

## ABSTRAK

**Hafni Affiany Nursyahbany. 2024, Analisis Perilaku Pembelian Impulsif Pada Mahasiswa Muslim Universitas Siliwangi : Program Studi Ekonomi Syariah Fakultas Agama Islam Universitas Siliwangi**

Berdasarkan hasil survei terbaru masyarakat Indonesia memiliki tendensi membeli barang diluar dari daftar belanja mereka. Perilaku pembelian impulsif tersebut dapat menimbulkan dampak negatif yang dirasakan saat menumpuknya barang tidak terpakai karena sudah membeli barang atas dasar dorongan emosional. Hal ini bertentangan dengan etika konsumsi Islam karena mengarah pada pemborosan dan kemubaziran. Adapun hasil survei pendahuluan pada mahasiswa muslim Universitas Siliwangi diketahui sebagian besar pernah melakukan pembelian impulsif. Hal ini menjadi perhatian mengenai bentuk pembelian impulsif yang mereka lakukan dan faktor-faktor yang menjadi pemicu serta pengendalinya. Adapun tujuan penelitian ini untuk mendeskripsikan perilaku pembelian impulsif pada mahasiswa muslim Universitas Siliwangi.

Dalam penelitian ini menggunakan metode pendekatan kualitatif deskriptif dengan sumber data primer mahasiswa muslim Universitas Siliwangi. Teknik pengumpulan data melalui wawancara. Dengan teknik analisis data berupa pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan. Lokasi penelitian berada di Universitas Siliwangi dengan waktu pelaksanaan penelitian terhitung mulai Desember 2023 hingga Maret 2024.

Berdasarkan hasil penelitian diperoleh: a) Tipe-tipe pembelian impulsif paling banyak adalah pada tipe *planned impulse buying*. Kedua, tipe *suggestion impulse buying*. Ketiga, tipe *pure impulse buying*. Dan keempat tipe *reminder impulse buying*. b) Faktor pendorong yang paling banyak dialami adalah adanya gratis ongkir (*sales promotion*). Ditemukan juga faktor lain yaitu kesenangan mengoleksi, perasaan ingin mencoba produk baru, *self reward*, sugesti kebutuhan, tidak tercatat daftar belanja, wishlist, hobi, merk terkenal, kualitas produk, ketersediaan uang, produk tidak sesuai, dieri sugesti, dan membeli merk lain dari stok merk yang habis. c) Didapatkan faktor pengendalinya yaitu kesadaran akan kebutuhan, religiusitas, bingung banyak variasi, memerlukan tabungan, membandingkan *budget*, barang habis, ketersediaan uang, *review* buruk, kualitas produk, harga, faktor lingkungan, tidak ada promo, kesulitan *payment*, tidak tersedia ukuran dan warna dan pengetahuan *marketing*.

Kesimpulan dari hasil penelitian ini adalah sebagian besar mahasiswa masih melibatkan pengaruh emosional dalam kebiasaan belanja mereka sehingga mahasiswa perlu memiliki perencanaan keuangan pribadi dan penerapan kontrol diri.

**Kata Kunci :** Pembelian Impulsif, Tipe-Tipe Pembelian Impulsif, Perilaku Konsumen

## **ABSTRACT**

**Hafni Affiany Nursyahbany. 2024, *Analysis of Impulsive Buying Behavior in Muslim Students at Siliwangi University: Sharia Economics Study Program, Faculty of Islamic Studies, Siliwangi University***

*Depending on the findings of the most recent poll, Indonesian people tend to buy items outside of their shopping list. Impulsive buying habits can have a detrimental effect when unused items pile up because people bought items based on emotional motives. This is in violation of Islamic consumption ethics because it results in waste and extravagance, which is contrary to Islamic consumption ethics. A preliminary survey of Muslim students at Siliwangi University revealed that most of them had made impulsive purchases, according to the results of a preliminary survey. About the nature of impulsive buying they do and the factors that trigger and control it, there is also a concern about the degree of impulsive buying they do. The aim of this research is to describe impulsive buying behavior among Muslim students at Siliwangi University.*

*This study employs a descriptive qualitative approach using primary data sources from Muslim students at Siliwangi University. Data collection through interviews. Analysis techniques in the areas of data collection, data reduction, data display and conclusion drawing. The research location is at Siliwangi University with the research implementation time starting from December 2023 to March 2024.*

*Based on the research results, it was found that: 1) The most common types of impulse buying are the planned impulse buying type. Second, the suggestion impulse buying type. Third, pure impulse buying type. And the four types of impulse buying reminders. 2) The most frequently experienced driving factor is free shipping (sales promotion). Other factors were also found, namely the pleasure of collecting, feelings of wanting to try new products, self reward, suggestion of needs, not recording shopping list, wishlist, hobbies, famous brands, product quality, availability of money, unsuitable products, suggestions from sales, and buying other brands because out of stock. 3) The controlling factors were found to be awareness of needs, religiosity, confusion about many variations, needing savings, comparing budgets, out of stock items, availability of money, bad reviews, product quality, price environmental factors, no promotions, payment difficulties, no available sizes also color, and marketing knowledge.*

*The conclusion from the results of this research is that the majority of students still involve emotional influences in their shopping habits so students need to have personal financial planning and exercise self control.*

**Keywords:** *Impulsive Buying, Types of Impulse Buying, Consumer Behavior*