

ABSTRAK

Fatkhur Rahman. 190105010441. *Pengaruh Gaya Hidup Hedonis dan Kemudahan Transaksi Online Terhadap Perilaku Konsumtif Mahasiswa Ekonomi Syariah UIN Antasari Banjarmasin.* Pembimbing: H. Abdul Gafur, Lc.,MA pada Program Studi Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, UIN Antasari Banjarmasin. 2026

Kata Kunci: Gaya Hidup Hedonis, Kemudahan Transaksi, Perilaku Konsumtif

Fenomena perilaku konsumtif menjadi isu krusial yang memerlukan pemahaman mendalam, khususnya di kalangan mahasiswa, seiring dengan pesatnya globalisasi dan kemajuan teknologi digital. Era ini ditandai oleh kemudahan akses terhadap beragam produk dan layanan, yang jika tidak dikelola dengan bijak, dapat memicu pola konsumsi berlebihan. Penelitian ini menggunakan pendekatan kuantitatif asosiatif kausal dengan sampel sebanyak 90 responden. Teknik pengumpulan data menggunakan kuesioner (*Google form*) Hasil penelitian secara parsial variabel gaya hidup hedonis hedonis hedonis (X1) berpengaruh positif dan signifikan sebesar $3,609 > 1,291$. Variabel kemudahan transaksi online (X2) secara parsial berpengaruh positif dan signifikan sebesar $2,972 > 1,291$. Hasil uji penelitian secara simultan didapatkan hasil yakni $f_{hitung} > f_{tabel}$ ($10,967 > 2,36$) dan signifikansi $< 0,05$. Maka kedua variabel gaya hidup hedonis hedonis hedonis dan kemudahan transaksi secara simultan berpengaruh signifikansi terhadap variabel perilaku konsumtif mahasiswa Ekonomi Syariah UIN Antasari Banjarmasin.

ABSTRACT

Fatkhur Rahman. 190105010441. The Influence of Hedonistic Lifestyle and Ease of Online Transactions on the Consumptive Behavior of Sharia Economics Students of UIN Antasari Banjarmasin. Supervisor: H. Abdul Gafur, Lc., MA in the Sharia Economics Study Program, Faculty of Islamic Economics and Business, UIN Antasari Banjarmasin. 2026

Keywords: *Hedonistic Lifestyle, Ease of Transactions, Consumptive Behavior*

The phenomenon of consumptive behavior is a crucial issue that requires a deep understanding, especially among students, along with the rapid globalization and advancement of digital technology. This era is marked by easy access to a wide range of products and services, which, if not managed wisely, can trigger excessive consumption patterns. This study uses a quantitative approach with a causal associative design, using a sample of 90 respondents. Data collection technique using questionnaire (Google form) The results of the study partially found that the hedonistic lifestyle variable (X1) had a positive and significant effect of $3,609 > 1,291$. The variable of ease of online transactions (X2) partially had a positive and significant effect of $2,972 > 1,291$. The results of the simultaneous research test obtained results, namely $f_{cal} > f_{table}$ ($10.967 > 2.36$) and significance < 0.1 . Therefore, the two variables of hedonistic lifestyle and ease of transaction simultaneously have a significant effect on the variables of consumptive behavior of Sharia Economics students of UIN Antasari Banjarmasin.