

ANALYSIS OF THE BEHAVIOR OF STAI SANGATTA STUDENTS IN ONLINE SHOPPING

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| Article Info | ABSTRACT |
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| <p>Article history: Received Sep 30, 2024 Revised Sep 12, 2024 Accepted Okt 18, 2024</p> <p>Keywords: <i>Shopping behavior Students STAI Sangatta Online shopping</i></p> | <p>General Background: The rapid development of information technology has revolutionized consumer behavior, particularly among university students, who are increasingly turning to online shopping as a preferred mode of consumption. Specific Background: This trend is evident among students of STAI Sangatta, where online platforms such as Shopee, Tokopedia, and Lazada dominate shopping habits. Despite its growing popularity, the phenomenon of online shopping remains underexplored, especially concerning its implications on behavior and decision-making processes among students. Knowledge Gap: Limited research exists that examines the motivations, preferences, and challenges faced by students in this context, particularly in terms of potential ethical and behavioral concerns. Aims: This study aims to analyze the online shopping behavior of STAI Sangatta students, focusing on their motivations, experiences, and the implications of their consumption patterns. Results: Findings indicate that online shopping is driven by convenience, access to quality information, and a desire to maintain self-image and lifestyle. Students often purchase skincare and fashion items, frequently leading to excessive and consumptive behavior. Key challenges identified include mismatched product expectations, long delivery times, and high shipping costs. Additionally, ethical concerns such as potential elements of <i>usury</i>, <i>gharar</i> (fraud), and harm to others' rights emerged as critical issues affecting satisfaction and decision-making. Novelty: The study highlights the dual motivations of necessity and lifestyle among students, offering new insights into the ethical dimensions of online shopping behaviors in a specific cultural and religious context. Implications: The findings emphasize the need for awareness campaigns and educational interventions to promote responsible online shopping behaviors among students while addressing ethical concerns in e-commerce practices.</p> |

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INTRODUCTION

Imagine a world where shopping no longer means crowding in markets or malls. Now, with just a touch of a finger, we can buy anything, from anywhere, at any time. This is the reality brought by the digital revolution into our daily lives. The phenomenon of online shopping has changed the way we meet our needs, from the most basic to the most ambitious desires.

Amidst this wave of change, there is one group that stands out: students. They are the generation that grew up with the internet, breathed technology, and are now pioneers in adopting digital shopping trends. However, what if we highlight a unique group of students - those who are pursuing their education at the Islamic Higher Education Institute (STAI) Sangatta? Here we find the meeting of two worlds: a religious tradition that teaches simplicity, facing the temptation of modernity that offers limitless convenience.

This research invites you to explore the thoughts and hearts of STAI Sangatta students. How do they view and respond to the phenomenon of online shopping? What drives them to shop digitally, and how do they balance their consumption desires with the religious values they have learned? Through a qualitative approach, we will hear directly from these students, understand the moral dilemmas they may face, and see how they navigate the digital world without losing their traditional roots.

The results of this exploration are not just academic data. This is a mirror reflecting broader social changes. For educators, this can serve as a compass to adjust the curriculum to be more relevant. For e-commerce business operators, this is a treasure map showing untapped market potential. And for policymakers, this is a call to create regulations that protect while also empowering young consumers in the digital era.

In the end, this research is a window. Through it, we can see how old and new values interact, how tradition and modernity dialogue, and how the younger Muslim generation in Indonesia finds their identity amidst the currents of digital globalization. Let's open this window together and see what we can learn.

METHODS

This research uses a qualitative approach to analyze the online shopping behavior of STAI Sangatta students. The qualitative approach was chosen because it allows researchers to deeply explore the experiences, perceptions, and motivations of students related to online shopping. This method enables a more comprehensive understanding of the factors influencing students' online shopping behavior.

Case studies were chosen because they allow researchers to explore the phenomenon of online shopping among STAI Sangatta students in depth and within a specific context. This approach allows researchers to collect rich and diverse data from various sources.

This research was conducted at the Sekolah Tinggi Agama Islam (STAI) Sangatta, East Kalimantan. The selection of this location was based on the consideration that STAI Sangatta is a significant higher education institution in the region.

The subjects of the research are active students of STAI Sangatta from the Sharia Economics study program and the 3rd semester Regular level. The selection of subjects was conducted using the purposive sampling method, where the researcher chose participants based on specific criteria relevant to the research objectives. The criteria include:

1. Active students of STAI Sangatta
2. Shopping online every month with a minimum of 3-4 purchases
3. Willing to participate in the research
4. Sources considered to meet the criteria by the researcher
5. Data collection was conducted through in-depth interviews with 10 students who met the criteria. This interview aims to delve into in-depth information about students' experiences, perceptions, and motivations in online shopping.

RESULTS AND DISCUSSION

Based on the analysis of qualitative data obtained through in-depth interviews and observations of STAI Sangatta students, several key findings can be identified:

Online Shopping Motivation

Time efficiency and ease of access are the main factors

The results of interviews with 10 regular third-semester students of the Sharia Economics program at STAI Sangatta indicate that their motivation for online shopping is due to the ease of access provided by e-commerce platforms. With just a mobile phone, they can view and select products to purchase. However, time efficiency is not included in the motivation for shopping among STAI Sangatta students because, according to them, going to an offline store is faster and saves time compared to online stores. Despite the easy access, in online shopping, products are not received immediately after ordering. Usually, it takes 5-7 days for the arrival of the ordered/purchased goods or products. However, some students agree that online shopping increases time efficiency because there is no need to go to the store; they just need to open an e-commerce platform and choose the products they want to buy.

The availability of a wider variety of products compared to offline stores

The results of interviews with 10 regular semester 3 (third) students of the Sharia Economics program at STAI Sangatta indicate that they said the availability of products in online stores is more diverse and attracts their interest. With various latest innovations from unique products that perfectly match their tastes.

More competitive prices and attractive promotions

The results of interviews with 10 regular semester 3 students of the Sharia Economics program at STAI Sangatta indicate that they said the prices of products in online stores are much cheaper compared to offline stores, allowing them to shop more economically and efficiently. That is why they are more interested in online shopping. In addition, e-commerce platforms often hold attractive promotions such as discounts on

products, allowing you to get products at even lower prices, or discounts on shipping costs, and sometimes even free shipping.

Online Shopping Patterns

The average frequency of online shopping is 3-4 times per month.

The results from interviews with 10 regular third-semester students of the Sharia Economics program at STAI Sangatta indicate that they can shop online 3-4 times a month. However, some of them only shop online once a month or even once every three months.

Most popular product categories: fashion & skincare

The results of interviews with 10 regular semester 3 students from the Sharia Economics program at STAI Sangatta indicate that they more frequently purchase products in the fashion and skincare categories. To maintain appearance, that product is definitely very necessary. With the low prices and attractive promotions for the product, it is certainly very appealing to many students to choose shopping at the online store.

Favorite e-commerce platforms: Shopee & Tokopedia

The results of interviews with 10 regular third-semester students of the Sharia Economics program at STAI Sangatta indicate that they frequently use the e-commerce platforms Shopee and Tokopedia (through the TikTok application). They choose these e-commerce platforms because fraud related to products is very rare, and shipping is also well-maintained through trusted delivery agents. And the easy-to-understand application system makes shopping very convenient.

Factors Influencing Shopping Decisions

Product Reviews and Ratings

The results of interviews with 10 regular semester 3 students of the Sharia Economics program at STAI Sangatta indicate that the factors influencing their decision to buy or not buy a product are the reviews or ratings of the product. These reviews are usually described through comments with photos and videos of the product, and ratings through star ratings. The better the product, the more stars it receives, with a maximum of 5 stars for a good and satisfying product.

Recommendations from friends or influencers

The results of interviews with 10 students from STAI Sangatta, Regular Program, Sharia Economics, semester 3, indicate that recommendations from friends and influencers greatly influence their shopping decisions. If a friend recommends a product, it is usually one they have used before, which convinces us to buy the product. Unlike influencers who usually recommend a product/review a product through videos uploaded on social media, by watching those videos, we become very confident in buying the product. However, it is advisable to remain cautious when purchasing a product recommended by an influencer because they usually do not genuinely use the product but rather do so due to advertising demands. Some students also buy a product without needing recommendations from anywhere, usually taking the initiative themselves to decide whether to buy a product or not.

Compliance with Sharia Principles

The results of interviews with 10 students from the STAI Sangatta Sharia Economics program, third semester (regular), indicate that they always pay attention to sharia principles when shopping online, such as transactions that do not involve usury, considering the halal standards of the products to be purchased, transacting honestly and fairly, and being willing to engage in mutual transactions with sellers even through online e-commerce platforms.

Challenges and Concerns

Product authenticity and quality not meeting expectations

The results of interviews with 10 third-semester regular students of the Sharia Economics program at STAI Sangatta indicate that they said it is different from offline stores, where we can directly see the quality of the product we want to buy. Online stores only provide images of the products being sold, which makes students worry about receiving counterfeit products that do not meet their expectations. This can still be prevented by looking at reviews and ratings on products, as well as recommendations from stores that friends and influencers have used, which are certainly very useful for us. That's why we still have to be careful, even though access is easy, online shopping also has risks like this.

Personal data and financial transaction security

The results of interviews with 10 regular semester 3 (third) students of the Sharia Economics program at STAI Sangatta indicate that, in addition to concerns about product authenticity and quality not meeting expectations, what the students fear the most is the security of personal data and financial transactions being compromised by irresponsible individuals. To prevent this, it can be avoided by adding a password that only we know, as well as using an email that has been verified by our online shopping platform.

Conflict with the values of simplicity in Islam. The result of interviews with 10 students from STAI Sangatta, Regular Program of Islamic Economics, semester 3, is that they expressed concern that online shopping might conflict with the values of simplicity in Islam. Buying the desired product at a low price and with easy access is certainly very tempting. However, there is great concern about becoming a person who is far from the values of simplicity in Islam. Therefore, it is hoped that when shopping online, you only buy products that are truly needed.

Impact on Lifestyle and Financial Management

Increase in consumption of non-essential goods

Results from interviews with 10 regular third-semester students of the Sharia Economics program at STAI Sangatta indicate that they sometimes buy non-essential products just for personal satisfaction, such as hobby items.

Difficulty in managing expenses

Results from interviews with 10 regular third-semester students of the Sharia Economics program at STAI Sangatta indicate that online shopping has made it very

difficult to manage expenses. They are easily swayed by the abundance of attractive products, causing them to shop online too frequently. This makes students wasteful.

Efforts to save have decreased

The results of interviews with 10 regular semester 3 students of the Sharia Economics program at STAI Sangatta indicate that they said online shopping makes expenses difficult to manage, thus reducing their efforts to save. Irregular spending makes students lazy about saving. If this continues to happen, it could damage the students' financial management itself. However, some students still manage their online shopping well, so they remain consistent in saving. Therefore, students are expected to be wise in their shopping.

Duality of Modernity and Traditional Values

The research findings indicate the duality faced by STAI Sangatta students in adopting online shopping practices. On one hand, they are attracted to the efficiency and convenience offered by e-commerce platforms. On the other hand, there are concerns about how this practice might contradict the values of simplicity taught in Islam. This phenomenon aligns with the concept of "selective modernity," where Muslim individuals attempt to adopt aspects of modernity that are deemed beneficial while still maintaining their traditional values. In this context, STAI Sangatta students are trying to navigate between the convenience of online shopping and their religious principles.

Consumer Behavior and Financial Management

The finding that several informants experienced an increase in the consumption of non-essential goods indicates a tendency towards consumer behavior. This is in line with Pratiwi's research, which found that the ease of online shopping access can encourage impulsive purchases among students. However, the concerns about financial management expressed by the informant indicate an awareness of the potential negative impact of this consumer behavior. These findings emphasize the importance of financial literacy education for students, regarding students' financial behavior in the digital era.

Social and Technological Influence

The role of product reviews, ratings, and friend recommendations in influencing shopping decisions demonstrates the strong social influence in online consumption behavior. This phenomenon aligns with the "social proof" theory proposed by Cialdini, where individuals tend to follow the actions of others when they are unsure of their own decisions. In addition, the preference for certain e-commerce platforms (Shopee and Tokopedia) shows that STAI Sangatta students are not lagging behind in adopting the latest technology. This is in line with Adiansah's findings, which show that students in Indonesia, including those from religious backgrounds, are quick to adopt e-commerce technology innovations.

d. Security and Trust in Online Transactions

Concerns about product authenticity and the security of personal data expressed by the majority of informants reflect a broader issue in the adoption of e-commerce. These findings are consistent with Lim's study, which identified trust and security as critical factors in the adoption of e-commerce among Muslim consumers in Southeast Asia. The

implication of this finding is the need for improved regulations and security standards in the e-commerce industry, as well as consumer education on safe online shopping practices.

The Relevance of Sharia Principles in E-commerce

The fact that the respondents consider the conformity with Sharia principles in their online shopping decisions indicates that religious values remain an important consideration. This is in line with the concept of "Islamic consumption" discussed by Sayuti, where Muslim consumers strive to align their consumption behavior with Islamic teachings. These findings also highlight the market potential for e-commerce platforms that specifically target Muslim consumers and offer products and services in accordance with Sharia principles.

CONCLUSION

In conclusion, this research reveals the complexity of online shopping behavior among STAI Sangatta students, reflecting the interaction between modernity, technology, religious values, and socio-economic realities. These findings provide valuable insights for educators, e-commerce business practitioners, and policymakers in understanding and responding to the dynamics of digital consumption among young Muslim generations.

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