

## ABSTARCT

The increasing use of e-commerce in Indonesia encourages increasingly competitive business strategies with various attractive promotions, changing shopping patterns in consumers and causing impulse buying problems. Islam teaches a balance between fulfillment of needs and self-control, so that consumption is done wisely and not overly. This study aims to analyze the effect of promotions on impulse buying behavior moderated by self-control, taqwa, and sadaqah.

The population used in this study were Islamic students in Semarang city, the sample in this study amounted to 100 respondents with the purposive sampling method. Data analysis in this study used quantitative analysis methods with a descriptive approach. Primary data that are gathered then are analyzed using SEM-PLS technique.

This study reveals that; (1) promotions significantly influence impulse buying behavior. In addition, (2) Self-control can make promotions insignificant in affecting impulsive buying, (3) taqwa can make promotion not significant affecting impulse buying and (4) sadaqah makes promotion to impulse buying affects negatively.

**Keyword:** *Promotion, Self-Control, Taqwa, Sadaqah, Impulse Buying*