
ANALYSIS OF THE IMPACT OF THE SHOPEE APPLICATION ON STUDENTS WASTEIOUS BEHAVIOR

¹Eka Risma Wati *²Sharif As'ad

Email: erimaw@gmail.com, syarif.asad@umy.ac.id

^{1,2} Yogyakarta Muhammadiyah University

Abstract

Currently, many people are using e-commerce. As devout Muslims adhere to Islamic law, every individual should use e-commerce applications wisely and avoid extravagance. Extravagance is spending wealth excessively on unnecessary purposes or exceeding the limits of reasonableness in shopping. Islam always teaches its followers not to be excessive (extravagant) and advocates for simplicity. The purpose of this study is to determine whether students have avoided extravagance in shopping on e-commerce platforms. The method employed in this research is descriptive research and field study. The respondents in this study consist of 30 students from Muhammadiyah University of Yogyakarta. In this research, 86% of the respondents are still exhibiting extravagant behavior, primarily due to their inability to control their finances and their preference to shop according to their desires. There are 14% of respondents who have managed to avoid extravagance, mainly because they can manage their finances well and only shop for necessities by reducing their desires, thus restraining themselves in controlling their shopping behavior.

Keywords : Extravagant Behavior; Ecommerce; Extravagance; TPB; Student Behavior

INTRODUCTION

In this modern era, the development of information technology dominates changes in the activities of every individual, including consumption (Syamsurizal et al., 2022) . People's consumption patterns are becoming more varied based on current and growing contexts. Accessing the products someone needs across distances or different areas has become very efficient and effective with the existence of sophisticated information technology. Lifestyle patterns and people's thinking patterns that consider internet media as an important benefit in the economic sector that can fulfill human needs (Doyal & Gough, 1984) and (Sartika, Syamsurizal, Putri, 2023) .

The existence of an integrity connection between the internet and social networks makes it easier for consumers to find out about existing online shop products. Online shop owners can influence consumers' decisions in choosing the products offered by carrying out more special promotions. The use of the internet is greatly utilized by e-commerce, one of which is Shopee. The use of services in the form of e-commerce that can be enjoyed by consumers or by the industry itself (Rahayu, 2023) . With the existence of a service in the form of e-commerce, consumers can access and place orders for products from various places easily just by using an internet network (Ng & Zhang, 2002) .

Looking at technological developments in Indonesia, as we already know, the majority of Indonesian people or citizens are Muslim. Thus, it is appropriate for Indonesian citizens who are Muslim to be careful in using technology properly and know the limitations or prohibitions that exist in buying and selling transactions, especially in e-commerce transactions. (Cacciapuoti et al., 2019) . Currently, many people use e-commerce to shop excessively, this is the same as wasteful behavior. In the Islamic religion itself we are always taught not to be excessive or wasteful and Allah does not like this characteristic, as explained in the Al-Qur'an, Surah Al-A'raf verse 31, which reads:

الْمُسْرِفِينَ يُجِبُّ لَا إِنَّهُ فُوتَاسَّرَ وَلَا وَاشْرَبُوا وَكُلُوا مَسْجِدِ كُلِّ عِنْدَ زَيْنَتَكُمْ خُذُوا أَدَمَ يَنِيَّ

Meaning: "O son of Adam, wear your beautiful clothes every time (entering) the mosque, eat and drink, and do not be excessive. Indeed, Allah does not like excessive people."

The important meaning of this verse is that a person's needs must be met appropriately so that life can continue well. However, if life's needs are met excessively, it will certainly have bad effects on humans themselves. Rafiq Yunus al-Mashri believes that extravagance (israf) is spending a lot of wealth for purposes that are not necessary or beyond reasonable limits in shopping (Hossain, 2014) . This includes wasteful attitudes, namely eating food that is not halal, eating beyond the limit of being full, or eating beyond the permitted limit so that it reaches a condition that is forbidden. Wasteful attitudes in the Qur'an and hadith are explained by two terms, namely israf and tabdzir. Islam prohibits wasteful attitudes in consumption, but the limits of wastefulness in Islamic economics are relative (subjective) (Hasan, 2011) .

Wasteful behavior should not be carried out by any individual who is Muslim, including at Muhammadiyah University of Yogyakarta (UMY) which is one of the best Islamic campuses in the world according to QS Ranking (Suryana, 2021). UMY, which makes its campus tagline Superior and Islamic, should not carry out wasteful behavior that is far from Islamic teachings because Islam always teaches goodness, including not being excessive or wasteful. Apart from that, this behavior is a manifestation of a person's high religiosity (Noermawati et al., 2018; Rozikan & Zakiy, 2019). From observations of UMY students, the majority of UMY students have used the Shopee e-commerce application to shop for personal needs online. However, it is not yet known how UMY students make shopping decisions on the Shopee e-commerce platform, whether they shop according to their needs or excessively (israf) (Zulfa & Hidayati, 2018).

LITERATURE REVIEW

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) is a human action guided by beliefs about the possible outcomes of behavior (behavioral beliefs), beliefs about the normative expectations of other people and motivation to fulfill expectations (normative beliefs), and beliefs about the existence of factors that inhibit the performance of the behavior (control beliefs) (Ajzen, 1991) . Factors that influence online consumer purchasing decisions according to (Moshref Javadi, Rezaie Dolatabadi, Nourbakhsh, Poursaeedi, & Asadollahi, 2012) are: (1) perceived risk, referring to the nature and amount of risk felt by consumers in thinking about something (Moshref- Javadi & Winkenbach, 2021) . Before buying, consumers think about purchasing decisions for the goods they will buy; (2) attitude, according to changes in attitudes and behavior, explains that consumer attitudes can be influenced by the intentions of the consumer himself. When consumers have the intention to shop online, the research can examine the results of the purchase transaction; (3) subjective norms, are consumers' perceptions of the influence of significant others such as family, friends, and the environment around them. This is related to the intentions of each individual, because people often act based on the perception of other people's thoughts which makes the person do that (Moshref-Javadi & Winkenbach, 2021) .

Impulse Buying

Definition of Unplanned Buying (Impulse Buying) is defined as consumers who experience a sudden, often strong, and continuous urge to buy without a plan (Iyer et al., 2020) and (Rinaldi, 2023) . Impulse buying is a consumer tendency to make purchases spontaneously, without reflection, in a hurry, and driven by emotional psychology towards a product and tempted by existing marketing (Iyer et al., 2020) .

Ecommerce

Electronic commerce (e-commerce) is defined as a way for consumers to be able to buy the goods they want online (Laudon & Traver, 2020) . E-commerce is the process of buying, selling or exchanging products, services and information via the internet network (Ng & Zhang, 2002) . Currently, various kinds of product information are marketed via e-commerce easily. E-commerce is used as an information intermediary that involves everyone participating as sellers and buyers. Not only network technology, e-commerce also requires database technology, e-mail or electronic messages (e-mail), and forms of other non-computer technologies such as goods delivery systems and e-money payment tools (Rayport & Jaworski, 2003) .

According to (Marwadi, 2008) E-commerce is a business activity that concerns consumers, manufacturers, service providers and intermediaries using computer networks, namely the internet. The use of internet facilities is a technological advancement that can be said to support business activities in the current era. According to (Fillah, 2019) e-commerce in fiqh is actually a tool, media, technical method or suggestion (wasilah) which according to Sharia rules is flexible, dynamic and variable. This is included in the category of jasaiddunya (worldly

technical issues) which Rasulullah left completely to Muslims to control and utilize for the sake of mutual prosperity while within the Sharia corridor (Rusadi, 2021).

Definition of Consumer Behavior

According to (Gatersleben et al., 2019) , consumer behavior can be defined as an activity of each individual who directly participates in obtaining and using goods and services, including a decision-making process in everything related to that activity. (Khan, 2020) . Not only that, there are two important factors in the meaning of consumer behavior: First, the collection process and Second, physical activities which all involve individuals in assessing, obtaining and using goods and services. Meanwhile, according to (İbrahim, 2022) . Consumer behavior is an action that is indirectly involved in obtaining, consuming and consuming products and services, including the processes that precede and follow these actions. This consumer behavior is preceded by their knowledge of the behavior that will be carried out (Renaldy & Mas'udi, 2023) .

Definition of Wasteful Behavior

Wasteful behavior in the Qur'an can be expressed with the term israf but it can also be expressed with the term tabdzir. The word israf comes from the Arabic "Asrafa-Yusrifu-Israfan" which means: to waste or exceed limits (Munawwir, 1997). The word israf is defined as exaggerating and going beyond limits or in other words it is called wasteful. The prohibition on wasteful behavior (israf) does not only apply to food or drink that harms the mind and body, but this prohibition also applies to all affairs (İbrahim, 2022) . Islam always teaches its people not to behave wastefully (israf), but Islam teaches simplicity in spending one's wealth. Wasteful behavior in Islam is defined as spending large amounts of wealth for trivial purposes, so wasteful behavior is prohibited in Islam. What is included in wasteful behavior is eating food that is not halal, eating beyond the limit of being full, shopping for non-essential needs, resulting in conditions that are prohibited (Kalbasi & Amani, 2022) .

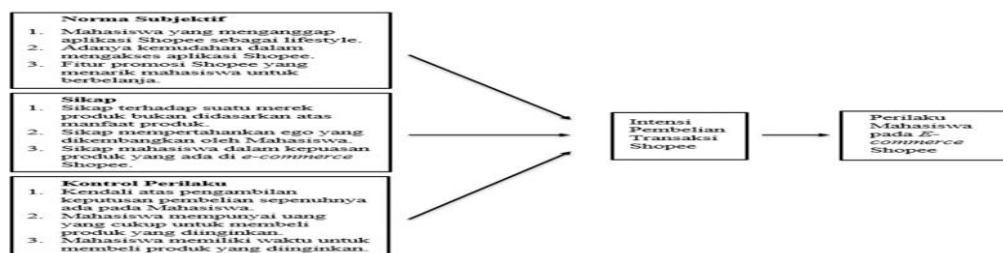


Figure 1. Research Flow

METHOD

The research carried out is descriptive research, namely a research method by examining the status of a human group, an object, condition, system of thought or events in the present (Sugiyono, 2014). This research is descriptive in nature, namely

an attempt to analyze and interpret the data that has been collected from the research process and then explain it. This research also uses a field study method (field research) which refers more to observations and collection of field data as material for research according to the topic. This type of research seeks to find out how UMY students behave in using the Shopee e-commerce platform and whether the behavior of UMY students in using Shopee e-commerce is in accordance with Sharia principles.

RESULTS AND DISCUSSION

There is data that researchers obtained including faculty, age, gender, frequency of opening Shopee/day, and length of time they have had the Shopee application. The total number of respondents was 30 respondents who were interviewed. Shows that there were 5 respondents from the Faculty of Islamic Religion (FAI), 2 respondents from the Faculty of Agriculture (FP), 2 respondents from the Faculty of Medicine and Health Sciences (FKIK), 2 respondents from the Faculty of Engineering (FI), 6 respondents from the Faculty of Economics and Business (FEB), 3 respondents from the Faculty of Social and Political Sciences (FISIPOL), 4 respondents from the Faculty of Language Education (FPB), 4 respondents from the Faculty of Law (FH), and 2 respondents from VOCATION. The average age of respondents in this study was 19 years-22 years, while regarding the gender of the respondents, there were 10 respondents who were male and 20 respondents who were female. From the research results on the frequency of respondents opening the Shopee application quite often, data was obtained, namely 11 respondents opened Shopee 1-3 times/day, 16 respondents 4-6 times, and 3 respondents >7 times. Judging from the data obtained, respondents often open Shopee every day. It can be concluded that 30 respondents are active Shopee users, this can be seen from the frequency of opening Shopee/day, namely opening the Shopee application more than once. This is because the respondents have free time, they enjoy looking at products on Shopee, and open Shopee when they want to buy products on Shopee. Based on the results of interviews, this research explores information to find out how UMY students behave in using the Shopee e-commerce platform and whether they avoid Israf when shopping at Shopee e-commerce. This research was conducted with 30 respondents spread across each faculty at UMY.

Student Knowledge Regarding the Shopee Application

The results of research on 30 respondents, all respondents said that Shopee is a place for online buying and selling or in other words e-commerce. They consider Shopee to be a place to shop online that makes it easier for them. Because without leaving the house they can buy and get the things they want. According to (Handayani & Nilasari, 2021) online shopping is defined by the process of customers purchasing services or products via the internet. By shopping online, consumers can browse products easily, comfortably and in a short time.

Based on the results of interviews conducted by researchers with UMY students regarding the Shopee application, researchers found several answers from informants as follows:

"The Shopee application is a marketplace that is very familiar, especially students" (Informant 01, January 3 2022).

"In my opinion, when I hear the word Shopee, it is definitely the biggest e-commerce in Indonesia" (Informant 02, 4 January 2022).

"When I hear the words Shopee, it's a place to shop online" (Informant 03, January 4 2022).

"When I hear the word Shopee, what I think of is a marketplace that provides free shipping every day" (informant 04, 5 January 2022).

Based on the interview above, all respondents were aware of the Shopee application and explained that the Shopee application was e-commerce for shopping online. There were respondents who said that Shopee is the largest marketplace in Indonesia. Regarding this, for students themselves, the Shopee application is very familiar and there is no doubt about its existence. In Islamic jurisprudence itself, e-commerce is actually a tool, media, technical method or suggestion (wasilah) which according to Sharia rules is flexible, dynamic and variable (Fillah, 2019).

Reasons why students want to shop at Shopee

The reasons why students want to shop at Shopee are varied, most respondents stated that they want to shop at Shopee because of the many discount promos offered by Shopee. Apart from that, students also think that almost all the needs they are looking for are on Shopee. Below are several answers from informants such as:

"I like shopping at Shopee because there are lots of promotions and of course there are usually advertisements on social media that go directly to Shopee which ultimately makes it interesting to shop at Shopee" (informant 05, 5 January 2022).

"The reason is because at Shopee almost all the needs and goods we are looking for are at Shopee" (informant 06, 8 January 2022).

"The reason I want to shop at Shopee is that the promotions are quite good and there are advertisements everywhere on almost all social media" (informant 07, 8 January 2022).

"What makes me want to shop at Shopee is usually the attractive promotions and cute items" (informant 08, 9 January 2022).

Based on the results of the interview above, it can be concluded that the reasons why students want to shop at Shopee are attractive promotions, advertisements on social media, and the completeness of goods sold at Shopee which students consider to be all they need at Shopee. This is confirmed by previous research which states that promotions are something that can influence a person's purchasing decisions. Promotion is information created to direct someone to action that creates an exchange in marketing. Promotion is also a form of marketing communication that aims to encourage demand and decisions regarding someone's purchase (Njoto, Krismi, & Sienatra, 2018).

a. Because of a promotion or discount

Students will be more tempted by the promos and discounts offered by the marketplace because usually there are quite a lot of promos and discounts held. Moreover, students themselves do not have an income and only get pocket money. Thus, students will prefer to shop with existing promotions or discounts.

b. Because of need

Apart from the promotions or discounts given. The large number of student activities has made many students look for ways to fulfill their needs in an easier way. The existence of the Shopee application certainly makes students interested in shopping at Shopee e-commerce. Apart from that, students become more efficient in shopping for their needs because on Shopee e-commerce they can shop at any time without having to go to an offline store.

c. Fulfilling Desires

Some students shop at Shopee because they just fulfill their desires. By accidentally looking around, sometimes you shop because you are interested in the product. The purchase decision occurred suddenly without prior planning.

d. Because of attractive advertising

Attractive advertisements created by Shopee cause students to shop at Shopee. Students who often see advertisements on all social media become interested and buy.

Need or Desire Factors in Buying Products



Figure 2. Factors that Influence Product Purchases

Regarding the need factor, consumption behavior is essentially done primarily to fulfill life's needs. Because consumers will tend to buy the products they need at that time, regardless of whether the product is included in primary needs (basic needs) or secondary needs. Meanwhile, regarding the desire factor, in consumer behavior, consumers do not only buy because they have existing needs, but because consumers buy because they satisfy their desires by shopping for needs that have no benefit from the product.

This is in line with the situation that occurs among students, namely that there are still many students who only prioritize their desires when purchasing products on Shopee. However, not all students make purchases based on desire

factors alone, there are students who prioritize need factors and while students prioritize both factors in purchasing, namely needs and desires. The following is data regarding the factors of need or desire in purchasing products for UMY students.

Based on the diagram above, it can be seen that the factors that influence product purchases for 30 respondents are 4 respondents due to need factors, 11 respondents due to desire factors, and 15 respondents purchasing factors due to needs and desires. From this data, the most important factor influencing student product purchases is the desire factor. In this case, students are still more concerned with their desires than their needs. In this case, Islam itself always teaches simplicity in spending one's wealth.

Students are more concerned with shopping according to their needs because they adjust to their income or pocket money without having to shop excessively and be wasteful. Even though there are many attractive temptations every day, they can resist this and choose to live more simply according to their needs. Unlike students who shop according to their wishes, they are more easily influenced by the offers on Shopee. They shop without looking at the benefits of the goods they buy just to fulfill their desires . Apart from that, they usually buy the product more than once because they think the product they bought is cute and adorable. They tend to overdo shopping because it fulfills their desires.

Basically, humans have a sense of satisfaction that does not stop at one point, but tends to increase. Therefore, in terms of consumption, humans always never feel like they have enough and want more with the aim of fulfilling a sense of satisfaction when there is actually no need for the item. As a result, the individual will have the desire to spend their money by consuming goods and services continuously to fulfill their sense of satisfaction.

Is there a special budget for shopping at Shopee?

There is student data regarding the budget for shopping at Shopee as follows:

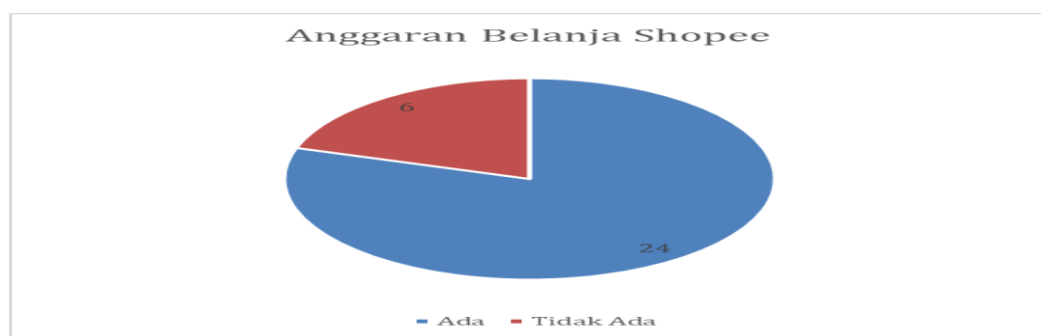


Figure 3. Shopee Shopping Budget

Based on the diagram above, there are 24 students who have a special budget for shopping at Shopee and with a percentage of 35%-50% of the student's monthly pocket money. Those who don't have a special budget for shopping at Shopee are 6 students but still shop because of existing needs and desires, but there are 2 students who don't have a special budget but use ShopeePayLater to shop at Shopee. ShopeePayLater is a feature provided by Shopee to provide loans or installments for

Shopee users with the aim of helping Shopee users who want to shop for goods but do not have sufficient funds. However, with this feature, students can shop outside the income limit obtained through the features provided by Shopee. As stated by the informant who said:

"I usually use ShopeePayLater because I want to buy the item and don't have the budget, so I end up using ShopeePayLater which can be paid for next month, sis" (Informant 01, January 3 2022).

This phenomenon causes students to shop not according to their pocket money because students force themselves to shop when they don't have a shopping budget. The spontaneity in shopping makes students shop without a special budget. There are students who budget for shopping at Shopee every month because they think having a budget makes them more aware of how much they have spent shopping at Shopee.

Have you ever bought a product on Shopee but didn't plan on it?

Impulse Buying is defined as consumers who experience a sudden, often strong, and persistent urge to buy without a plan (Iyer, Blut, Xiao, & Grewal, 2020). This is the same as the interview results obtained by researchers because there is spontaneity in purchases which makes them shop without planning. Based on the results of interviews conducted by researchers with 30 respondents, all of these respondents had experienced shopping at Shopee without a purchase plan. Researchers found several answers from informants as follows:

"Yes, I have, usually because the items are cute, sometimes I already have the item but buy it again because it's cute" (informant 10, 10 January 2022).

"Once, sometimes I was just looking at Shopee when I suddenly saw that the reviews were good and the item looked interesting so I definitely bought it" (informant 11, 19 February 2022).

"Ever, especially now, there is something called TikTok poison, sis, this is what sometimes makes us poisoned by the goods and then buy them even though we never had any plans to buy the goods" (informant 12, 19 February 2022).

"Once, sometimes when I opened Instagram there was an interesting Shopee advertisement and I immediately opened Shopee and bought it" (Informant 13, 19 February 2022).

"Once, sometimes the items that are having big promotions are the things that you didn't plan on buying because sometimes you think it would be a shame if you don't buy them during the promotion, sis" (Informant 14, 20 February 2022).

"Once, usually because the Shopee advertisements were quite interesting and went straight to the Shopee link, I was sometimes tempted to buy even though sometimes the goods weren't really needed" (Informant 15, 20 February 2022).

From the various answers from the informants above, it can be concluded that UMY students have experienced purchases without planning. Some say that because they just looked at the reviews and the item was cute, they immediately bought it, there are also those who said that Shopee had a big promotion so they were interested in buying, there was a promotion created by TikTok content creators or TikTok influencers to buy items on Shopee. This is the reason respondents buy products without planning. Regarding the role of influencers in purchasing decisions, there is previous research which states that an influencer shares information about the products they use, so that it can attract their followers to try, which will ultimately create a purchasing decision (Zukhrufani & Zakiy, 2019).

According to (Loisa & Matius, nd) the purpose of a promotion is to inform that there is a product made by the company so that consumers can be influenced by this information and can make purchases of the product. This is what students do, they shop without a purchase plan because there are interesting promotions and look at product reviews on Shopee in order to compare the products they want to buy. By looking at product reviews, it can be said that the product has good quality because the product can carry out its function well.

Apart from seeing product reviews, students often buy products without planning because of advertisements on social media, one of which is Instagram. This is confirmed by previous research which states that marketing via Instagram social media is easier because advertisements can be seen by all Instagram users which results in buyers being interested in buying the advertised product (Setia Wibowo, 2018). Students will be more interested in advertisements on social media because they think these advertisements are very convincing to consumers and the direct access to the Shopee link makes students immediately buy the product without planning it. The frequency of opening Shopee 1-7 times/day by students who often see advertisements makes them influenced and make purchases, even though the goods are not included in their needs.

Did you buy a product on Shopee because there was a promotion or prize?

Based on interviews conducted by researchers with 30 informants among UMY students, all students bought products because of promotions or prizes offered by Shopee. Because there are students who think that when there are big discount promotions and prizes, it would be a shame not to buy the product. Following are some of the informants' answers from the interviews:

"That's for sure, sis, if there's a promotion, definitely buy it, especially on Shopee, the promotions are usually very high which definitely tempts consumers" (Informant 21, 22 February 2022).

"Oh yes, that's clear sis, usually Shopee has promotions every month on good dates like 1 1, 2 2, 3 3, so sis, so definitely buy it, bro" (Informant 22, 22 February 2022).

"Yes, because I once bought goods on Shopee for Rp. 1,000,- even though the original price is expensive. "It's also quite difficult to get, sis, because we have to fight over it, usually we only have 2-3 items in stock, even usually just 1 item, sis" (Informant 23, 22 February 2022).

"Yes, at that time I bought promotional items with free shipping + cashback, that's really good for students, sis" (Informant 24, 23 February 2022).

"Yes, who wouldn't be tempted if there was a promo or gift from Shopee, Miss would really take advantage of it" (Informant 25, 23 February 2022).

From the various answers to the information above, it can be concluded that all students really take advantage of the promos or prizes given by Shopee, such as free shipping promos, promos every good date per month, promos priced at IDR. 1,000,- and cashback promo carried out by Shopee. This is also what makes students often shop at Shopee.

Promotions or gifts are a form of effort to influence other parties. These promotions or prizes are a communication mechanism in marketing. Consumers will tend to be happy when they receive a promo or discount during the purchasing process. As respondents have said, they really take advantage of the promos or prizes given by Shopee. The promos offered by Shopee include free shipping promos, promos on every beautiful date of the month, promos priced at IDR. 1,000,- and cashback promo.

The free shipping promotion itself is a discount on shipping costs when purchasing a product. This free shipping promo will make it easier for buyers to purchase products. According to students themselves, they really take advantage of the free shipping because they think the free shipping promo will make purchases easier. Usually, students will find it difficult when there is no free shipping promotion because they think it is the same as expensive, especially when the shipping cost is nominally greater than the price of the goods purchased, as a result, students will be reluctant to shop online. Apart from the free shipping promo, students also really take advantage of promos every good date of the month. This promotion is a promotion held by Shopee every month on certain dates. With this promo, of course students will definitely look forward to it because they think the promo is quite big and doesn't happen every day.

Furthermore, there is a promo at a price of Rp. 1,000,- This promo is also not held every day by Shopee. According to students, this promo is also highly anticipated because the price is very affordable, but this promo only has one item at a certain time. This is what makes students enthusiastic about waiting for the promotion because many other consumers will be competing to get this product. Lastly, there is cashback which is a gift received by consumers who have purchased goods on Shopee. The prize is usually in the form of Shopee coins which can be used for transactions. This is certainly very tempting for students because they think they have bought the goods and received the goods, but still get gifts given by Shopee. In this way, students will really take advantage of the cashback.

Student Motivation for Shopping at Shopee

From the results of interviews conducted, 30 respondents said that it was easy to access the Shopee application. There are many types of convenience here, namely ease in terms of payment, ease in asking the seller for products, ease in choosing delivery of goods, and promotions held by Shopee. Researchers found several informant answers from the following interviews:

"I'm motivated because the Shopee application is easy, sis, it's easy starting from the payment and the features" (informant 26, 25 February 2022).

"The motivation for shopping at Shopee is because of the promo that I explained at the beginning and it's easy to access Shopee, sis" (Informant 27, 25 February 2022).

"The motivation is that there are lots of promotions provided by Shopee and also the convenience that if we want to choose delivery, we can choose delivery via whatever method we like" (Informant 28, 24 February 2022).

"The motivation for shopping at Shopee is definitely easy, starting from the features, accessing the Shopee application is also easy to ask sellers about products too" (Informant 29, 25 February 2022).

"The motivation is because on Shopee the promotions are just as easy on Shopee as compared to e-commerce" (Informant 30, 25 February 2022).

From the informant's answers above, it can be concluded that students consider the convenience provided by Shopee e-commerce, starting from ease of application access, ease of payment, ease of Shopee features, ease of asking sellers for products, ease of selecting goods delivery. This is confirmed by previous research regarding service quality as a form of consumer loyalty (Zakiy & Haryanto, 2021). Service quality will be considered good and satisfactory when the service perceived or received by consumers is in accordance with expectations. In line with this, when consumers feel good service quality, they will feel satisfied (Zakiy, 2019). Consumers who are satisfied will be willing to pay more to obtain the products and services provided by a company. So the importance of customer satisfaction, a company must make customer satisfaction the focus and goal that must be achieved by every company (Zakiy, 2019). As it becomes easier to use the Shopee application, more and more purchasing decisions will be made online. According to (Rahmizal & Yuvendri, 2020) convenience in the online shopping system is defined as when buyers feel that there are no obstacles or difficulties when shopping online. Buyers will tend to believe when conditions in online shopping are easy to operate, understanding and learning are characteristics of that ease.

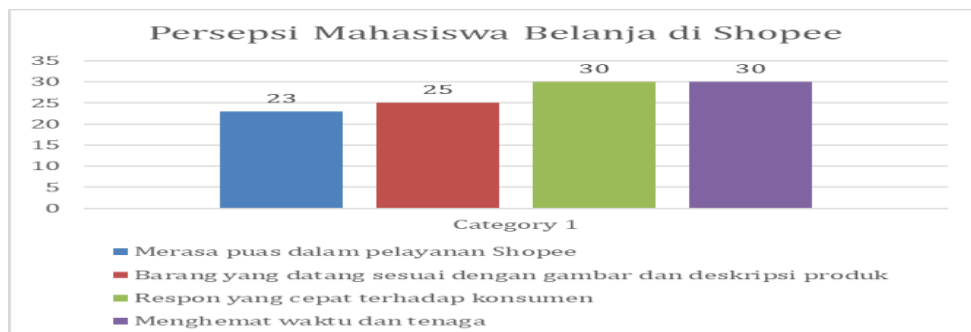
Students stated that there are conveniences such as the chat feature provided by Shopee, with this feature buyers and sellers can communicate about the products they want to buy. So you can bargain or ask further about the product you want to buy. Shopee also offers a variety of products. Apart from that, easy and safe payment methods make students confident in using the Shopee application. Delivery service that is integrated with various delivery services and social features that are innovative, safe and practical.

How do students perceive when shopping at Shopee

From the results of interviews conducted by researchers, 30 informants, namely UMY students, stated that the various perceptions of most students think that Shopee has its own convenience, starting from the service aspect, fairly fast response and convenience which has been explained in the student's motivation earlier. There is data regarding student perceptions when shopping at Shopee:

Figure 4. Student Perceptions of Shopping at Shopee

From the diagram above, it can be explained that there are students' perceptions regarding shopping at Shopee, namely 23 students who feel satisfied with Shopee's service, 25 students stated that the goods arrived in accordance with the picture and product description, 30 students/all students agreed that Shopee responded quickly towards consumers, and 30 students/all students said that shopping at Shopee saved the students' time and energy. This is reinforced by previous theory which states that there are factors that influence online purchasing decisions according to (Moshref



Javadi et al., 2012), namely perceived risk refers to the nature and amount of risk felt by consumers when thinking about something. Consumers generally prefer to shop online which does not require a physical inspection and does not require leaving the house, which can save time; Attitude: the attitude of students who feel satisfied when shopping, the attitude towards a product brand is not based on the benefits of the product, as well as the attitude of maintaining the ego developed by students; Subjective Norms define consumers' perceptions of the influence of significant others such as family, friends, and the environment around them.

Does the Shopee Application Make Students Wasteful?

The data regarding students taken as informants who agree with the view that the Shopee application makes students wasteful is as follows:



Figure 5. The Shopee application makes students wasteful

Based on the diagram above, it can be seen that the informants who agree with the Shopee application make it wasteful for students are 24 students,

while those who disagree are 6 students. Below are several answers from informants who agree and disagree that the Shopee application makes students wasteful, as follows :

"In my opinion, it makes students wasteful, because I have experienced that wastefulness happens myself, more often than not, ladies don't control their finances" (Informant 09, 10 January 2022).

"In my personal opinion and seeing that my closest friends are making waste, sis, because now there is a TikTok that often promotes Shopee, so you will definitely be poisoned to buy it like that" (Informant 16, 21 February 2022).

"In my opinion, it makes it wasteful, because I happen to be taking part in the Shopee program called Shopee Affiliate, so I have to keep buying things to create content for the program, which is what makes it wasteful" (Informant 04, 5 January 2022).

The answers from several informants who did not agree that the Shopee application made students wasteful were as follows:

"In my opinion, it doesn't make you wasteful, because it goes back to each person, if they can control their appetite for shopping, it definitely won't make them wasteful" (Informant 19, 21 February 2022).

"In my opinion, it doesn't make me wasteful, because I shop according to my needs and usually save first when I want to shop" (informant 23, 22 February 2022).

From the answers of several informants above, those who agree with the perception that the Shopee application makes students wasteful are because they cannot control their finances, participate in affiliate programs, and see advertisements on the TikTok application. Those who do not agree with this are students who can reduce their appetite for shopping and only shop according to their needs.

The definition of wasteful behavior in the Qur'an can be expressed using the term *israf*, but it can also be expressed using the term *tabdzir*. The word *israf* comes from the Arabic "*Asrafa-Yusrifu-Israfan*" which means: to waste or exceed limits (Munawwir, 1997). The word *israf* is defined as exaggerating and going beyond limits or in other words it is called wasteful. The prohibition on wasteful behavior (*israf*) does not only apply to food or drink that harms the mind and body, but this prohibition also applies to all matters (Shabuni, 1996).

The phenomenon that occurs in the field regarding student perceptions of whether the Shopee application makes students wasteful, there are 24 respondents who agree with this and 6 respondents disagree. For students who agree that the Shopee application is wasteful because students cannot control their finances and prefer to shop according to their wishes. In fact, Islam always teaches its people not to behave wastefully (*israf*), but Islam always teaches simplicity in spending one's wealth. In reality, after getting data in the field, this has not been ingrained in students.

Wasteful behavior just happens by students, because students no longer buy the things they need but instead buy things simply to try the product and buy back

the things they already have, even though they don't actually need the product. With the Shopee application, it really influences students' wasteful behavior because of the convenience provided, affordable price offers, high discount promos, attractive promotions, which will shape this wasteful behavior. In Islam, of course, desires are not justified because in Islam desires arise from desires alone. Meanwhile, humans have two opposing lust tendencies, namely good and bad. Being israf or exaggerating is one of the attitudes that Allah hates. The desired consumption in Islam is a quantity and quality of consumption that is within normal limits and is beneficial for human needs. As Allah says in the Qur'an surah Al-Isra' verses 26-27:

تَبْذِيرًا تَبْذُرَ وَلَا السَّبِيلِ وَأَبْنِ وَالْمَسْكِينِ حَقَّهُ الْقُرْبَىٰ ذَا وَءَاتِ

Meaning: " *And give to close families their due, to the poor and those on a journey and do not squander (your wealth) wastefully.*"

Other Findings

After conducting interviews with 30 respondents, there was another interesting finding from one of the respondents. There is an interesting thing that researchers found, namely that there were students who took part in one of the programs held by Shopee called the Shopee Affiliate Program. The person who took part in the program was informant 04. The Shopee Affiliate Program is a program to earn additional income by becoming a content creator who promotes various products on social media. With this program, it can motivate other students to also take part in the program. Respondents explained that:

"I shop so often, at Shopee there is something called the Shopee Affiliate program for those of us who often shop at Shopee, we can register there and then we can promote each of our purchases to other people, so when other people buy via our link, then we "You can get a commission, yes, even though it's not big the commission can add to our ShopeePay balance, so it's not bad for students" (informant 04, 5 January 2022).

From the informant's explanation above, he took part in the Shopee Affiliate program because he often shops at Shopee, so he was interested in joining the program. According to him, you can increase your ShopeePay balance when you get a commission. This can certainly motivate other students to take part in the program. Not only do you shop at Shopee, you can also take part in programs provided by Shopee and get commissions that can increase your ShopeePay balance. Apart from spending money to purchase goods, we also get income from the commissions we get.

CONCLUSION

In fact, Islam always teaches not to overdo it (israf). Israf is spending a lot of wealth for unnecessary purposes or going beyond reasonable limits in shopping. In this research, there were 86% of respondents who still applied the characteristics of israf. The reason is because they cannot control their finances and prefer to shop according to their wishes. In fact, Islam always teaches its followers not to overdo it

(israf) and teaches simplicity. There are 14% of respondents who have avoided the israf nature. The reason is because you can control your finances well and shop only according to your needs by reducing your desire to shop so you can restrain yourself in controlling your shopping behavior. This is proven by researchers' findings regarding their frequent access to the Shopee application when shopping online. Students themselves take advantage of the convenience provided by the Shopee Application in shopping online for all their transactions. Apart from that, they are also active users of the Shopee Application for more than 2 years. The convenience and benefits they experience make them increasingly transact, which gives rise to wasteful behavior.

Suggestion

In terms of purchases for students, students should consider purchasing by purchasing products according to their needs. Because, considering purchases can reduce the nature of israf. For further research, it is hoped that it can be improved by adding more samples so that this research is better. Not only researching Muhammadiyah University of Yogyakarta, but also researching other universities in Yogyakarta .

BIBLIOGRAPHY

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes* , 50 (2), 179–211.
- Cacciapuoti, A.S., Caleffi, M., Tafuri, F., Cataliotti, F.S., Gherardini, S., & Bianchi, G. (2019). Quantum internet: Networking challenges in distributed quantum computing. *IEEE Network* , 34 (1), 137–143.
- Doyal, L., & Gough, I. (1984). A theory of human needs. *Critical Social Policy* , 4 (10), 6–38.
- Gatersleben, B., Murtagh, N., Cherry, M., & Watkins, M. (2019). Moral, wasteful, frugal, or thrifty? Identifying consumer identities to understand and manage pro-environmental behavior. *Environment and Behavior* , 51 (1), 24–49.
- Hasan, Z. (2011). *Money creation and control from Islamic perspective* .
- Hossain, B. (2014). *Economic rationalism and consumption: Islamic perspective* .

-
- İbrahim, A. (2022). The effect of conspicuous consumption behavior on wasteful consumption behavior: The intermediary role of hedonic consumption behavior. *Journal of Economy Culture and Society* .
- Iyer, G.R., Blut, M., Xiao, S.H., & Grewal, D. (2020). Impulse buying: A meta-analytic review. *Journal of the Academy of Marketing Science* , 48 , 384–404.
- Kalbasi, F., & Amani, M. (2022). Recognizing Extravagant Consumption and Avoiding Wastefulness Using Islamic Benchmarks in Nahj al-Balaghah. *International Journal of Cultural and Religious Studies* , 2 (2), 1–9.
- Khan, M.A. (2020). *Theory of consumer behavior: An Islamic perspective* .
- Laudon, K.C., & Traver, C.G. (2020). *E-commerce 2019: Business, technology, society* . Pearson.
- Moshref-Javadi, M., & Winkenbach, M. (2021). Applications and Research avenues for drone-based models in logistics: A classification and review. *Expert Systems with Applications* , 177 , 114854.
- Ng, T. S. E., & Zhang, H. (2002). Predicting Internet network distance with coordinates-based approaches. *Proceedings. Twenty-First Annual Joint Conference of the IEEE Computer and Communications Societies* , 1 , 170–179.
- Rahayu, M. (2023). *Analysis Of Organic Waste Management In Padang Baru Lubuk Basung Traditional Market* . 1 (1).
- Rayport, J. F., & Jaworski, B. J. (2003). *Introduction to e-commerce* . McGraw-Hill, Inc.
- Renaldy, A., & Mas'udi, M. (2023). The Impact of Industrial Era 4.0 and Social Media Marketing on Zakat Payments: A Study of E-Commerce and Online

Applications by Zakat Institutions Bogor. *Journal of Islamic Economic and Business Research* , 3 (1), 13–24.

Rinaldi, AM (2023). *Analysis Of Usury Laws From The Perspective Of Religious Understanding In Communities In* . 1 (1), 42–51.

Sartika, Syamsurizal, Putri, MR (2023). *Analysis Of The Impact Of Using The M-Banking Application (Study On The Community Of* . 1 (1).

Syamsurizal, S., Putri, S., Movitaria, MA, & Yanti, N. (2022). Analysis of Public Interest in Sharia Banking. *Wisdom* , 19 (2), 130–145.