

ABSTRACT

Consumptive behavior is human action as a consumer in buying and utilizing manufactured goods that are not based on rational considerations and tend to consume without limits which are more concerned with wants than needs.

This study aims to analyze the effect of the level of religiosity and understanding of Islamic consumption theory on Israf (consumptive) behavior among millennials and Gen-Z represented by FEB UNDIP students majoring in Islamic Economics class 2017-2018. The data used in this study is primary data obtained from questionnaires distributed to students majoring in Islamic Economics FEB UNDIP class 2017-2018. This study has a population of 209 students and a sample of 68 students. The data analysis method used was multiple linear regression with SPSS 22 software. The results of this study found a negative but not significant relationship between the level of religiosity on Israf's behavior with a significance value of 0.706 and t-statistics -0.379. The variabel understanding of Islamic consumption theory has a negative but not significant effect on Israf's behavior with a significance value of 0.585 and a t-statistic of -0.549.

The variabel level of religiosity and understanding of Islamic consumption theory simultaneously influence Israf's behavior with a significance value of 0.007. The coefficient of determination shows that Israf's behavior, the 2017-2018 FEB UNDIP student majoring in Islamic Economics, is influenced by the level of religiosity and understanding of Islamic consumption theory by 14%. The remaining 86% is explained by other variabels outside of this study.

Keywords: Religiosity, Islamic Consumption, Israf, Consumptive, Consumerism.