

The Effect of Social Media, Flash Sales, and Islamic Lifestyle on Impulsive Buying Behavior on The Shopee Platform

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A B S T R A C T

This research aims to determine the influence of social media, flash sales, and Islamic lifestyle on impulsive buying behavior on the Shopee platform (a study on Muslim students at Medan State Polytechnic). In this study, the independent variables are social media, flash sales, and Islamic lifestyle, while the dependent variable is impulsive buying behavior. The sample used in this study consisted of 150 Muslim student respondents from Medan State Polytechnic who use the Shopee platform, with data collected through questionnaires as primary data and secondary data derived from theoretical studies in books and journals. This study employs a quantitative method with data collection techniques through questionnaires evaluated using a Likert scale, validity testing, and reliability testing. The prerequisite tests include normality test, multicollinearity test, and heteroscedasticity test. The data analysis technique used to answer the hypothesis employs multiple linear regression analysis, partial test (t), simultaneous test (F), and coefficient of determination test (R²) with a significance level of 5% ($\alpha=0.05$), processed with the assistance of SPSS 25. The results of this study indicate that the social media variable has a positive and significant effect on the impulsive buying behavior of Muslim students at Politeknik Negeri Medan on the Shopee platform, the flash sale variable has a positive and significant effect on the impulsive buying behavior of Muslim students at Politeknik Negeri Medan on the Shopee platform, and the Islamic lifestyle variable has a negative and significant effect on the impulsive buying behavior of Muslim students at Politeknik Negeri Medan on the Shopee platform. The social media, flash sale, and Islamic lifestyle variables have a significant effect on the impulsive buying behavior of Muslim students at Politeknik Negeri Medan on the Shopee platform).

INTRODUCTION

The development of digital technology has brought about major changes in the consumption behavior of modern society. One of the main drivers of this change is the development of the internet. According to a survey conducted by the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia in 2024 will reach 221.56 million people (Indonesiabaik.id 2024). The increase in the number of internet users in Indonesia has also played a major role in driving economic growth, especially in economic transactions, digital finance, and the e-commerce sector (Anisa and Efendi 2024). Electronic Commerce or e-commerce refers to all buying and selling activities or transactions conducted using electronic media (the internet) (Feriyanto 2024). One of the most popular e-commerce platforms among Indonesians is Shopee, which has successfully dominated the market through innovative features, discount programs, integration with social media, and digital technology-based promotions. This phenomenon not only facilitates the consumption process but also gives rise to new shopping patterns that tend to be consumptive among the public, especially the younger generation (Ayunda and Siregar 2023).

The various conveniences offered by Shopee not only increase user comfort in transactions but can also encourage consumptive behavior, including impulsive buying, as seen from the large number of Shopee visitors (Ika, Fitriyah, and Dewi 2020). Preliminary research shows that 72% of Muslim students at the Medan State Polytechnic have made impulsive purchases on Shopee, while only 28% have never done so. This high percentage indicates that consumptive behavior through impulsive buying is quite dominant among young academics (Rahmawati 2023). Impulsive buying, or unplanned purchasing, is consumer behavior that is carried out spontaneously due to emotional impulses and often has various negative impacts. This behavior can cause financial problems because consumers spend money that should be allocated for other important needs (Mukaromah et al. 2021).

In addition, impulsive buying can lead to the accumulation of useless items and reflect wasteful consumption patterns, thereby encouraging an unhealthy consumerist culture (Andriansyah and Nurhasanah 2020). This situation has the potential to cause stress, anxiety, and even difficulty in meeting financial obligations, especially for students who are still financially dependent on their parents. As a result, financial management becomes less prudent and encourages wasteful lifestyles, which also contradicts Islamic teachings that prohibit excessive behavior.

Social media is one of the factors that greatly influences impulsive buying behavior. Social media is not only a means of communication, but also a marketing medium that can display a variety of attractive promotional content, product reviews, and influencer recommendations (Waluyo 2022). Intense interaction on social media creates emotional urges that can influence purchasing decisions quickly without rational consideration. This makes social media a powerful marketing strategy in encouraging consumers, especially students, to make impulsive purchases (Aliyah and Mardinata 2024). In addition to social media, promotional strategies such as flash sales are also factors that encourage impulsive buying behavior. These programs offer large discounts for a limited time, creating a sense of urgency and fear of missing out. The short time pressure often causes consumers to make hasty purchasing decisions without considering their actual needs (Rahmawati 2023).

Not only social media and flash sales, another factor that can influence impulsive buying behavior is the Islamic lifestyle (Susilawati et al. 2023). Islam teaches simplicity, self-control, and prohibits excessive consumption (Fitrianta and Hardew 2024). However, in reality, many Muslims still live their lives outside of Islamic teachings. This is demonstrated by consumers' tendency to make impulsive purchases in response to attractive promotions, such as flash sales, limited offers, or big discounts. This is especially true for people who have a dynamic and consumptive lifestyle, making them more prone to impulsive buying (Apidana and Kholifah 2022).

Previous research conducted by Ayunda and Siregar (2023) shows that social media marketing has a positive and significant effect on impulsive buying. Previous studies on the effect of flash sales on impulse buying report inconsistent findings. Darwipat (2020) found that flash sales significantly influence impulsive buying behavior, supporting the view that time-limited price promotions act as strong external purchase stimuli. In contrast, Neni (2023) reported that flash sales have no significant effect on impulse buying among Shopee users, while live streaming and hedonic shopping motivation play a more dominant role. This contradiction is important to investigate as it suggests that the effectiveness of flash sales may be context-dependent and influenced by changes in consumer behavior and the evolving features of e-commerce platforms. Consequently, this study addresses this gap by examining whether flash sales remain relevant in triggering impulse buying when analyzed together with live streaming and hedonic shopping motivation among Shopee users. Furthermore, Susilawati (2023) shows that Islamic lifestyle significantly influences impulsive buying. Based on the above discussion, this study aims to analyze the influence of social media, flash sales, and Islamic lifestyle on impulsive buying behavior on the Shopee platform: a case study of Muslim students at the State Polytechnic of Medan.

METHOD

This study employs a quantitative approach using primary and secondary data. Primary data were collected through the distribution of questionnaires to respondents, while secondary data were obtained from relevant literature, journals, and previous studies. The research was conducted at Medan State Polytechnic from January to July 2025. The research population comprised all Muslim students at Medan State Polytechnic who use the Shopee platform. As the exact population size was unknown, the sample size was determined using the Cochran formula with a 95% confidence level and an 8% margin of error, resulting in a minimum sample of 150 respondents. The selection of an 8% margin of error was based on the behavioral nature of the study and the limitation in determining the exact population size, whereby a more flexible margin of error could still provide an adequate level of statistical confidence. Moreover, an 8% margin of error is considered acceptable in exploratory social and marketing research, particularly when the study focuses on a specific population segment with limited respondent accessibility. Purposive sampling was applied, with criteria that respondents must be active students at Medan State Polytechnic, be Muslim, and have made purchases on the Shopee platform at least once or on a frequent basis.

Data collection was conducted through a questionnaire based on a five-point Likert scale (strongly disagree to strongly agree) and a documentation study from various supporting sources. The collected data was then processed using SPSS version 25.0 through stages of validity testing,

reliability testing, classical assumption testing (normality, multicollinearity, and heteroscedasticity), and multiple linear regression analysis. Hypothesis testing was performed using the t-test (partial), F-test (simultaneous), and coefficient of determination (R^2) at a significance level of 5%.

RESULTS & DISCUSSION

Data Quality Test

The results of this study indicate that the research instrument used was a questionnaire consisting of 20 statement items representing four research variables, namely 5 statement items for the social media variable, 5 statement items for the flash sale variable, 5 statement items for the Islamic lifestyle variable, and 5 statement items for the impulsive buying behavior variable. All of these statement items were then tested for validity and reliability using SPSS version 25.0. With a significance level (α) of 5% (0.05), a table r value of 0.159 was obtained. Thus, a statement item is considered valid if the correlation value (calculated r) is > 0.159 .

Table 1. Validity Test Result

Variable	Item	Correlation	r-table	Description
Social media (SM)	SM01	0,847	0,159	Valid
	SM02	0,691		Valid
	SM03	0,764		Valid
	SM04	0,780		Valid
	SM05	0,728		Valid
Flash sale (FS)	FS01	0,729	0,159	Valid
	FS02	0,726		Valid
	FS03	0,774		Valid
	FS04	0,660		Valid
	FS05	0,602		Valid
Islamic Lifestyle	GHI01	0,599	0,159	Valid
	GHI02	0,870		Valid
	GHI03	0,700		Valid
	GHI04	0,691		Valid
	GHI05	0,848		Valid
Impulsive Buying Behavior	PIB01	0,892	0,159	Valid
	PIB02	0,841		Valid
	PIB03	0,884		Valid
	PIB04	0,817		Valid
	PIB05	0,826		Valid

Source: data processed using SPSS 25, 2025

After confirming the validity of the research instrument, the next step was to test its reliability to determine the level of internal consistency of the statements in the questionnaire. The test was conducted using Cronbach's Alpha coefficient with the help of SPSS version 25.0, where an instrument is considered reliable if the alpha value is greater than 0.70. The test results showed that all research variables, namely social media, flash sales, Islamic lifestyle, and impulsive buying behavior, had Cronbach's Alpha values above 0.70, so it can be concluded that this research instrument is reliable and suitable for use.

Table 2. Reliability Test Result

Variabel	Cronbach's Alpha	N Of Items	Keterangan
Social media	0,818	5	Reliabel
Flash sale	0,723	5	Reliabel
Islamic Lifestyle	0,797	5	Reliabel
Impulsive Buying Behavior	0,904	5	Reliabel

Source: data processed using SPSS 25, 2025

Based on Table 2, it can be seen that the overall Cronbach's Alpha is > 0.70 , so it can be concluded that all variables used in this study are reliable.

Pearson Correlation Test

Pearson Correlation Test was used to determine the strength and direction of the relationship between each independent variable (Social Media, Flash Sale, Islamic Lifestyle) and the dependent variable (Impulsive Buying Behavior). The test results are presented in the following figure:

		SM	FS	GHI	PIB
SM	Pearson Correlation	1	.477**	.267**	.390**
	Sig. (2-tailed)		.000	.001	.000
	N	150	150	150	150
FS	Pearson Correlation	.477**	1	.249**	.401**
	Sig. (2-tailed)	.000		.002	.000
	N	150	150	150	150
GHI	Pearson Correlation	.267**	.249**	1	-.246**
	Sig. (2-tailed)	.001	.002		.002
	N	150	150	150	150
PIB	Pearson Correlation	.390**	.401**	-.246**	1
	Sig. (2-tailed)	.000	.000	.002	
	N	150	150	150	150

** Correlation is significant at the 0.01 level (2-tailed).

Figure 1. Results of Pearson's Correlation Test

The analysis results show that Social Media ($r = 0.390$; sig. 0.000) has a weak positive relationship with Impulsive Buying Behavior, Flash Sale ($r = 0.401$; sig. 0.000) has a moderate positive relationship, while Islamic Lifestyle ($r = -0.246$; sig. 0.002) has a very weak but significant negative relationship. Thus, the higher the intensity of social media use and exposure to flash sales, the greater the tendency for impulsive buying, while the higher the Islamic lifestyle, the tendency tends to decrease.

Normality Test

The normality test is used to test whether the distribution of residual values from a regression is normal or not. A good regression model is one that has normally distributed residual values (Ghozali 2021). This normality test uses a graphical approach of P-P plots, histograms, and the Kolmogorov-Smirnov test

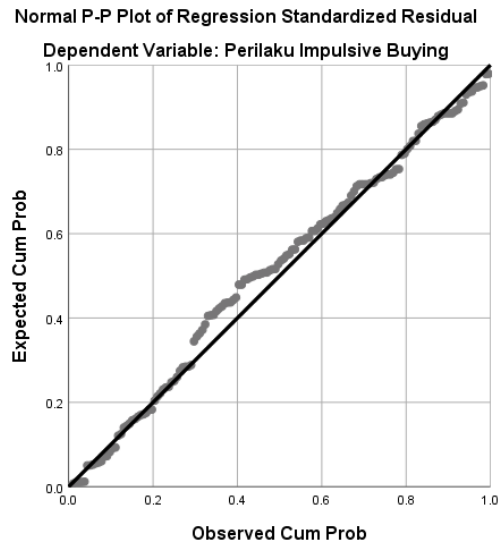


Figure 2. P-Plot Graph

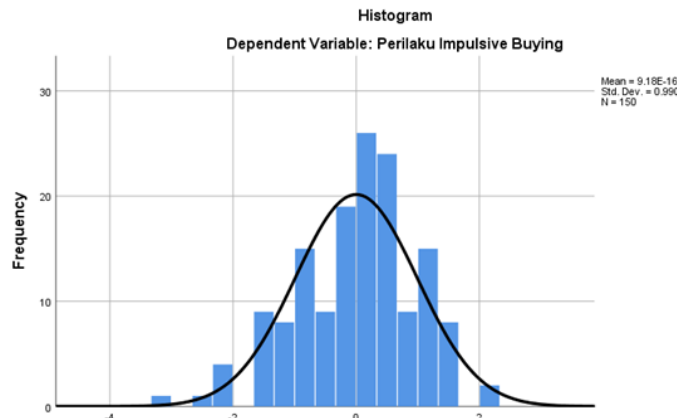


Figure 3. Histogram

Based on the above, it can be seen that the P-P Plot graph is normally distributed because the distribution points show that the data is scattered around the diagonal line and follows the direction of the diagonal line. In this case, it can be concluded that the data in this study is normally distributed and the normality assumption is fulfilled. The results of the P-P Plot graph above are reinforced by the following histogram. Based on the image above, it can be seen that the curve is bell-shaped, so the residual value is declared normal or the data is normally distributed.

To confirm whether the data are normally distributed, the Kolmogorov–Smirnov (K–S) test is applied, where a significance value greater than 0.05 indicates normality. Normality assessment is further reinforced using the Monte Carlo approach in SPSS, which provides a more accurate estimation of the significance value through thousands of random simulations. If the Monte Carlo significance value exceeds 0.05, the data can be considered normally distributed as suggested by (Ghozali 2021). Although the K–S test in this study indicates non-normality (Sig. = 0.023 < 0.05), this result should be interpreted with caution from a methodological perspective. The Kolmogorov–Smirnov test is known to be highly sensitive to sample size, such that even minor deviations from normality may lead to statistically significant results, particularly in medium to large samples, as reported by Razali & Wah (2011). In contrast, the Monte Carlo approach is considered more robust because it relies on resampling-based simulations to generate an empirical distribution of the test statistic rather than depending solely on theoretical distributional assumptions. This approach provides a more stable and reliable significance estimate when classical normality tests are affected by sample size bias or distributional irregularities, as discussed by Ghasemi & Zahediasl (2012). Therefore, the

use of the Monte Carlo approach in this study is justified to obtain a more accurate and reliable conclusion regarding data normality.

		Unstandardized Residual	
N		150	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	3.92105811	
Most Extreme Differences	Absolute	.079	
	Positive	.033	
	Negative	-.079	
Test Statistic		.079	
Asymp. Sig. (2-tailed)		.023 ^c	
Monte Carlo Sig. (2-tailed)	Sig.	.292 ^d	
	99% Confidence Interval	Lower Bound	.280
		Upper Bound	.303

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Based on 10000 sampled tables with starting seed 299883525.

Figure 4. Kolmogorov-Smirnov (K-S) Normality Test

Based on the results of the Kolmogorov-Smirnov test on the residuals shown in Figure 4, the Asymp. Sig. (2-tailed) value is 0.023, which means it is < 0.05 . According to general provisions, this indicates that the data is not normally distributed based on the K-S test. However, to reinforce the results and provide a more accurate estimate, the Monte Carlo approach was also used with 10,000 simulations. The simulation results showed a significance value of $0.292 > 0.05$. This means that based on the Monte Carlo approach, the residual data can be considered normally distributed. Thus, although the K-S test results indicate a mismatch with the normal distribution, the Monte Carlo simulation results provide stable and normally distributed results. Therefore, it can be concluded that the residual data in this model meets the normality assumption.

Multicollinearity Test

The multicollinearity test aims to test whether the regression model finds correlations between independent variables. A good regression model should not have correlations between independent variables. Multicollinearity testing can be seen from the Tolerance Value or by using the Variance Inflation Factor (VIF) from the analysis results using SPSS. The commonly used criteria are a Tolerance value > 0.10 or a VIF value < 10 .

Table 3. Multicollinearity Results Test

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Tolerance	Statistics VIF
1 (Constant)	7.659	2.801		2.734	.007		
Social Media	.568	.127	.338	4.472	.000	.749	1.335
Flash Sale	.545	.119	.345	4.579	.000	.756	1.332
Islamic Lifestyle	-.610	.099	.423	-6.157	.000	.909	1.100

Source: data processed using SPSS 25, 2025

Based on table 3 it can be seen that the tolerance value of the social media variable is 0.749 and the VIF value is 1.335, the tolerance value of the flash sale variable is 0.756 and the VIF value is 1.322, and the tolerance value of the Islamic lifestyle variable is 0.909 and the VIF value is 1.100. All three independent variables have tolerance values greater than 0.10 and VIF values less than 10. Therefore, it can be concluded that there is no correlation between the independent variables.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether there is a difference in variance from one observation to another in the regression model. A good regression model is homoscedastic or does not exhibit heteroscedasticity. To test for heteroscedasticity, we look at the scatterplot between the predicted values of the dependent variable (ZPRED) and its residuals (SPRESID) (Ghozali 2021). Based on the data processing results, the scatterplot can be seen in the following figure:

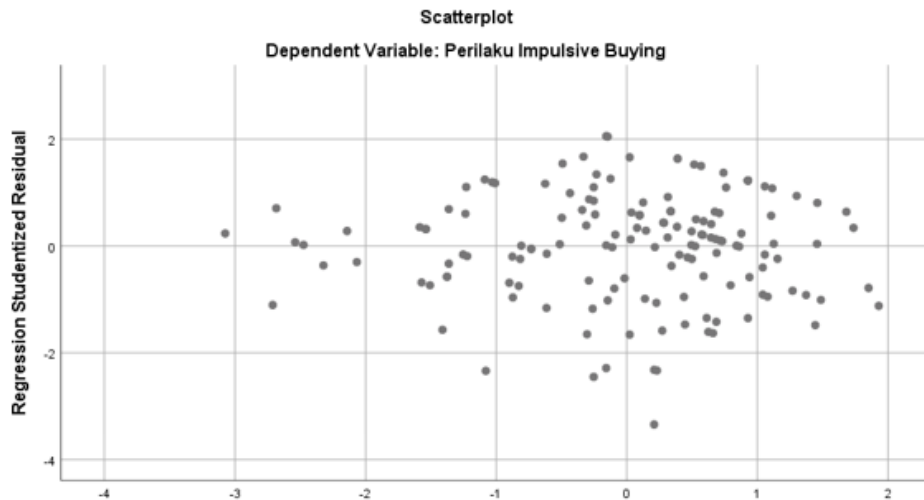


Figure 5. Heteroscedasticity Test Results with Scatterplot

The number 0 on the Y-axis and do not form a clear pattern, so there is no heteroscedasticity. To reinforce the heteroscedasticity test through scatterplot, Spearman's Rho test was conducted. The basis for decision making is:

- a) Sig.2-tailed value > 0.05, then there is no heteroscedasticity
- b) Sig.2-tailed value < 0.05, then there is evidence of heteroscedasticity

The following are the results of the heteroscedasticity test using Spearman's rho test:

Table 4. Heteroscedasticity Test with Spearman's Rho Results Test

Spearman's rho		Social Media	Flash Sale	Islamic Lifestyle	Unstandardized Residual
Social Media	Correlation Coefficient	1.000	.418**	.265**	.076
	Sig. (2-tailed)	-	.000	.001	.354
	N	150	150	150	150
Flash Sale	Correlation Coefficient	.418**	1.000	.292**	-.022
	Sig. (2-tailed)	.000	-	.000	.789
	N	150	150	150	150
Islamic Lifestyle	Correlation Coefficient	.265**	.292**	1.000	.038
	Sig. (2-tailed)	.001	.000	-	.645
	N	150	150	150	150
Unstandardized Residual	Correlation Coefficient	.076	-.022	.038	1.000
	Sig. (2-tailed)	.354	.789	.645	-
	N	150	150	150	150

Source: data processed using SPSS 25, 2025

Based on Table 4 above, it can be seen that the significance value of each variable is > 0.05, with the significance value of the social media variable being 0.354, the significance value of the

flash sale variable being 0.789, and the significance value of the Islamic lifestyle variable being 0.645. Therefore, it can be concluded that there is no heteroscedasticity.

Multiple Linear Regression Analysis Results

Multiple linear regression analysis shows the relationship between the dependent variable and one or more independent variables. In this study, the independent variables are Social Media (SM), Flash Sale (FS), and Islamic Lifestyle (GHI). Meanwhile, the dependent variable is Impulsive Buying Behavior (PIB). The following are the results of the multiple linear regression analysis:

Table 5. Multiple Linear Regression Analysis Results Test

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	7.659	2.801		2.734	.007
	Social Media	.568	.127	.338	4.472	.000
	Flash Sale	.545	.119	.345	4.579	.000
	Islamic Lifestyle	-.610	.099	-.425	-6.157	.000

Source: data processed using SPSS 25, 2025

Based on the results of the multiple linear regression analysis in table 5, the regression equation is obtained:

$$PIB = 7.659 + 0.568X_1 + 0.545X_2 - 0.610X_3$$

The interpretation of the model is as follows: the constant value of 7.659 indicates that even if the variables of Social Media, Flash Sale, and Islamic Lifestyle are zero, Impulsive Buying Behavior (PIB) still exists at a value of 7.659. The regression coefficients for Social Media (0.568) and Flash Sale (0.545) are positive, meaning that an increase in both variables affects an increase in PIB. Conversely, the coefficient for Islamic Lifestyle (-0.610) is negative, indicating that an increase in Islamic lifestyle actually reduces the tendency for impulsive buying.

t-Test (Partial)

The t-test is used to determine the partial effect of each independent variable on the dependent variable. To determine whether or not each independent variable has a partial effect on the dependent variable, the significance level of 5% (0.05) can be used (Ghozali 2021).

Table 6. t-Test Results

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	7.659	2.801		2.734	.007
	Social Media	.568	.127	.338	4.472	.000
	Flash Sale	.545	.119	.345	4.579	.000
	Islamic Lifestyle	-.610	.099	-.423	-6.157	.000

Source: data processed using SPSS 25, 2025

Based on the results of the hypothesis test, it is known that the social media variable has a Sig. value of 0.000 < 0.05 with a t-value of 4.472 > 1.976, so H1 is accepted, meaning that social media has a positive and significant effect on impulsive buying behavior on the Shopee platform. Furthermore, the flash sale variable has a Sig. value of 0.000 < 0.05 with a t-value of 4.579 > 1.976, so H2 is accepted, which means that flash sales have a positive and significant effect on impulsive buying behavior. Meanwhile, the Islamic lifestyle variable has a Sig. value of 0.000 < 0.05 with a t-value of |-6.157| = 6.157 > 1.976, so H3 is accepted, indicating that Islamic lifestyle has a negative and significant effect on impulsive buying behavior on the Shopee platform.

F Test (Simultaneous)

The F test is used to determine whether there is a simultaneous (overall) effect between the independent/free variables (social media, flash sales, and Islamic lifestyle) on the dependent/bound

variable. If the F count value is greater than the F table, then the free variables together or simultaneously affect the bound variable (Ghozali 2021).

Table 7 F Test Results
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1369.864	3	456.621	29.102	.000 ^b
	Residual	2290.830	146	15.691		
	Total	3660.693	149			

Source: data processed using SPSS 25, 2025

Based on the results of the F statistical test, it can be seen that the F count is 29.102. To determine the F table, a significance level of 5% is used with a degree of freedom (df1) = 3 (number of independent variables) and (df2) = 150 – 3 – 1 = 146. The F table value obtained is 2.70. Because the F count is greater than the F table, or 29.102 is greater than 2.70, and the significance value is 0.000, which is less than 0.05, H(4) is accepted. This means that the three independent variables, namely social media, flash sales, and Islamic lifestyle, simultaneously have a significant effect on impulsive buying behavior on the Shopee platform.

Results of the Coefficient of Determination Test (R²)

The coefficient of determination (R²) aims to measure the extent to which the model is able to explain the variation in the dependent variable. The coefficient of determination value is between zero and one. A small (R²) value means that the ability of the independent variables to explain the variation in the dependent variable is limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation in the dependent variable.

Table 8. R² Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.612 ^a	.374	.361	3.961

Source: data processed using SPSS 25, 2025

Based on the R² test results, it can be concluded that the correlation coefficient (R) of 0.612 indicates a strong relationship between social media, flash sales, and Islamic lifestyle variables collectively and impulsive buying behavior. The coefficient of determination (R²) is 0.374, meaning that 37.4% of the variance in impulsive buying behavior can be explained by the three independent variables included in the model, namely social media, flash sales, and Islamic lifestyle. However, this also implies that 62.6% of the variance in impulsive buying behavior is influenced by other factors not captured in this research model. This relatively moderate explanatory power indicates that, while the proposed model is meaningful, it does not fully explain impulsive buying behavior. Therefore, this limitation should be acknowledged, and future studies are encouraged to incorporate additional variables such as psychological factors, personal financial management, religiosity level, peer influence, perceived risk, or promotional strategies to enhance the explanatory power of the model.

The Influence of Social Media on Impulsive Buying Behavior

The results of this study indicate that social media has a positive and significant effect on impulsive buying behavior on the Shopee platform. This means that the more often students use social media, the more likely they are to make impulsive purchases. Social media influences spontaneous buying interest through exposure to promotional content, product reviews, and interactive features that stimulate unplanned buying impulses.

This finding is supported by research conducted by Ayunda and Siregar (2023), which reveals that social media marketing has a significant influence on impulsive buying behavior. They explain that repeated exposure to promotional content on social media can trigger an emotional urge to buy, even when the need for the product is not particularly urgent. This is also in line with Solis (2010) view in his book *Engage*, which states that social media is a tool that facilitates digital conversations and interactions between users, not just a one-way promotional medium. In today's digital age, social

media not only functions as a message delivery tool, but has become a participatory space where brands and consumers interact, build trust, and influence behavior. In this context, Shopee strategically utilizes social media to build emotional engagement with users through attractive visual content, interactive live streaming features, and campaigns with influencers who have a high level of influence over their audience. All of these elements not only convey information but also create a personalized experience that touches the emotional side of users, thereby encouraging sudden purchasing decisions or impulsive buying behavior.

The Impact of Flash Sales on Impulsive Buying Behavior

The results of this study show that flash sales have a positive and significant effect on impulsive buying behavior. This means that the more often individuals are exposed to flash sale promotions, the greater the tendency to make spontaneous purchases without planning. The urgency effect due to large discounts, limited time, and limited stock encourages consumers to make quick decisions. This finding is in line with Rahmawati (2023), who states that although the contribution of flash sales is not dominant, they still have an effect in encouraging impulsive purchases. These findings are also in line with the theory proposed by George E. Belch and Michael A. Belch (2003) in "Advertising and Promotion: An Integrated Marketing Communications Perspective," which states that sales promotions are an important element in a promotional mix designed to provide direct incentives to consumers to encourage purchases, especially in the short term. Flash sales fall under the category of consumer-oriented promotions, which, according to Belch & Belch, aim to create a quick reaction from end consumers through mechanisms such as sudden discounts, coupons, or limited offers. In the context of Shopee, flash sales not only offer price discounts, but are also strategically packaged with countdown timers, "limited stock" labels, and push notifications that are displayed repeatedly, creating visual and emotional stimuli that reinforce the urge to buy suddenly.

The Influence of Islamic Lifestyle on Impulsive Buying Behavior

The results of this study indicate that Islamic lifestyle has a negative and significant effect on the impulsive buying behavior of Muslim students at the Medan State Polytechnic who use the Shopee platform. These results mean that the higher the application of Islamic lifestyle among Muslim students, the lower their tendency to make impulsive purchases. The Islamic lifestyle, which is reflected in a simple attitude towards life, qana'ah (feeling content), and avoiding consumptive and excessive behavior, encourages individuals to be more selective and wise in spending their money. These Islamic values become a moral foundation that restrains emotional impulses and momentary desires, so that a person tends to carefully consider the benefits and needs before making a purchase decision. In other words, an Islamic lifestyle shapes a more rational and planned consumption mindset, which can be a major deterrent to impulsive buying behavior, especially when faced with aggressive promotions such as flash sales and viral campaigns on social media.

This finding is in line with Yusuf al-Qardhawi's (2022) view in his book *Islamic Economic Norms and Ethics*, which states that an Islamic lifestyle is a way of life that originates from Islamic beliefs and encompasses all aspects of life, both spiritual and material. Within this framework, a Muslim's orientation in life is not solely to pursue worldly pleasures, but is directed towards the goals of worship, honesty, simplicity, and obedience to Sharia law, including in terms of consumption. Principles such as avoiding wastefulness (*tabdzir*), not being excessive (*israf*), and considering the aspects of halal and haram in shopping, become a very strong internal control in restraining the urge to buy impulsively. The Islamic lifestyle also teaches responsible management of wealth and awareness of its social impact. In this context, Muslim students who base their consumption on Islamic values are more likely to consider needs over wants and be careful in managing their expenses. However, the findings of this study differ from those of Susilawati et al (2023), who reported a positive and significant effect of Islamic lifestyle on impulsive buying behavior. This discrepancy may be attributed to differences in research context and sample characteristics. The present study focuses specifically on Muslim students at a public polytechnic institution, who may possess relatively higher financial awareness and stronger exposure to formal education emphasizing rational decision-making and financial discipline. In contrast, Susilawati et al (2023) examined a broader population of Muslim consumers, where the application of Islamic lifestyle values may be more symbolic or normative rather than fully internalized in daily consumption practices. Additionally, differences in socio-economic background, level of religiosity, and intensity of exposure to digital marketing promotions may influence how Islamic lifestyle values translate into actual

purchasing behavior. Therefore, the contradictory findings highlight that the influence of Islamic lifestyle on impulsive buying is highly context-dependent, reinforcing the importance of considering sample characteristics and research settings when interpreting empirical results.

The Influence of Social Media, Flash Sales, and Islamic Lifestyle on Impulsive Buying Behavior

Based on the results of the analysis, this study obtained a significance value of 0.000, which is less than 0.05 or 0.000, and the calculated F value is greater than the F table value or 29.102. This means that the three independent variables, namely social media, flash sales, and Islamic lifestyle, simultaneously have a significant effect on impulsive buying behavior on the Shopee platform.

From the perspective of the S-O-R (Stimulus–Organism–Response) theory, first introduced by Mehrabian and Russell (1974) in their book entitled "An Approach to Environmental Psychology," the results of this study show a clear flow of influence between external stimuli and consumer behavior responses, with an important role played by internal factors as controllers. In this case, social media (SM) and flash sales (FS) act as stimuli (S), which are external stimuli that influence consumer emotions and perceptions through promotional visuals, limited-time offers, and interactive content distributed through digital platforms. These stimuli enter the individual's internal system, which in this study is represented by Islamic lifestyle (GHI) as the organism (O). The spiritual and ethical values in Islamic lifestyle act as psychological and moral filters that assess whether the stimulus is worth responding to. Individuals with a strong Islamic lifestyle tend to resist consumptive urges and weigh shopping decisions more rationally. The end of this process is the response (R), namely impulsive buying behavior (PIB), which is a quick, emotional, and unplanned purchase. Thus, the stronger the stimulus from social media and flash sales without the self-control of an Islamic lifestyle, the greater the tendency for individuals to make impulsive purchases. However, conversely, a good Islamic lifestyle can weaken the effects of stimuli and suppress the emergence of such impulsive responses.

Meanwhile, within the framework of Maqashid Shariah as explained by Jasser Auda (2007) in his book entitled "Maqasid al-Shari'ah as Philosophy of Islamic Law," all variables in this study can be analyzed through one of the main objectives of Shariah, namely *hifz al-mal* (preserving wealth). Social media and flash sales, although part of modern marketing strategies, have the potential to conflict with this principle if they cause wastefulness (*tabdzir*), excessive consumption (*israf*), or spending that is not based on real needs. Aggressive promotion through social media and the time pressure of flash sales often lead consumers to make purchases without careful consideration, thus contradicting the spirit of responsible wealth management. Conversely, an Islamic lifestyle supports the achievement of *hifz al-mal* because it encourages rational, economical consumption based on halal considerations and benefits. These principles protect individuals from falling into a hedonistic and impulsive digital consumption culture. Thus, impulsive buying behavior can be categorized as a deviation from the principles of Maqashid Syariah, as it involves inefficient use of wealth and can even have a negative impact on personal finances. Therefore, the Islamic lifestyle is an important tool for maintaining a balance between the use of modern marketing technology and adherence to sharia values in consumption.

CONCLUSION

Based on the findings, this study concludes that impulsive buying behavior among Muslim students using the Shopee platform is influenced by social media, flash sale, and Islamic lifestyle. Social media and flash sales act as external marketing stimuli that encourage impulsive buying, whereas an Islamic lifestyle functions as an internal control mechanism that reduces such behavior. Overall, the results emphasize that impulsive buying behavior in e-commerce is shaped by the combined effects of digital marketing strategies and value-based consumption principles.

The findings offer several practical implications. E-commerce platforms should adopt more responsible digital marketing practices by moderating aggressive flash sale mechanisms and integrating spending-awareness features to reduce excessive impulsive purchases. Educational institutions are encouraged to strengthen financial literacy and Islamic economic education to foster rational, value-driven consumption behavior among students. In addition, policymakers should consider establishing regulatory guidelines to ensure ethical digital marketing and enhanced consumer protection in e-commerce environments.

This study is subject to several limitations. The sample is restricted to Muslim students from a single higher education institution, which limits generalizability. The use of self-reported data may introduce response bias, and the model explains a moderate proportion of variance in impulsive buying behavior. Future research should address these limitations by incorporating broader samples, additional explanatory variables, and alternative methodological approaches to deepen understanding of impulsive buying behavior.

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