

ABSTRACT

"This research aims to analyze the influence of Islamic Financial Literacy on impulsive buying among students majoring in Islamic Economics at Diponegoro University, with the Racun TikTok Trend as a moderating variable. The population for this study comprises active students enrolled in the Islamic Economics program. The sampling method used is purposive sampling, with a total of 99 participants selected as the sample size. Data for this research is collected through a questionnaire method."

The data analysis technique used in this research is quantitative data analysis using statistical methods. The statistical method employed is Partial Least Squares (PLS). The study tested the variables of Islamic Financial Knowledge, Behavior, and Attitude towards Impulse Buying, as well as examined Racun TikTok as a moderating variable.

The results of this research indicate that Islamic Financial Knowledge has a negative and significant influence, while Islamic Financial Behavior and Attitude have a negative but non-significant influence on Impulse Buying. Additionally, Racun TikTok can play a moderating role in the relationship with Islamic Financial Knowledge, but it does not act as a moderating variable for Islamic Financial Behavior and Attitude.

Keywords: Islamic Financial Literacy, Islamic Financial Knowledge, Islamic Financial Behavior, Islamic Financial Attitude, Impulsive Buying, Racun TikTok Trend, Electronic Word of Mouth (EWOM)