consumer convenience and transaction efficiency.

Consumptive Behaviour

Consumptive behaviour is defined as a person's tendency to purchase goods or services without considering functional needs, but rather driven by desires, trends, or emotional impulses. According to Schiffman & Kanuk (2010), consumptive behavior is often influenced by psychological factors (lifestyle, motivation, personality), social factors (peer environment, social media), and cultural factors. Among students, consumptive behavior often arises from the desire to follow modern lifestyles, the need for self-actualization, and the influence of digital advertising (Suryani, 2019).

The Relationship between E-Commerce and Consumptive Behavior

Many studies indicate that e-commerce significantly contributes to increasing consumptive behaviour among young people. Research by Putra & Pratiwi (2021) found that easy access to online shopping applications, promotional discounts, and digital payment systems increased the intensity of impulsive buying among students. Furthermore, Ramadhani (2020) emphasized that flash sales and free shipping are dominant factors that often drive students to make unplanned purchases. E-commerce also reinforces impulse buying through digital marketing strategies such as personalized advertisements and algorithm-based product recommendations (Kotler & Keller, 2016). This makes students more vulnerable to spending beyond their essential needs.

E-Commerce and Islamic Economics-Business Students

Students of the Faculty of Economics and Islamic Business have unique characteristics, as they not only learn about conventional economics but are also instilled with Islamic ethical values. The concept of consumption in Islam is based on the principle of maqashid syariah, which emphasizes balancing worldly and spiritual needs (Antonio, 2001). Thus, the emergence of consumptive behavior due to e-commerce presents a particular challenge for these students to maintain a pattern of consumption that is wise, frugal, and aligned with Islamic principles.

METHODS

Research methods refer to the scientific process of collecting data for a specific purpose and purpose. The method used in this research is quantitative. Quantitative research is part of a series of structured inquiries or investigations into an event by collecting data and information that will later be measured using mathematical or statistical tools within its context. This research generally utilizes statistical techniques to collect quantitative data through research studies. The goal of this data-driven study is to design and apply various theories and hypotheses related to an event.

In this study, we focused on examining the impact of e-commerce on the consumer behavior of students in the Faculty of Islamic Economics and Business, which includes the study programs of Sharia Accounting, Sharia Banking, Sharia Economics, and Zakat and Waqf Management at the Kiai Haji Achmad Shiddiq State Islamic University in Jember. In this study, we collected data from various sources that we deemed relevant to the research topic. Because the study employed quantitative research, we employed a questionnaire as the technique.

RESULTS

This study presented a sample of 20 students from the Faculty of Islamic Economics and Business, Kiai Haji Achmad Shiddiq State Islamic University of Jember, divided into the study programs of Sharia Accounting, Sharia Economics, Sharia Banking, and Zajaf and Waqf Management. The student data presented consists of students from the 2020, 2021, 2022, and 2023 intakes. Questionnaires were randomly distributed using a simple random sampling technique to all targeted students. The following are the results obtained from research on the impact of E-commerce on the consumer behavior of students at the Faculty of Islamic Economics and Business, Kiai Haji Achmad Shiddiq Islamic University, Jember.

Validity Test

Validity testing is a process that demonstrates how precise or appropriate the measuring instrument used by researchers to measure and obtain data from respondents is, thus determining whether a questionnaire is valid or not. Pearson Product Validity testing uses the principle of correlation between each item value on the questionnaire and the total value of the answers given by respondents. The table shows that the validity test results for the e-Commerce impact variable and the consumer behavior variable are valid. This is based on the decision-making process, where if the calculated R is greater than the R table and Sig is less than 0.05, the value is positive.

Table 1. Results of the E-Commerce Impact Validity Test

No Instrument Item	R Count	R Table	Significant Value	Information
1	0.761	0.444	0	Valid
2	0.814	0.444	0	Valid
3	0.655	0.444	0.002	Valid
4	1	0.445	0	Valid

Source: Processed Data (2025)

Table 2. Results of the Validity Test of Consumptive Behavior

No Instrument Item	R Count	R Table	Significant Value	Information
1	0.755	0.444	0	Valid
2	0.448	0.444	0.047	Valid
3	0.822	0.444	0	Valid
4	1	0.445	0	Valid

Source: Processed Data (2025)

Normality Test

The normality test is used to determine whether the residual values are approximately normally distributed. A regression model is considered good quality if its residual values are approximately normally distributed. In quantitative research, the normality test is generally used to verify whether the observed data meets the requirements of various statistical analysis methods, such as the regression test or the t-test (Candiasa, 2003). From the table 3, it shows that the Asymp.Sig of the normality test is 0.100 and > 0.05, so it can be concluded that the independent variables and dependent variables are normally distributed.

Linearity Test

Linearity is a relationship like a straight line. The linearity test is useful in understanding how the correlation between the independent and dependent variables is formed. The linearity test can be performed to determine the equation of the regression line between the independent variable x and the dependent variable y. Once the regression line is formed, the next step is to test the significance of the regression line coefficients and verify its linearity. In the linearity test above, in the Anova Table it can be seen that the Sig.deviation from Linearity value obtained is 0.906 > 0.05 (5%), so it can be concluded that there is a linear correlation between the impact of E-Commerce (X) and Consumptive Behavior (Y).

Table 3. Normality Test

		Unstandardized Residual
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.86500480
Most Extreme Differences	Absolute	.177
	Positive	.177
	Negative	-.091
Test Statistic		.177
Asymp. Sig. (2-tailed)		.100 ^c

Source: Processed Data (2025)

Table 4. Linearity Test

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups (Combined)	6.036	4	1.509	1.650	0.214
Linearity	5.534	1	5.534	6.052	0.027
Deviation from Linearity	0.502	3	0.167	0.183	0.906
Within Groups	13.714	15	0.914		
Total	19.750	19			

Source: Processed Data (2025)

Simple Linear Regression Test

Simple linear regression analysis is a linear correlation between one independent variable (X) and one dependent variable (Y). A simple linear regression test aims to examine the effect of an independent variable on a dependent variable. To meet the requirements for this regression test, it must be valid and reliable, and demonstrate a normal trend and a linear relationship (Mulyono,2022).

Table 5. Simple Linear Regression Test Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	5,52	1,99		3.07	.007
	Impact of E-Commerce	.471	.178	.529	2.65	.016

Source: Processed Data (2025)

From the Simple Linear Regression test data above, it is known that the result of constant (a) is 5.517. For the results of the impact of E-Commerce value (b), the regression coefficient is 0.471. The result of the equation above is 5.517 for the constant value, which is the consistent value of the participation variable, which is 5.517. The X regression coefficient of 0.471 indicates that for every 1% increase in the impact value of E-Commerce, the participation value increases by 0.471. The regression coefficient is positive, so it can be said that the direction of the influence of variable X on Y is positive.

T-test

The t-test is a step to test or evaluate the impact/influence of each independent variable (X1 and X2) separately on the dependent variable (Y) in partial regression. The t-test aims to determine the difference between the estimated value and the results of statistical calculations. The results of the significance value through the Coefficients table above show that the significance value obtained is 0.016, where sig = <0.05 (the value of the significant criteria), so the model for the regression equation is included in the criteria, so it is concluded that the E-Commerce variable (X) has an effect on the Consumptive variable (Y). Based on the t value: the calculated t value of 2.647 > t table 2.101, it is concluded that the E-Commerce variable (X) has an effect on the Consumptive variable (Y) on FEBI students at the KH. Achmad Shiddiq State Islamic University of Jember.

Table 6. Hypothesis Test

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.517	1.799		3.067	.007
	Impact of E-Commerce	.471	.178	.529	2.647	.016

Source: Processed Data (2025)

DISCUSSION

The results of this study confirm that e-commerce has a significant and positive effect on the consumptive behaviour of students at the Faculty of Islamic Economics and Business, UIN Kiai Haji Achmad Shiddiq Jember. The regression analysis showed a significance value of 0.016 (< 0.05), indicating that the ease and attractiveness of online platforms strongly influence students' purchasing decisions. This finding is consistent with previous studies by Putra & Pratiwi (2021) and Ramadhani (2020), which also revealed that discounts, flash sales, and free shipping are the dominant factors that stimulate unplanned purchasing among students.

The shift from needs-based to desire-driven consumption shows that students no longer perceive shopping merely as fulfilling basic needs but also as a lifestyle influenced by trends, peer environment, and digital marketing strategies. This supports the perspective of Schiffman & Kanuk (2010), who emphasized that psychological and social factors play

a vital role in shaping consumer behaviour. In this case, e-commerce has successfully integrated promotional features and digital payment systems to create a seamless transaction experience, which tends to lower consumers' self-control.

From an Islamic economics perspective, this trend raises a critical concern. Students of Islamic economics and business are expected to embody the values of moderation, frugality, and responsibility in consumption, as aligned with maqashid syariah. However, the strong influence of e-commerce may challenge these principles, as excessive consumption could lead to wasteful spending and conflict with the Islamic value of avoiding israf (extravagance). Similar concerns were expressed by Al-Shami, Sidek, & Abdullah (2019), who highlighted the importance of self-control and financial literacy in ensuring sustainable consumption.

Furthermore, the study demonstrates the dual role of e-commerce: while it provides convenience, accessibility, and efficiency, it also introduces risks of impulsive and excessive consumption, especially among young consumers. Therefore, the implication of this research lies in the need for increased financial literacy programs and awareness campaigns targeted at students, encouraging them to differentiate between needs and wants in their consumption behaviour. By doing so, students can optimize the benefits of e-commerce without falling into overconsumption traps.

In summary, the discussion highlights that e-commerce has not only transformed students' shopping behaviour but also reshaped their lifestyle orientation. While it contributes positively to accessibility and convenience, it simultaneously fosters challenges in maintaining self-discipline and aligning with Islamic consumption values. This indicates the urgent need for strategies that integrate digital literacy, ethical consumption, and Islamic economic values to guide students toward wiser consumption patterns.

CONCLUSION

The results of this study demonstrate that e-commerce plays a crucial role in shaping the consumptive behaviour of students in the Faculty of Islamic Economics and Business at UIN Kiai Haji Achmad Shiddiq Jember. The majority of students are actively engaged in online shopping activities, showing that digital platforms have become an inseparable part of their lifestyle. This behavioural shift indicates a transformation from needs-based consumption toward desire-driven spending patterns. Discounts, flash sales, free shipping, and promotional offers were identified as the dominant factors influencing students' decisions, encouraging impulsive buying without thorough consideration of necessity.

Furthermore, the findings confirm that e-commerce not only provides ease and accessibility in transactions but also fosters consumerism that risks leading to financial inefficiency and reduced self-control among students. This is particularly relevant for Islamic economics and business students, as excessive consumption behaviour contradicts the values of moderation, frugality, and responsibility emphasized in Islamic teachings. Therefore, the challenge lies in balancing the advantages of e-commerce—such as convenience, wider market access, and competitive pricing—with the need for wise consumption practices.

The study highlights the importance of developing greater awareness, financial literacy, and self-discipline among students in order to avoid the negative consequences of overconsumption. By strengthening their ability to differentiate between needs and wants, students can align their purchasing behaviour with both personal financial stability and Islamic ethical values. In this way, e-commerce can be utilized positively without leading to excessive consumerism.

From the results above, it can be seen that: (1) the majority of students from the Faculty of Islamic Economics and Business use and know about the sales or purchasing system with the e-commerce system. (2) The results of the analysis also indicate that e-commerce has a big impact on the consumer lifestyle of students' shopping habits, as seen from the hypothesis test (T-test). Students' consumer lifestyles are also influenced by their excessive desire to purchase goods online due to discounts available on e-commerce sites and following current trends.

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