ABSTRAK

Muhammad Hamdan. 2026. *Pengaruh Frekuensi Pembelian dan Biaya Penggunaan Gacha terhadap Perilaku Konsumsi pada Remaja di Banjarmasin Selatan.* Skripsi, Program Studi Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, Universitas Negeri Antasari Banjarmasin. Pembimbing: Bapak Ansharullah, S.Ag., M.Fil.I..

Kata Kunci: Frekuensi *Gacha*, Biaya *Gacha*, Perilaku Konsumsi

Penelitian ini dilatarbelakangi oleh maraknya sistem *gacha* dalam *game online* serta belum adanya data empiris mengenai dampaknya terhadap perilaku konsumsi remaja di Banjarmasin Selatan. Penelitian bertujuan untuk menganalisis pengaruh frekuensi pembelian *gacha* dan biaya penggunaan *gacha* terhadap perilaku konsumsi remaja, baik secara simultan maupun parsial.

Penelitian ini merupakan penelitian lapangan dengan pendekatan kuantitatif. Sampel sebanyak 105 responden diperoleh melalui teknik *purposive sampling*. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan regresi linier berganda dengan SPSS 25.

Hasil penelitian menunjukkan, secara simultan, frekuensi pembelian *gacha* dan biaya penggunaan *gacha* berpengaruh signifikan terhadap perilaku konsumsi (F-hitung 17,070 > F-tabel 3,087; sig. 0,000). Secara parsial, hanya frekuensi pembelian *gacha* yang berpengaruh signifikan (t-hitung -4,359; sig. 0,000), sedangkan biaya penggunaan *gacha* tidak berpengaruh signifikan (t-hitung -0,073; sig. 0,942). Dari perspektif ekonomi Islam, responden secara umum menunjukkan kesadaran baik terhadap prinsip konsumsi Islam, namun kelompok dengan frekuensi tinggi berisiko melanggar prinsip *israf* dan *tabdzir*.

ABSTRAK

Muhammad Hamdan. 2026. *The Influence of Purchase Frequency and Gacha Usage Costs on Consumption Behavior among Adolescents in South Banjarmasin*. *Undergraduate Thesis, Sharia Economics Study Program, Faculty of Islamic Economics and Business*, Antasari *State University* Banjarmasin. *Advisor*: Mr. Ansharullah, S.Ag., M.Fil.I.

Keywords: *Gacha Frequency, Gacha Cost, Consumption Behavior*

This research is motivated by the widespread implementation of the gacha system in online games and the lack of empirical data regarding its impact on adolescent consumption behavior in South Banjarmasin. The study aims to analyze the influence of gacha purchase frequency and gacha usage costs on adolescent consumption behavior, both simultaneously and partially.

This research is a field study employing a quantitative approach. A sample of 105 *respondents was obtained through purposive sampling technique. Data were collected using questionnaires and analyzed using multiple linear regression with* SPSS 25.

The results show that, simultaneously, gacha purchase frequency and gacha usage costs have a significant effect on consumption behavior (F-calculated 17.070 > F-table 3.087; sig. 0.000). *Partially, only gacha purchase frequency has a significant effect* (t-calculated -4.359; sig. 0.000), *while gacha usage cost does not have a significant effect* (t-calculated -0.073; sig. 0.942). *From the perspective of Islamic economics, respondents generally demonstrate good awareness of Islamic consumption principles; however, the high-frequency group is at risk of violating the principles of israf (excessiveness) and tabdzir (wastefulness).*