

# Antecedents of Consumptive Behavior prior the Celebration of Eid

*by* Lpmi Uim

---

**Submission date:** 24-Jul-2023 05:54PM (UTC+0700)

**Submission ID:** 2136034240

**File name:** cedents\_of\_Consumptive\_Behavior\_prior\_the\_Celebration\_of\_Eid.pdf (308.56K)

**Word count:** 5121

**Character count:** 26719

1 Received: 11 December 2021 Accepted: 22 February 2022  
2 DOI: <https://doi.org/10.33182/tmj.v10i1.2043>

3  
4 **Antecedents of Consumptive Behavior prior the Celebration of Eid**  
5 **Al-Fitr During the Covid-19 Pandemic**

6 Amaliyah Amaliyah<sup>1</sup> and Aminatus Zakhra<sup>2</sup>

7 **Abstract**

8 *Activities leading up to the celebrations of Eid al-Fitr are the peak moments of crowds that cannot be avoided in*  
9 *Indonesia. The community, especially Muslim families, enthusiastically welcomed the celebration. This is marked by*  
10 *an increase in visitors to various shopping places. However, during the current pandemic, this consumptive behavior*  
11 *is still being carried out. This study intends to find out the community's perspective on the level of consumptive behavior*  
12 *before Eid during the Covid-19 pandemic. This study uses a quantitative method with the distribution of respondents*  
13 *in Madura, East Java. The results of this study indicate that internal factors in terms of psychological and personal,*  
14 *and external factors in terms of culture and social class affect consumptive behavior. Because these two things are*  
15 *always together in carrying out activities to fulfill wants and needs, this is also reinforced by the habits of the Madurese*  
16 *community ahead of Eid, namely boonscoming activities despite the regional restrictions imposed by the government*  
17 *during the pandemic.*

18 **Keywords:** *Consumptive behavior; Madura society; Eid al-Fitr; Covid 19 pandemic*

19 **Introduction**

20 The need to welcome Idul Fitri in Indonesia is very high, both for food, clothing, and  
21 secondary needs. Especially in Madura, which has two Eid-ul-Fitr and Idul Fitri holidays.  
22 Ahwiyah and Liata (2020) said that the pattern of consumptive behavior was considered  
23 normal so that people continue to be in the capitalists' grip. This situation triggers unusual  
24 actions so that spending will swell than usual.

25 The crowds of people who have been on the streets for almost a month can be seen in shops  
26 that fulfill basic needs, traditional markets, as well as electronic and fashion shops. Even  
27 though the current situation is not expected, as usual, the consumptive behavior carried out  
28 by mothers is very high (Nichols et al., 2020). According to Assaad (2016), economic literacy  
29 affects consumptive behavior. This shows that consumptive behavior is influenced by how  
30 high the level of economic literacy is, the more rational consumptive behavior will be.  
31 Economic growth in developed countries will impact the economy in Indonesia so that it can  
32 increase the income per capita of the population and the standard of living of the people in  
33 Indonesia. It is influenced by the shopping behavior of a housewife as a family financial  
34 management or a comfortable shopping place and provides all consumer needs influencing  
35 consumer behavior.

36 In addition, according to Solihat & Arnask (2018), it is revealed that economic literacy has a  
37 significant influence on consumptive behavior, which means that if there is an increase in

<sup>1</sup> Amaliyah Amaliyah, Faculty of Vocational Study, Indonesia. E-mail: [amaliyah@vokastunir.ac.id](mailto:amaliyah@vokastunir.ac.id).

<sup>2</sup> Aminatus Zakhra, Islamic University of Madura, Indonesia. E-mail: [zakhra1982@gmail.com](mailto:zakhra1982@gmail.com).



1 economic literacy, the students' consumptive behavior will be more rational. Furthermore,  
2 according to the Central Statistics Agency (BPS) Quarter 1 (2019), the economy and  
3 authorization estimate that economic growth will be higher than the achievement in the first  
4 quarter of 2018, which was 5.06%, the leading supporter of which is more substantial  
5 household consumption. According to the Indonesian Retail Association (APRINDO), ahead  
6 of Eid al-Fitr, the number of mall visitors has experienced a drastic increase, between 200%  
7 to 300%. According to APRINDO, the number of mall visitors has increased by 100% in the  
8 moments leading up to Eid al-Fitr (Putra and Sakirno, 2011).

9 The explanations above show that consumptive behavior is very attached to society, both in  
10 the lower, middle and upper classes, for needs that may not be urgent. Most consumers make  
11 purchases without thinking about the long term or just fulfilling their prestige or lifestyle  
12 desires. With the current situation in the pandemic, it is better to use it to save or invest  
13 existing funds so that they can be helpful for life to come. According to Livana et al. (2020),  
14 the Covid-19 pandemic has spread throughout the world and is facing a relatively high death  
15 rate and economic loss, and these conditions will affect the level of people's lives. Therefore,  
16 the government has implemented a large-scale lockdown and social borders (PSBB) to  
17 suppress the spread of COVID-19 and minimize the number of victims and the various types  
18 of losses due to the pandemic.

19 However, in reality, in Pamekasan, the middle and lower class people prefer to buy clothing  
20 and food that will be served when Eid al-Fitr arrives. Furthermore, this is unfortunate because,  
21 during the Covid-19 pandemic, people should limit gathering activities in order to break the  
22 chain of the Covid-19 virus (Gupta, 2021). The people's penchant for spending on knick-  
23 knacks cannot be used. This is because there is a prohibition by the government to minimize  
24 gatherings during Eid al-Fitr.

25 The phenomenon of buying goods before Eid al-Fitr which was found in Pamekasan can be  
26 classified as a form of consumptive behavior. In the context of the COVID-19 pandemic,  
27 many researchers have adopted an analysis of consumer buying behavior because it can  
28 provide an overview of the impact of COVID-19 on consumer behavior, including in the  
29 form of consumptive behavior. This is as research by Sumbaga (2021) which found an  
30 increase in online purchases during the covid-19 pandemic. Another study was conducted by  
31 Affandy and Pratiwi (2021) who found that COVID-19 had changed the behavior of Muslim  
32 consumers in making purchases.

33 The results from the two previous studies support the link between the COVID-19 pandemic  
34 situation and consumer behavior. However, there is no research that specifically examines  
35 consumptive behavior before Eid al-Fitr and the factors that become its antecedents.  
36 Therefore, this study was carried out with the aim of analyzing the antecedents of  
37 consumptive behavior in the COVID-19 pandemic situation and ahead of the Eid al-Fitr  
38 celebration. The antecedents of consumptive behavior analyzed are limited to internal factors  
39 and external factors.

## 40 **Method**

41 The type of this research is causal quantitative to determine the effect of two independent  
42 variables, namely Internal Factor (X1) and External Factor (X2) on one independent variable,  
43 namely Consumptive Behavior (Y). The research data was obtained from distributing



5 questionnaires to research respondents totaling 126 housewives in Pamekasan Regency. The  
 2 data obtained were then processed using multiple regression tests using the SPSS program.

### 3 Results and Discussions

4 Before the multiple regression test is carried out, it is necessary to carry out validity tests,  
 5 reliability tests, and classical assumption tests. Following are the results of the validity test of  
 6 the Internal Factors (X1), External Factors (X2), and Consumptive Behavior (Y) variables  
 7 sequentially:

8 **Table 1.** Validity test of Internal Factors (X1)

Indicators	Pearson Correlation	Signifikansi	Keterangan
X1.1	,504**	0,001	Valid
X1.2	,501**	0,001	Valid
X1.3	,452**	0,001	Valid
X1.4	,482**	0,001	Valid
X1.5	,395**	0,001	Valid
X1.6	,589**	0,001	Valid
X1.7	,566*	0,001	Valid
X1.8	,468**	0,001	Valid
X1.9	,299**	0,001	Valid
X1.10	,430**	0,001	Valid

9 The results of the validity test of the Internal Factors (X1) variable in the table above show  
 10 that all indicators of these variables are valid. This is based on the Pearson correlation value  
 11 for each indicator which is greater than r table of 0.1460 (n=126), and the significance value  
 12 of each indicator is less than 0.05. Thus it can be concluded that all indicators of the Internal  
 13 Factors (X1) variable can be tested further in this study.

14 **Table 2.** Validity test of External Factors (X2)

Indicators	Pearson Correlation	Signifikansi	Keterangan
X2.1	,612**	0,001	Valid
X2.2	,633**	0,001	Valid
X2.3	,573**	0,001	Valid
X2.4	,610**	0,001	Valid
X2.5	,537**	0,001	Valid
X2.6	,662**	0,001	Valid
X2.7	,589**	0,001	Valid
X2.8	,691**	0,001	Valid
X2.9	,561**	0,001	Valid
X2.10	,656**	0,001	Valid

15 The results of the validity test of the External Factors (X2) variable in the table above show  
 16 that all indicators of these variables are valid. This is based on the Pearson correlation value  
 17 for each indicator which is greater than r table of 0.1460 (n=126), and the significance value  
 18 of each indicator is less than 0.05. Thus it can be concluded that all indicators of the External  
 19 Factors (X2) variable can be tested further in this study.

20

1 **Table 3.** Validity test of Consumptive Behavior (Y)

Indicators	Pearson Correlation	Sig. 10 kansi	Keterangan
Y1	,581**	0,001	Valid
Y2	,438**	0,001	Valid
Y3	,408**	0,001	Valid
Y4	,465**	0,001	Valid
Y5	,398**	0,001	Valid
Y6	,459**	0,001	Valid
Y7	,492**	0,001	Valid
Y8	,548**	0,001	Valid
Y9	,477**	0,001	Valid
Y10	,452**	0,001	Valid
Y11	,347**	0,001	Valid
Y12	,361**	0,001	Valid

2 The results of the validity test of the Consumptive Behavior (Y) variable in the table above  
 3 show that all indicators of these variables are valid. This is based on the Pearson correlation  
 4 value for each indicator which is greater than r table of 0,1460 (n=126), and the significance  
 5 value of each indicator is less than 0,05. Thus it can be concluded that all indicators of the  
 6 Consumptive Behavior (Y) variable can be tested further in this study.

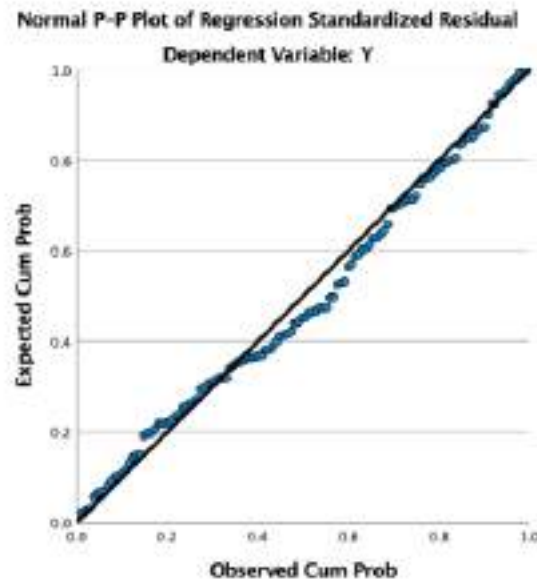
7 The following are the results of the reliability test of each variable in this study:

8 **Table 4.** Reliability Test

No	Variable	Cronbach's Alpha	Information
1	Internal Factor(x1)	0,612	Reliable
2	External Factors (x2)	0,813	Reliable
3	Consumptive behavior (y)	0,640	Reliable

9 Based on Table 4, it can be seen that the statement items of all variables starting from  
 10 variables X1, X2, and Y are said to be reliable because the Cronbach alpha of each variable is  
 11 more significant than 0,60. Thus, the classical assumption test can then be carried out which  
 12 consists of a normality test, a multicollinearity test, and a heteroscedasticity test. The test  
 13 results are as follows:



1 **Figure 1.** Result of Normality Test

2

14

3 Based on the picture above, it can be seen that the plot points always follow and approach  
 4 the normal diagonal line of the standardized residual p-plot regression. Thus it can be stated  
 5 that the residual value is normally distributed, so that the assumption of normality is met.

6 **Table 5.** Multicollinearity Test Results

No	Variable	Tolerance	VIF
1	(Constant)		
2	Internal Factor(x1)	,726	1,374
3	External Factors (x2)	,728	1,374

5

7 The test results above show that the tolerance value of the Internal Factors (X1) and External  
 8 Factors (X2) variables is 0.728 greater than 0.10, and the VIF value of both is 1.374 less than  
 9 10. Thus, it can be stated that there is no multicollinearity symptom in regression model.

10

11

12

13

14

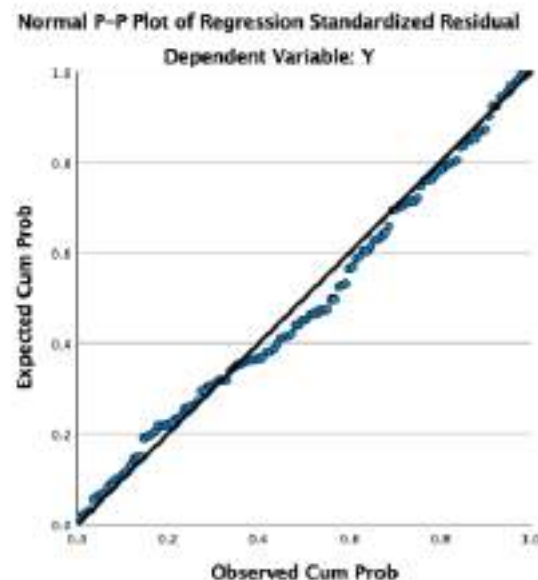
15

16

17

18

1 **Figure 2.** Result of Heteroscedasticity Test



2  
 3 The test results presented in the image above show that the points on the scatter plot graph  
 4 spread above and below the value 0. In addition, these points also do not form a certain  
 5 pattern. Thus it can be stated that there is no heteroscedasticity problem in the regression  
 6 model.

7 After the data passes the validity, reliability, and classical assumptions as described above, then  
 8 multiple regression tests can then be carried out to determine the effect of the independent  
 9 variable on the dependent variable. Here are the results of the multiple regression test:

10 **Table 6.** Results of Multiple Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	14.168	2.479		5.715	<.001		
	X1	.577	.097	.487	5.965	<.001	.728	1.374
	X2	.196	.070	.226	2.775	.006	.728	1.374

a. Dependent Variable: Y

11 The results of t test of the multiple linear regression test in the table above show that both  
 12 the Internal Factors (X1) and External Factors (X2) variables have a positive and significant  
 13 influence on Consumptive Behavior (Y). This can be seen in the significance value of the two  
 14 independent variables which is smaller than 0.05. The nature of the positive influence can be  
 15 seen in the positive value of the Unstandardized Coefficients (B) of the two variables, namely  
 16 0.577 for X1 and 0.196 for X2.

17 The following are the results of the simultaneous influence test of the two independent  
 18 variables on the dependent variable:



12

1 **Table 7. F Test Results**

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	672.679	2	336.339	41.588	<.001 <sup>b</sup>
	Residual	994.750	123	8.087		
	Total	1667.429	125			

a. Dependent Variable: Y  
b. Predictors: (Constant), X2, X1

2 The results above indicate that there is a simultaneous positive and significant influence of  
3 Internal Factors (X1) and External Factors (X2) on Consumptive Behavior (Y). This can be  
4 seen from the significance value of the effect of 0.001 which is smaller than 0.05 and the  
5 positive F value, which is 41.588.

2

### 6 **Internal Factors Affect Consumptive Behavior**

7 Based on the results of the analysis described previously, it can be seen that Internal Factors  
8 (X1) have a significant positive effect on Consumptive Behavior (Y). That is, the higher the  
9 Internal Factors, the higher the Consumptive Behavior. This result is in line with the findings  
10 of previous research by Musrifan and Hariyanto (2020); Gumulya and Widiastuti (2013); and  
11 Pemani et al. (2017).

12 The internal factors consist of psychological and personal factors so that when Celebrating  
13 Eid al - Fitr, they will not miss this sacred moment, on the pretext that this moment is only  
14 done once a year. According to Oktafikasari and Mahmud (2017), hedonic conformity,  
15 economic literacy, consumptive lifestyle, mediation, and non-mediation lifestyle affect  
16 consumptive behavior. Lifestyle is one of the psychological factors of a person to carry out  
17 consumptive behavior. From the results of this statement, it can be revealed that internal  
18 factors can influence consumptive behavior.

6

19 Consumptive behavior during Ramadan was also stated by Hasanah (2020) that there was an  
20 increase in consumption cost during the month of Ramadan. The increase in expenditure  
21 includes the consumption of food and drink and the purchase of clothing in preparation for  
22 Eid. It turned out that at that moment, people tended to be consumptive in spending their  
23 funds. Consumptive behavior in the month of Ramadan with other months experienced a  
24 significant difference. In addition, every family will flock to buy necessities during the holiday,  
25 clothing and food, which they may not need, and follow the tradition every year. However, at  
26 the time of the Covid-19 pandemic, they were no longer in the habit. One of the reasons is  
27 because the government forbids and recommends staying at home and they think they cannot  
28 celebrate and it is useless to buy wishes like in previous years. Haekal et al. (2020) revealed  
29 that the influence of the COVID-19 virus caused the government to set large-scale social  
30 restrictions (PSBB) in these areas to prevent the spread of the virus. This has no effect before  
31 and after the approach is given as a reminder to limit the consumptive nature, and it is not  
32 effective in reducing people's consumptive behavior during this covid 19 pandemic (Dulam  
33 et al., 2021).

34 Consumptive behavior from internal factors, including psychological and personal factors,  
35 Susiana (2018) states that consumptive impulses are buying goods or services without  
36 planning, namely to support appearance and prestige. Another reason, because they want to



1 take gifts from every purchase that is spent. Another internal factor, namely from a personal  
2 perspective, in terms of age, also affects consumptive behavior. When homemakers are young,  
3 they do not buy all the things they want every year, but they may have their budget every  
4 month to spend money. In terms of work and their economic level, they spend extravagantly  
5 because of the need for current trends, such as clothes and accessories. Suryoto et al. (2018)  
6 research states that homemakers are actors who always take into account the profits and losses  
7 of their transactions using mobile goods loans, but this indirectly creates consumptive  
8 behavior in homemakers. Furthermore, homemakers tend to be consumptive to spend their  
9 money in the previous months, especially during religious celebrations.

10 During the current Covid 19 Pandemic, they have suppressed everything to buy all their  
11 previous wishes apart from staying at home to comply with the ban on gathering with relatives  
12 and neighbors and preventing the transmission of this Covid <sup>2</sup> virus to their families and  
13 health is essential for them. Furthermore, according to Livana et al. (2020) revealing that the  
14 Covid 19 pandemic has spread throughout the world where this disease has attacked many  
15 countries to the point of facing a relatively high death rate and economic loss, with the  
16 community is likely to be consumptive, which is usually done every moment. They begin to  
17 reduce their consumptive intensity (entice et al., 2014).

18 Similarly, in terms of internal factors (Kim, et. 2013), there are psychological factors,  
19 motivation, and the perception that the marketing aspect offered by the mass media during  
20 the month of Ramadan is very intensive for promotion. Nurjayanti and Arindawati (2019)  
21 stated that the promotions carried out <sup>11</sup> also very intense to reach all groups, and here it  
22 was given the impression of being very excessive and concerned with the desire to consume  
23 the products presented and attached to the meaning of Eid. According to Solihin (2016), the  
24 exposure to advertising was so intense that there was a shift among urban lifestyles to become  
25 consumptive.

## 26 **External Factors Affect Consumptive Behavior**

27 The results of the analysis show that External Factors (X2) have a significant positive effect  
28 on Consumptive Behavior <sup>16</sup> This shows that the higher the External Factors, the higher  
29 the Consumptive Behavior. This result is in line with the findings of previous research by  
30 Musrifan and Hariyanto (2020) and Nisa and Arief (2019).

31 External factors include the culture of the Indonesian people, especially in Madura.  
32 Celebrating Eid al-Fitr is a critical moment that must be celebrated as much as possible. This  
33 is contrary to the teachings of Islam so as not to overdo it in celebrating because it is a  
34 redundant act that Allah SWT and His Messenger do not like.

35 According to Hayati (2021), it is concluded from his research that there is a positive influence  
36 between religiosity and culture on buying decisions. With this, a person's level of religiosity to  
37 make decisions can influence their decisions to be consumptive or not. Meanwhile, according  
38 to Vidiadari (2020), this phenomenon further emphasizes that shopping activities that have  
39 soared have become rituals themselves. It can even be said that shopping is an integral part  
40 that is difficult to separate from the religious ritual itself. Culture every year. In addition,  
41 according to Fadli and Arumsari (2016), it is said that during the holiday, people flock to the  
42 surface instead of wanting to return to being holy by wearing new goods, but being trapped  
43 in consumerism and buying things greedily.



1 Firmansjah and Prajawati (2016) stated that "environmental factors as one determinant of  
 2 ethical consumption behavior. There is also a significant relationship between materialism and  
 3 ethical consumption behavior. These findings indicate that the majority of Muslim consumers  
 4 showing interest in ethical consumption behavior." Because every year they celebrate, but in  
 5 this Covid 19 Pandemic they do not celebrate, even though seen from other elements namely  
 6 social class and social groups they have reduced consumptive behavior because of this  
 7 situation. In addition, this study assumes that health is more important because the hospital  
 8 and treatment are more than capable, and they feel it is hazardous.

### 9 Internal Factors and External Factors Against Consumptive Behavior 12

10 Internal and external factors simultaneously affect the consumptive behavior variable because  
 11 the significance value is 0,001 and the F value is positive 41,588, which means that X1 and  
 12 X2 on Y simultaneously are positive and significant. Internal factors in terms of psychological  
 13 and personal as well as external factors in terms of culture and social class affect consumptive  
 14 behavior (Aksoy et al., 2019). These two things can always be together in carrying out activities  
 15 both to fulfill wants and needs. 17 Mardiah (2019) shows that internal factors and external 19 factors  
 16 significantly influence the consumptive behavior of the Muslim community, and the dominant  
 17 factor that significantly influences the consumptive behavior of the Muslim community in  
 18 Pekanbaru City is the internal factor. 5

19 Eid al-Fitr, during the COVID-19 pandemic, the government imposed PSBB (large-scale  
 20 social restrictions), namely restrictions on people traveling out of town. This is in stark  
 21 contrast to the culture of the Madurese people to return to their place of origin from overseas,  
 22 which is to visit people. Parents or relatives every year. So, they assume that they are only in  
 23 their homes or just saying hello on their social media with restrictions. The use of social media  
 24 cannot be separated from various 11 use advertisements, especially before Eid. According to  
 25 Nurjayanti and Arindawati (2019), advertising is the best known and most discussed form of  
 26 promotion because of its affordable power. Hidayat (2016) shows that capital owners have  
 27 predicted Ramadan ahead of Eid al-Fitr to sell products marketed as symbols and signs and  
 28 consumers' motives. In addition, consumptive behavior is based on lust, anger, and wisdom  
 29 and because everything will return to human behavior, whether buying goods is to fulfill their  
 30 life needs or because of their desires resulting from internal and external conditions.

### 31 Conclusion

32 Based on the explanation above, it is stated that internal factors consisting of motivation,  
 33 perception, and belief affect consumptive behavior, which the Madurese community  
 34 considers high sacredness when celebrating Eid al-Fitr because the moment only happens  
 35 once a year. However, external factors influence consumptive behavior, namely in terms of  
 36 culture and social class.

37 Simultaneously, internal and external factors also influence consumptive behavior. These two  
 38 things can always 3 be together in carrying out activities both to fulfill wants and needs. In  
 39 Mardiah (2019), internal and external factors 19 significantly influence the consumptive behavior  
 40 of the Muslim community, and the dominant factor that significantly influences the  
 41 consumptive behavior of the Muslim 8 community in Pekanbaru City is the internal factor.  
 42 However, there are differences in behavior during the Covid 19 Pandemic. Consumptive  
 43 behavior in some people has begun to decrease in spending some of their funds. This is

1 because people already understand health protocols by reducing outdoor activities to avoid  
2 overcrowding.

3 Moreover, the government's restrictions on community activities are carried out so that it  
4 affects consumptive behavior. Consumptive behavior should be avoided because it is not  
5 good and a wasteful act prohibited by religion. Buying necessities should be tailored to the  
6 needs so that the goods will be helpful for both the short and long term.

## 7 **Acknowledgement**

8 Thanks to the Airlangga University Research and Innovation Institute for always providing  
9 maximum support funds for UNAIR's lecturers, as well as LIPJPHKI for helping the  
10 reworking process so that research can be submitted properly. Thank you for hard work of  
11 the team and also the respondents. Hopefully this research will give benefits to the  
12 community.

## 13 **References**

- 14 Alawiyah, Tuti & Liana, Nofal. (2020). "Mall dan Perilaku Konsumtif Masyarakat Urban". *Jurnal Sosiologi*  
15 *Agama Indonesia (JSAI)* 1 (2), 161-181.
- 16 Aksoy, Hasan, Olude Yusuf Abdulfatai. (2019). "Exploring The Impact of Religiousness And Culture  
17 on Luxury Fashion Goods Purchasing Intention. A behavioral Study on Nigerian Muslim  
18 consumers". *Journal of Islamic Marketing Vol. 10 No. 3*, pp. 768-789. Emerald Publishing Limited 1759-  
19 0833. DOI 10.1108/JIMA-01-2018-0022.
- 20 Anggreini, Ririn & Mariyati, Sulis. (2014). *Jurnal Psikologi Era Unggul* 12 (01), 126664.
- 21 Asaad, A Sukmawati. (2016). "Perilaku Konsumtif Ibu Rumah Tangga (Perspektif Syari'at Islam)". *Al-*  
22 *Annal: Journal of Islamic Economic Law* 1 (1), 114-129.
- 23 Badan Pusat Statistik (BPS). (2019). *Pertumbuhan Ekonomi Kuartal 1*.
- 24 Dalam, Rithika, Furuta, Kazuo., Kanno, Taro. (2021). "Quantitative Decision-Making Model to  
25 Analyze The Post-Disaster Consumer Behavior". *International Journal of Disaster Risk Reduction* 6.
- 26 Enrico, Aldo., Ritchie Aron, Wenyen Oktavia. (2014). "The Factors that Influenced Consumptive  
27 Behavior: A Survey of University Students in Jakarta". *International Journal of Scientific and Research*  
28 *Publications, Volume 4, Issue 1, January 2014* 1 ISSN 2250-3153.
- 29 Fadli, Luthfi, Radiryo dan Arumsari, Arini. (2016). "Idul Fitri Sebagai Gejala Konsumerisme". *E-*  
30 *Proceedings of Art & Design* 3 (2).
- 31 Firmansjah, Fani dan Prajawati, Maretha, Ika. (2016). *Materialisme Sebagai Determinan Perilaku Konsumsi*  
32 *Beretika Seorang Muslim. Build The Society Awareness and Culture in Strengthening Islamic Economics and*  
33 *Business*, 91.
- 34 Gumulya, Jessica, and Widlastuti, Mariyana. (2013). Pengaruh Konsep Diri terhadap Perilaku  
35 Konsumtif Mahasiswa Universitas Esa Unggul. *Jurnal Psikologi*, 11(1), 50-65.
- 36 Gupta, Ruchi., Nair Kiran., Radhakrishnan, Lakshmi. (2021). "Impact of COVID-19 Crisis on Stocking  
37 and Impulse Buying Behaviour of Consumers". *International Journal of Social Economics Emerald*  
38 *Publishing Limited*. 0306-8293 DOI 10.1108/IJSE-03-2021-0163.
- 39 Haekal, Fikri, Muhammad, dkk. (2020). "Efektivitas Penetapan PSBB dalam Menurunkan Perilaku  
40 Konsumtif Masyarakat Pada Masa Covid 19". *Jurnal Talenta* 15 (1).
- 41 Hasanah, Faridatul, Anis. (2020). "Analisis Perilaku konsumen Masyarakat Ponorogo Sesaat dan  
42 Sesudah Datangnya bulan Ramadhan". *IJoIS: Indonesian Journal of Islamic Studies* 1(2), 95-106.
- 43 Hayati, Rezkiha, dkk. (2019). "Pengaruh dan Budaya Terhadap Perilaku Konsumen Muslim Dalam  
44 Membeli Makanan Kafe". *Ekonomika Syariah: Journal of Economic Studies* 3 (1), 72-84.
- 45 Hidayat, Arif. (2016). "Budaya Konsumen Bulan Ramadhan Bagi Masyarakat Modern di Indonesia".  
46 *Jurnal Kebudayaan Islam*, ISSN:1693-6736.



- 1 Kholida. (2019). *Konseling Pra Nikah dengan Teknik Self Management dalam mengatasi Perilaku Konsumtif pada*  
 2 *Surang Calon Pengantin Wanita Desa Kraton Krajan Sidoarjo*. Published by Universitas Islam Negeri  
 3 Sunan Ampel Surabaya. URL: <http://digilib.uinsb.ac.id/eprint/30052>.
- 4 Kim, Yu Kyoun, Galen T. Trail, Marshall J. Magnusen. (2013). "Transition From Motivation to  
 5 Behaviour: Examining The Moderating Role of Identification (ID) on The Relationship Between  
 6 Motives And Attendance". *International Journal of Sports Marketing & Sponsorship*. April 2013.
- 7 Livana, PH, dkk (2020). "Dampak Pandemi Covid 19 bagi perekonomian masyarakat Desa". *Indonesian*  
 8 *Journal of Nursing and Health Sciences* 1 (1), 37-48.
- 9 Mardiah, Ainun. (2019). "Analisis Perilaku Konsumtif Masyarakat Muslim menjelang Idul Fitri di Kota  
 10 Pekanbaru". *Jurnal Al-Iqtishad* 13 (2), 93-103.
- 11 Musrifan, and Hariyanti, Jusuf. (2020). The Influence of Cultural, Social, Personal, and Psychological  
 12 Factors on Purchasing Decisions at Burger King Restaurant Salemba Raya. *Paper of Sekolah Tinggi*  
 13 *Ilmu Ekonomi Indonesia*, 1-21.
- 14 Nisa, Chodryna L., and Arief, Sandy. (2019). The Impact of Self-Control, Self-Esteem, and Peer  
 15 Environment on Online Shopping Consumptive Behavior. *Journal of Advances in Information Systems*  
 16 *and Technology*, 1(1), 13-20.
- 17 Nurjivanti, Nabilah and Arindawati, A, Weni. (2019). "Representasi Makna Konsumerisme dalam Iklan  
 18 Ramayana Ramadhan #KerenLahirBatin di Televisi (Analisis Semiotika Roland Barthes)". *Jurnal*  
 19 *Politikow Indonesiana* 4 (1), 186-201.
- 20 Oktafikasari, Eva and Mahmud. (2017). "Konformitas Hedonis dan Literasi Ekonomi Terhadap  
 21 Perilaku Melalui Gaya Hidup Konsumtif". *Economic Education Analysis Journal Vol. 6 No 3*.
- 22 Pemani, Pratiwi; Massie, James; and Tielung, Maria. (2017). The Effect of Personal Factors on  
 23 Consumer Purchase Decision (Case Study: Everbest Shoes). *Jurnal EMBA*, 5(1), 68-77.
- 24 Putra dan Sakirno. (2011). *Asosiasi Ritel Indonesia (APRINDO)*.
- 25 Shane-Nichols, Amy, Diane McCrohan, Te-Lin Chung. (2021). "NFL fans' identity and consumption  
 26 behavior by gender". *Sport, Business and Management: An International Journal Vol. 11 No. 2, 2021 pp.*  
 27 *125-142. Emerald Publishing Limited 2042-678X. DOI 10.1108/SBM-08-2018-0060*.
- 28 Solihat, Nur, Ai & Anasik, Syamsudin. (2018). *Otikas: Jurnal Kajian Pendidikan Ekonomi dan Ilmu Ekonomi*  
 29 *2 (1), 1*.
- 30 Solihin, Olih. (2016). "Terpaan Iklan Mendorong Gaya hidup Konsumtif Masyarakat Urban". *JIPSI-*  
 31 *Jurnal Ilmu Politik dan Komunikasi UNIKOM* 5(2).
- 32 Sugiyono. (2012). *Metode Penelitian Kuantitatif dan R&B*. Bandung: Alfabeta.
- 33 Suryono, Putri, Rizki, Nurmalita, Anike, dkk. (2018). "Perilaku Ibu Rumah Tangga Pemakai Kredit  
 34 Barang Keliling (Mindring): Studi Kasus Di Dukuh Pundung Tegul Sari Desa Manjung Kecamatan  
 35 Sawit Kabupaten Boyolali". *Jurnal Analisis Sosiologi* 4 (2).
- 36 Susiana, Rini. (2018). "Budaya Pesisir: Perilaku Konsumtif Masyarakat Tambakdoro, Kelurahan  
 37 Tanjung Mas, Kecamatan Semarang Utara, Kota Semarang". *Sabta: Jurnal Kajian Kebudayaan* 13(1),  
 38 59-66.
- 39 Vidiadari, IS. (2020). "Komodifikasi Ritual dalam Praktik Bridal Shower di Yogyakarta". *Jurnal Ilmu*  
 40 *Komunikasi Acta Diurna*.

41  
 42

# Antecedents of Consumptive Behavior prior the Celebration of Eid

## ORIGINALITY REPORT

16%

SIMILARITY INDEX

13%

INTERNET SOURCES

10%

PUBLICATIONS

6%

STUDENT PAPERS

## PRIMARY SOURCES

1	<a href="https://scholar.unair.ac.id">scholar.unair.ac.id</a> Internet Source	2%
2	<a href="http://www.amdisa.org">www.amdisa.org</a> Internet Source	1%
3	<a href="http://www.jssidoi.org">www.jssidoi.org</a> Internet Source	1%
4	<a href="https://repository.stieipwija.ac.id">repository.stieipwija.ac.id</a> Internet Source	1%
5	Chalimatus Sakdiyah, Anita Handayani. "The Effect of Pocket Money, Lifestyle, and Self-Control on Consumption Behavior of Muhammadiyah University Management Students Gresik Class 2018", INNOVATION RESEARCH JOURNAL, 2022 Publication	1%
6	<a href="http://journal.civiliza.org">journal.civiliza.org</a> Internet Source	1%
7	<a href="http://sois.uum.edu.my">sois.uum.edu.my</a> Internet Source	1%

8	Alma Alma, Muhammad Wahyuddin Abdullah, Sirajuddin. "CONSUMPTION BEHAVIOR OF ISLAMIC ECONOMIC PERSPECTIVE DURING THE COVID-19 PANDEMIC", Profetika: Jurnal Studi Islam, 2023 Publication	1 %
9	<a href="http://eprints.walisongo.ac.id">eprints.walisongo.ac.id</a> Internet Source	1 %
10	Submitted to Universitas Ibn Khaldun Student Paper	1 %
11	<a href="http://journal.unsika.ac.id">journal.unsika.ac.id</a> Internet Source	1 %
12	<a href="http://www.devotion.greenvest.co.id">www.devotion.greenvest.co.id</a> Internet Source	1 %
13	Submitted to School of Business and Management ITB Student Paper	1 %
14	<a href="http://jbe-upiypk.org">jbe-upiypk.org</a> Internet Source	1 %
15	Submitted to Management & Science University Student Paper	1 %
16	<a href="http://ijssers.org">ijssers.org</a> Internet Source	1 %

17 Lukmanul Hakim, Ridha Syafitri. "MILLENNIAL FINANCIAL ATTRIBUTES: STRUCTURAL MODELLING APPROACH", BAREKENG: Jurnal Ilmu Matematika dan Terapan, 2022  
Publication <1 %

---

18 Submitted to Bournemouth University  
Student Paper <1 %

---

19 citeseerx.ist.psu.edu  
Internet Source <1 %

---

20 ejournal.almaata.ac.id  
Internet Source <1 %

---

21 enrichment.iocspublisher.org  
Internet Source <1 %

---

Exclude quotes On

Exclude matches < 15 words

Exclude bibliography On