

# **Influence of convenience, trust, and lifestyle on Islamic consumption behavior among millennials: A study on ShopeePAY Later users**

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## **Abstract**

Technological advancements have transformed cellphones into multifunctional tools, significantly increasing internet usage in Indonesia. This study examines the impact of convenience, trust, and lifestyle on Islamic consumption behavior among millennials using ShopeePAY Later. Utilizing a quantitative approach, data was collected via online questionnaires from 50 respondents in Semarang Regency. Multiple regression analysis was employed to evaluate the hypotheses. Findings reveal that lifestyle significantly influences Islamic consumption behavior, while convenience and trust do not have notable individual impacts but do collectively affect behavior. The study underscores the importance of integrating ethical education with financial literacy to foster responsible consumption aligned with Islamic values. These insights contribute to understanding how modern financial practices intersect with traditional ethical frameworks, offering valuable implications for policymakers and financial service providers aiming to promote balanced and ethical consumption practices among millennials.

**Keywords:** convenience; trust; lifestyle; Islamic consumption behavior; ShopeePAY Later.

## **Introduction**

Technological advancements have revolutionized the functionality of cellphones, transforming them from devices primarily used for SMS and phone calls to multifunctional tools capable of video calls, online shopping, and ticket booking. In Indonesia, the rapid increase in internet usage reflects this transformation. As of January 2023, Indonesia boasts 213 million internet users, accounting for 77% of its 276.4 million population (Annur, 2023). This figure marks a 5.44% year-on-year growth from January 2022, highlighting the country's significant digital engagement, where the average Indonesian spends approximately

7 hours and 42 minutes online daily. Furthermore, a striking 98.3% of these users access the internet via mobile phones (Annur, 2023).

Indonesia's dominance in Southeast Asia's e-commerce sector is another critical aspect of this digital transformation. Since the inception of the first Indonesian marketplace, D-Net, in 1996, the e-commerce landscape has significantly evolved, especially post-2018 and the COVID-19 pandemic. A survey by Goodstats revealed that Tokopedia and Shopee are the leading marketplaces, capturing 39% and 36% of the market share, respectively, with Bukalapak, Lazada, Orami, and Blibli following (Yonatan, 2023). This trend underscores the consumerist behavior prevalent in Indonesia, driven by the populace's affinity for convenience and trend-following.

The proliferation of "buy now, pay later" (BNPL) payment options in online marketplaces has introduced a convenient yet potentially problematic financial mechanism. BNPL services, such as ShopeePay Later offered by Shopee, allow users, particularly the millennial generation, to purchase items on credit, paying for them in installments (Shopee, 2023a). This system, while providing immediate purchasing power, has raised concerns about increasing debt and consumerism among users. Studies have indicated that such financial flexibility can lead to higher consumption rates, which, in the context of Islamic economics, may conflict with principles of balanced and ethical consumption (Davis, 1989; Pavlou, 2003).

Addressing these issues requires a comprehensive understanding of how BNPL systems influence consumer behavior, particularly within the framework of Islamic consumption ethics. By examining the factors of convenience, trust, and lifestyle, this study aims to delineate their impacts on consumption patterns. This approach not only helps in identifying the underlying behavioral shifts but also provides a basis for developing strategies to align financial practices with ethical consumption principles.

The concept of convenience in financial transactions significantly impacts consumer behavior. Davis (1989) posited that perceived ease of use is a critical determinant in technology acceptance, a notion supported by Pavlou (2003), who emphasized that convenience in online marketplaces enhances consumer engagement. Specifically, ShopeePay Later's ease of application, requiring only an ID card and a photo, and its flexible payment

options, cater to the millennial preference for hassle-free financial solutions (Shopee, 2023b). This convenience, however, must be balanced against the risks of increased indebtedness and impulsive buying.

Trust is another pivotal factor influencing consumer behavior in online marketplaces. Morgan and Hunt (1994) highlighted that user trust is bolstered by the reliability and integrity of the transaction process. The popularity and perceived security of Shopee further enhance user confidence in ShopeePay Later. However, inconsistent service quality and reduced promotional benefits can erode this trust, as evidenced by the survey indicating a decline in user satisfaction with ShopeePay Later (Rafidah & Djawoto, 2017).

Lifestyle also plays a significant role in shaping consumption behavior. The millennial generation's lifestyle, characterized by a blend of creativity and a tendency towards consumerism, is heavily influenced by digital culture and peer pressure (CNNIndonesia, 2018; Darma & Japarianto, 2014). Studies have shown that higher lifestyles often correlate with higher consumption levels, posing a challenge to maintaining ethical consumption practices. Sukma and Canggih (2021) found an inverse relationship between Islamic lifestyle adherence and consumerist behavior, suggesting the need for strategies that promote a balanced lifestyle in line with Islamic values.

Previous studies have thoroughly examined the effects of convenience, trust, and lifestyle on consumer behavior. However, there is still a lack of understanding of these factors in relation to Islamic consumption ethics, especially among millennials. Haroni (2010) and Prastiwi and Fitria (2021) have investigated the legal aspects of credit and payment systems from an Islamic viewpoint, but empirical data on how these financial tools impact actual behavior is scarce. This gap is especially relevant considering the growing use of BNPL services such as ShopeePay Later.

Moreover, while the principles of Islamic consumption emphasize balanced and ethical practices (Damayanti & Canggih, 2021; Mannan, 1997), the practical application of these principles in the face of modern financial conveniences has not been thoroughly investigated. The discrepancy between theoretical principles and actual consumer behavior highlights the need for research that

bridges this gap, providing actionable insights that align modern financial practices with Islamic ethics.

This study aims to analyze the influence of convenience, trust, and lifestyle on the Islamic consumption behavior of the millennial generation using ShopeePay Later. The research will test the hypotheses that convenience, trust, and lifestyle individually and collectively impact consumption behavior. The novelty of this research lies in its empirical examination of BNPL systems within the framework of Islamic consumption ethics, addressing the behavioral implications of modern financial conveniences on ethical consumption.

The scope of the study includes millennial ShopeePay Later users in Semarang Regency, with data collected via online questionnaires distributed through social media. The study employs multiple regression analysis to assess the impact of the independent variables (convenience, trust, lifestyle) on the dependent variable (Islamic consumption behavior). This research contributes to the literature by providing a nuanced understanding of how modern financial practices intersect with traditional ethical frameworks, offering insights for promoting responsible and balanced consumption in the digital age.

### **Literature review**

Currently, many marketplaces offer “buy now, pay later” (BNPL) forms of payment. This feature has gained significant traction, particularly among the millennial generation, due to its convenience and flexibility. This payment method allows consumers to purchase items immediately and defer payment, often in installments, facilitated by advancements in financial technology.

One example of such a marketplace is Shopee, which offers the ShopeePay Later feature. ShopeePay Later is designed to cater to the needs of people, particularly millennials, who are used to conducting all their activities online. It provides a quick and instant payment solution. With ShopeePay Later, users have the option to buy now and pay the following month, effectively using a credit system, which facilitates purchasing items even when immediate funds are unavailable.

Shopee provides various financial services, including ShopeePay Later, which allows customers to pay in installments

without a credit card, with terms ranging from 1 to 24 months. This service incurs a handling fee of 1% per transaction, a minimum interest rate of 2.95% per transaction, and a late fee of 5% per month on all overdue payments (including prior bills). To apply for ShopeePay Later, only an ID card and a photo are required. Credit limits vary according to user activity and are regulated by the Financial Services Authority (Otoritas Jasa Keuangan, OJK) (Shopee, 2023a, 2023b).

The user-friendliness of ShopeePay Later has enticed the millennial generation to utilize it, leading them to accumulate debt to satisfy their needs and lifestyle preferences. This trend is confirmed by a Jakpat survey, which identified millennials as the “buy now, pay later generation” (Jakpat, 2020). The perceived simplicity of the application process builds confidence that using the system will reduce effort (Davis, 1989). The ease of use in marketplaces significantly affects online consumer behavior, with convenience playing a key role in purchasing decisions (Pavlou, 2003). The convenience of online transactions influences consumer behavior, increasing consumerism (Giswandhani & Hilmi, 2020).

Users' trust in ShopeePay Later stems from the convenience they experience. Studies indicate that convenience directly affects user trust in online systems. The popularity of Shopee also enhances users' confidence in transacting on the platform, particularly with ShopeePay Later, as it reassures them about the reliability and integrity of the transaction process (Morgan & Hunt, 1994).

A consumer's lifestyle can become a habitual pattern, blurring the lines between needs and desires, leading to compulsive buying disorder. Environmental factors further contribute to consumerist behaviors in urban areas, especially among millennials (Darma & Japariato, 2014). Millennials are seen as creative and risk-taking, with many innovative ideas and high productivity. However, they are also highly consumptive, influenced by digital culture and internet usage. Today, millennials use the internet for various transactions, including transportation, food purchases, travel, and shopping for clothing and daily necessities (CNNIndonesia, 2018).

These trends contrast sharply with Islamic consumption ethics. Islam prescribes balanced consumption rules. Following these rules can mitigate or eliminate economic damage caused by wastefulness

and stinginess. Muslims should prioritize both individual and societal benefits, avoiding comparisons between worldly pleasures and those of the hereafter. In QS. al-A'rāf [7]:29, Allah forbids acts of *tabzīr* (wastefulness) and *isrāf* (excessiveness) in consumption but does not permit stinginess (Damayanti & Canggih, 2021).

Islamic economics promotes the principle of balance, prohibiting the affluent from over-consuming. The norms underpinning consumption behavior include necessity, pleasure, and luxury. Islamic teachings on consumption emphasize justice, cleanliness, simplicity, generosity, and morality (Mannan, 1997).

The Qur'an outlines consumption rules to regulate individual consumption patterns. QS. al-A'rāf [7]:31 advises against wastefulness, ostentation, unnecessary consumption, and excessiveness, emphasizing that Islamic consumption prioritizes needs over desires. QS. al-Baqarah [2]:172 sets the limits of consumption to *ḥalāl* (lawful) and *ṭayyib* (pure), indicating that *ḥaram* (forbidden) goods, which lack economic value, should not be consumed or traded.

Islamic consumption behavior prioritizes *darūriyat* (necessities), *ḥājjiyat* (complementary needs), and *taḥsīniyat* (embellishments), stressing the importance of essential needs over limitless desires. A Muslim's consumption behavior is rational, prioritizing and enhancing benefits (Haroni, 2010). Islamic consumption aims not only to meet needs but also to achieve spiritual goals, viewing the afterlife as a place of accountability for worldly actions. The objective of Islamic consumption behavior is to balance material and spiritual perspectives, achieved by balancing marginal utility and total utility, maximizing benefits for a better life (Sarwono, 2009).

Research on Islamic consumption behavior has largely focused on the legality of credit or payment via Shopee from an Islamic perspective. Haroni (2010) examines consumption behavior patterns from an Islamic viewpoint. Prastiwi and Fitria (2021) investigate the practice of buying and selling on credit or pay later in the Shopee marketplace from an Islamic perspective. With the advent of ShopeePay Later features, current research focuses on its influence on Islamic consumption behavior, particularly among millennials.

## **Research methods**

This study employs a quantitative approach, utilizing interval data types and primary data sources. The research aims to investigate the impact of convenience ( $X_1$ ), trust ( $X_2$ ), and lifestyle ( $X_3$ ) on consumption behavior ( $Y$ ). According to Sumarwan (2012), both rational and irrational aspects influence consumption behavior. In QS. al-A'rāf [7]:31, the Qur'an advises against wastefulness, ostentation, unnecessary consumption, and excessive consumption. Similarly, QS. al-Baqarah [2]:172 emphasizes that consumption should be *ḥalāl* (lawful) and *ṭayyib* (pure).

The convenience variable in this study is evaluated using indicators such as ease of learning and use, ease of transactions, and ease of obtaining desired items. Giswandhani and Hilmi (2020) suggest that the ease of non-cash transactions significantly affects consumption behavior. Pavlou (2003) also found that convenience in an easy-to-use marketplace is readily accepted by consumers. Moreover, Sukma notes that the extent of electronic money usage influences Islamic consumption behavior.

The hypotheses tested in this research include:

### **Convenience hypothesis:**

H<sub>0</sub>: The ease of use of ShopeePay Later does not influence the Islamic consumption behavior of the millennial generation.

H<sub>1</sub>: The ease of use of ShopeePay Later influences the Islamic consumption behavior of the millennial generation. Putri and Iriani (2020) indicate that trust significantly influences purchasing decisions when using ShopeePay Later loans. Rafidah and Djawoto (2017) also state that trust significantly affects the decision to purchase goods in online marketplaces.

### **Trust hypothesis:**

H<sub>0</sub>: Trust in using ShopeePay Later does not influence the Islamic consumption behavior of the millennial generation.

H<sub>2</sub>: Trust in using ShopeePay Later influences the Islamic consumption behavior of the millennial generation. Sukma and Canggih (2021) found an inverse relationship between Islamic lifestyle and consumption behavior patterns, suggesting that a higher lifestyle correlates with a lower pattern of Islamic consumption behavior.

### **Lifestyle hypothesis:**

H<sub>0</sub>: Lifestyle does not influence the Islamic consumption behavior of the millennial generation.

H<sub>3</sub>: Lifestyle influences the Islamic consumption behavior of the millennial generation. Additionally, this research examines the combined effect of convenience, trust, and lifestyle on Islamic consumption behavior.

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### **Combined variables hypothesis:**

H<sub>0</sub>: Convenience, trust, and lifestyle do not influence the Islamic consumption behavior of the millennial generation.

H<sub>4</sub>: Convenience, trust, and lifestyle influence the Islamic consumption behavior of the millennial generation. The study was conducted among the millennial generation in Semarang Regency who use ShopeePAY Later. The target population includes ShopeePAY Later users aged 19-30 years residing in Semarang Regency. Using the Lemeshow formula, the sample size was determined to be 50 respondents.

Data collection was performed by distributing questionnaires via Google Forms, shared through social media platforms like WhatsApp and Instagram. The questionnaire used a closed format, where respondents selected answers that best described their situation, using a Likert scale ranging from 1 to 5.

The data testing technique comprises three stages:

1. Testing the research instrument: Validation test and Reliability test
2. Classical assumption test: Normality test, Multicollinearity test, and Heteroscedasticity test
3. Hypothesis testing:

Multiple regression analysis

T-Test to analyze the significance level between variables separately or partially

F-Test to determine the simultaneous influence between variables, with the independent variable showing a value of <0.05

The multiple regression formula used in this research is:

$$Y = \alpha + \beta_1(X_1) + \beta_2(X_2) + \beta_3(X_3) + e$$



Where:

Y = Islamic consumption behavior

$\alpha$  = constant

$\beta$  = independent variable regression coefficient

X<sub>1</sub> = convenience

X<sub>2</sub> = trust

X<sub>3</sub> = lifestyle

e = error

**Results and discussion**

The influence of the independent variables (lifestyle, convenience, and trust) on the dependent variable (consumption behavior) was tested using the multiple regression test. The results of this analysis are summarized in Table 1.

**Table 1.** Regression test results

No	Variables	Original	Sample	Standar	T. Statistic	P. Values
1	Lifestyle on consumption behavior	0,684	0,692	0,135	5,074	5,074
2	Convenience on consumption behavior	0,182	0,193	0,143	1,126	1,126
3	Trust on consumption behavior	0,001	-0,006	0,189	0,005	0,005

Source: Smart PLS 3 data processing results

From Table 1, the multiple regression model can be expressed as follows:

$$Y = \beta_1(X_1) + \beta_2(X_2) + \beta_3(X_3) + e$$

This leads to the following structural equations:

**First structural equation (lifestyle):**

Consumption behavior = 0,684 lifestyle + e

**Second structural equation (convenience):**

Consumption behavior = 0,182 convenience + e

**Third structural equation (trust):**

Consumption behavior = 0,001 trust + e

**Combined equation:**

Consumption behavior = 0,684 lifestyle + 0,182 convenience + 0,001 trust + e

The results indicate that the hypothesis regarding the influence of lifestyle on consumption behavior is accepted. This finding suggests that lifestyle has a positive and significant influence on the Islamic consumption behavior of teenagers, as evidenced by a T statistic value greater than 1.96 and a positive coefficient. In contrast, the hypotheses regarding the influence of convenience and trust on consumption behavior are rejected, as their T statistic values are less than 1.96, indicating no significant effect.

To assess the simultaneous influence of the variables, an F Test was conducted. The results are shown in Table 2.

**Table 2.** F test results

No	Connection	F2 Value	Criteria
1	Lifestyle on consumption behavior	0,579	Moderate
2	Convenience on consumption behavior	0,041	Weak
3	Trust on consumption behavior	0,000	Weak

Source: Smart PLS 3 data processing results

Based on Table 2, it is evident that lifestyle, convenience, and trust collectively influence Islamic consumption behavior, thus  $H_4$  is accepted. However, the individual impact of convenience and trust is weak.

To evaluate how well this model explains the variance in consumption behavior, a coefficient of determination test was performed. The results are detailed in Table 3.

**Table 3.** Determination coefficient test results

R Square	Interpretation
0,630	63%

Source: Smart PLS 3 data processing results

Table 3 reveals an R Square value of 0.630, signifying that trust, convenience, and lifestyle account for 63% of the variance in consumption behavior. The remaining 37% is attributed to other factors not examined in this research. The outcomes of the hypothesis tests are presented in Table 4.

**Table 4.** Hypothesis Test Results

No	Hypothesis	T Statistic	Conclusion
1	Lifestyle on consumption behavior	4,980 > 1,96	Accepted
2	Convenience on consumption behavior	1,253 < 1,96	Rejected

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3	Trust on consumption behavior	0.005 < 1.96	Rejected
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Using the T statistic and comparing it with the Z Score value of 1,96:

**Lifestyle hypothesis:** The T statistic of 4,980 is greater than 1,96, so the hypothesis is accepted. This means that lifestyle has a significant influence on consumption behavior.

**Convenience hypothesis:** The T statistic of 1,253 is less than 1,96, so the hypothesis is rejected. Convenience does not significantly affect consumption behavior.

**Trust hypothesis:** The T statistic of 0,005 is less than 1,96, so the hypothesis is rejected. Trust does not significantly affect consumption behavior.

These findings suggest that while lifestyle has a significant positive influence on consumption behavior, convenience and trust do not have significant individual impacts. However, when considered together, these variables do contribute to explaining the variance in Islamic consumption behavior among the millennial generation. This highlights the importance of considering multiple factors to understand consumer behavior fully.

#### **The influence of convenience variables on Islamic consumption behavior in the millennial generation**

According to the hypothesis test results on the impact of convenience on consumption behavior, the t-statistic value is 1,253, which is below the critical threshold of 1,96. As a result,  $H_1$  is not supported, suggesting that convenience does not have a significant effect on the Islamic consumption behavior of the millennial generation. This outcome is in contrast to the study by Putri and Iriani (2020), which suggests that increased convenience in using ShopeePay Later results in higher purchasing decisions.

In this study, 50 respondents participated, with 56.3% indicating that ShopeePay Later is a system that is relatively easy to use. However, despite this perceived convenience, 32,7% of respondents do not use the ShopeePay Later payment method. This lack of usage explains why convenience does not significantly influence Islamic consumption behavior in this context. Some respondents perceive that ShopeePay Later involves usury (interest), leading them to avoid this payment feature despite its convenience. Therefore, the millennial generation in this study

appears to prioritize Islamic consumption ethics over the ease of use, choosing to avoid systems they believe involve usury.

According to the Islamic consumption principles described by Mannan (1997), the convenience of using ShopeePAY Later can indeed hold material significance and enhance individual economic well-being. This service enables users to fulfill their needs even in the absence of immediate cash. Nonetheless, it is important to use such facilities judiciously. Islamic consumption behavior emphasizes the importance of *ḍarūriyyat* (necessities), *ḥājjiyyat* (supplementary needs), and *tahsinīyyat* (enhancements).

Instilling the principles of Islamic consumption behavior in the millennial generation involves emphasizing morality, generosity, and awareness. Islamic economics aims for prosperity in both the afterlife and the present world. Therefore, millennial Shopee users should prioritize life's essential needs over unlimited desires. This balanced approach ensures that consumption behavior aligns with the moral framework of Islam, focusing on long-term spiritual and material well-being.

In summary, the results indicate that although convenience plays a significant role in the usability of financial technology services, its impact on consumption behavior is influenced by ethical considerations among millennials.. This highlights the importance of integrating ethical education with financial literacy to foster consumption behaviors that are both practical and aligned with Islamic values. Future research could explore the interplay between ethical considerations and other convenience-related factors to develop a more comprehensive understanding of consumer behavior in the context of Islamic economics.

#### **The influence of belief variables on Islamic consumption behavior in the millennial generation**

The hypothesis test assessing the impact of trust on consumption behavior produced a t-statistic value of 0,005, which falls short of the critical value of 1.96. Therefore, H<sub>2</sub> is not supported, demonstrating that trust does not significantly influence the Islamic consumption behavior of the millennial generation. In this research, 63.6% of participants believed that Shopee has shown inconsistency in maintaining service quality over time. Although the low-interest rates and numerous promotions such as free shipping initially drew millennials to use ShopeePAY Later, these benefits have been

diminished. This reduction has resulted in a decline in trust towards Shopee, including its SpayLater feature.

Shopeepay Later provides installment payment options without the need for a credit card, with tenures ranging from 1 to 24 months. The service applies a handling fee of 1% per transaction, a minimum interest rate of 2,95% per transaction, and a late fee of 5% per month on all outstanding bills, including past due amounts (Shopee, 2023). Despite these offerings, many millennials opt not to use SpayLater due to the perceived inconsistency in service quality and fewer promotional offers.

Islamic consumption behavior is influenced not only by material considerations but also by individual experiences and beliefs. In Islamic economics, consumption aims to optimize *maslahah* (well-being). According to Imam al-Shātibī, *maslahah* encompasses a broad range of elements, not merely satisfaction as in conventional economics. *Maslahah* refers to the ability of goods or services to fulfill the fundamental goals of human life, which include life, property, belief, intellect, and progeny.

User trust in the Shopeepay Later feature, which can be enhanced by Shopee's integrity, is crucial. A sense of mutual trust, security, and fairness fosters a mutually beneficial relationship in accordance with Islamic law. In the context of this study, the decline in trust due to perceived inconsistencies in service quality underscores the importance of maintaining reliable and consistent service standards to sustain user trust and encourage ethical consumption behavior.

This study's findings suggest that while trust is an important factor, its influence on consumption behavior is mediated by users' perceptions of service quality and consistency. As highlighted in the literature review, convenience and trust are key factors in influencing online consumer behavior (Morgan & Hunt, 1994; Pavlou, 2003). However, the millennial generation's ethical considerations, particularly in the context of Islamic consumption behavior, play a significant role in their decision-making process.

Moreover, the principles of Islamic consumption behavior, which prioritize *darūriyyat* (necessities), *ḥājjiyyat* (complementary needs), and *tahsīniyyat* (embellishments), emphasize the importance of aligning consumption practices with ethical and spiritual values. Therefore, it is essential for service providers like

Shopee to uphold these principles by ensuring transparency, consistency, and integrity in their offerings to build and maintain user trust.

In conclusion, this study highlights the complex interplay between trust, service quality, and ethical considerations in influencing Islamic consumption behavior among millennials. Future research could further explore these dynamics by examining other factors that contribute to trust and their impact on consumption behavior in the context of Islamic economics. Additionally, integrating ethical education with financial literacy programs could help promote responsible consumption practices that align with Islamic values.

### **The influence of lifestyle variables on Islamic consumption behavior in the millennial generation**

The hypothesis test for the influence of lifestyle on consumption behavior yielded a t-statistic value of 4,980, which is greater than the critical value of 1,96. Consequently, the hypothesis is accepted, indicating that lifestyle has a significant influence on consumption behavior. In this research, 67,9% of respondents reported satisfaction when making purchases on Shopee, especially with the help of ShopeePay Later. The results suggest that the higher the lifestyle associated with using ShopeePay Later, the higher the Islamic consumption behavior, and vice versa. Thus, the hypothesis in this study is confirmed.

From an Islamic perspective, as stated in QS al-A'rāf [7]:31, choosing a lifestyle wisely and avoiding excessive consumption aligns with Islamic teachings. Allah does not favor wastefulness nor does He permit stinginess. Hence, Islamic economics promotes balanced consumption behavior. However, this research found that 83.9% of respondents admitted that using ShopeePay Later increased their consumptive behavior.

This conclusion is corroborated by Sukma and Canggih (2021), who noted that the lifestyles prevalent among generations Y and Z are unlikely to conform to the consumption patterns prescribed by Islamic principles. Islamic economic behavior emphasizes the prioritization of needs over desires or satisfaction. Mannan (1997) highlights the importance of morality, simplicity, and generosity in deriving benefits from consumption. By adhering to the principle of simplicity, millennials can avoid extravagance, which is discouraged

in Islam. The principle of generosity helps prevent sin and harm when consuming halal goods provided by Allah. Satisfying essential needs that yield benefits and enhance devotion to Allah is vital. Islamic economic morality imposes constraints on individual consumption behaviors to ensure they align with the rationality of Islamic consumption patterns.

The millennial generation often displays consumptive behavior (Hidayatullah, Waris, & Devianti, 2018). This behavior is shaped by a combination of internal and external influences. Mahdiyan and Hermani (2019) stated that lifestyle is influenced by both these factors. According to CNNIndonesia (2018), external factors are particularly influential in shaping the millennial lifestyle. Social peer pressure drives individuals to engage in consumptive actions.

In summary, the study confirms that lifestyle significantly impacts Islamic consumption behavior among the millennial generation. This generation's tendency towards consumptive behavior is influenced by both internal values and external social pressures. Islamic teachings advocate for a balanced approach to consumption, emphasizing the importance of simplicity, generosity, and morality. To align with these teachings, it is essential to educate the millennial generation on the principles of Islamic economics, promoting a lifestyle that prioritizes needs over desires and avoids excessive consumption. Future research could further explore strategies to integrate these principles into financial literacy programs, thereby fostering responsible and ethical consumption behaviors in line with Islamic values.

#### **The influence of using ShopeePay Later on Islamic consumption behavior in the millennial generation**

Based on the F test results, convenience, trust, and lifestyle have a significant influence on the Islamic consumption behavior of the millennial generation. Therefore, the use of ShopeePay Later significantly impacts the Islamic consumption behavior of this demographic.

Shopee is the most widely used application by the public for transactions using the PayLater feature. According to a survey conducted online by the Research Institute of Socio-Economic Development (RISED) involving 2,000 respondents across 10 provinces (from the fourth week of October to the third week of December 2020), it was found that 52,06% of consumers primarily

use the PayLater feature on Shopee. Additionally, 31,28% of respondents use this feature on the Gojek app, 10,35% on Tokopedia, 3,23% on Traveloka, and 3,23% on other applications (Bayu, 2021).

The findings of this research indicate that ShopeePay Later has both positive and negative impacts on the Islamic consumption behavior of the millennial generation. The regression test results for each variable show that convenience and trust in using ShopeePay Later have a positive influence, while the lifestyle of ShopeePay Later users has a negative influence on Islamic consumption behavior.

This is supported by research from Prastiwi and Fitria (2021), which stated that PayLater in online shopping has the potential for wastefulness and increased debt. From an Islamic perspective, being wasteful and excessive is prohibited by Allah. Islam provides guidelines for modest consumption. According to the Islamic perspective contained in QS. al-Furqān [25]:67, when using ShopeePay Later payments, one must be aware and not use it solely to fulfill desires rather than needs. Islamic teachings emphasize fulfilling one's needs according to one's abilities, as mentioned in QS. al-Isrā' [17]:29. These teachings highlight that using one's wealth for the benefit of one's family is an act of worship. It also emphasizes setting aside expenses for charity in the way of Allah, and always including Allah in muamalah (transactions) to avoid destruction.

Therefore, while the ShopeePay Later feature has become a trend among millennials, it should be utilized wisely from the perspective of Islamic economics. Its use must be done with caution to avoid the negative aspects that Allah has forbidden. The limitations and teachings in Islamic economics instruct us not to behave consumptively when using the ShopeePay Later feature, especially among millennials.

In conclusion, the convenience and trust associated with ShopeePay Later can positively influence Islamic consumption behavior when used appropriately. However, the tendency towards a consumptive lifestyle poses a significant challenge. Therefore, it is essential to promote awareness and education about the principles of Islamic consumption to ensure that financial tools like ShopeePay Later are used in a manner consistent with Islamic values. This



balanced approach can help mitigate the risks associated with excessive consumption and debt, fostering a more sustainable and ethically aligned consumption behavior among millennials. Future research could further explore strategies to integrate these principles into financial literacy programs, thereby fostering responsible and ethical consumption behaviors in line with Islamic values.

## **Conclusion**

This study aimed to analyze the influence of convenience, trust, and lifestyle on the Islamic consumption behavior of the millennial generation using Shopeepay Later. The results indicate that lifestyle significantly impacts consumption behavior, whereas convenience and trust do not have significant individual effects. However, when considered collectively, these variables do influence consumption behavior. The study also underscores the importance of aligning modern financial practices with ethical consumption principles, especially in the context of Islamic economics. The significant influence of lifestyle on consumption behavior suggests that ethical considerations, social norms, and personal values play a crucial role in shaping how financial tools like Shopeepay Later are used. These insights can be valuable for policymakers and financial service providers aiming to promote responsible consumption practices among millennials.

This research has several limitations. Firstly, the sample size is relatively small and limited to millennial Shopeepay Later users in Semarang Regency, which may not represent the broader population. Secondly, the study relies on self-reported data, which may be subject to biases. Lastly, the research does not consider other potential variables that might influence consumption behavior, such as income level or education.

Future research should consider a larger and more diverse sample to enhance the generalizability of the findings. Additionally, it would be beneficial to explore other factors that could impact Islamic consumption behavior, such as socio-economic status or cultural influences. Incorporating longitudinal studies could also provide insights into how consumption behavior evolves over time. Finally, integrating ethical education with financial literacy programs could help promote responsible and ethical consumption practices in line with Islamic values.

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