

ABSTRACT

The consumption of the society in the city of Semarang increases during the month of Ramadan, accompanied by a simultaneous rise in prices and inflation. However, during Ramadan, people should ideally control their urge to engage in excessive shopping because the principle of fasting in Islam aims to train society to be modest in consumption. Several factors influence the phenomenon of increased consumption during Ramadan among the people of Semarang. These factors may include cultural, social, religiosity, psychology, or others. Several studies have examined the factors influencing consumption patterns in society in general. Nevertheless, research on consumption patterns in society during Ramadan is still relatively scarce and often relies more on qualitative methods than quantitative ones.

This research aims to analyze consumption patterns and the factors influencing the consumption patterns of the society in the city of Semarang during Ramadan in the year 2023. The study employs a quantitative approach using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method through the SmartPLS 3.0 application. The variables in this study consist of three types: independent variables (religiosity), dependent variables (consumption patterns), and intervening variables (psychology, social, and personal).

The results of this research state that based on respondents' answers through questionnaires, nearly 80% of the 132 samples from the society in Semarang experienced an increase in consumption costs during Ramadan. Religiosity has a positive and significant influence on the psychology, social, personal, and consumption behavior of the people in Semarang during Ramadan. Religiosity, social factors, and personal factors have positive and significant effects on the consumption behavior of the people in Semarang during Ramadan. However, psychology does not have a significant influence on the consumption behavior of the people in Semarang during Ramadan.

Keywords: consumption patterns, personal, psychology, religiosity, social.