

## **ABSTRACT**

*The phenomenon of conspicuous consumption is increasingly prevalent among university students, particularly in luxury fashion products within the masstige category, which are perceived not only from a functional perspective but also as symbols of status and self-identity. This study aims to examine the influence of religiosity, self-esteem, materialism, and social comparison on the conspicuous consumption of luxury fashion products among Muslim students in Semarang.*

*This research employs a quantitative approach with a sample of 100 Muslim students obtained through purposive sampling. The results reveal that religiosity has a significant negative effect on conspicuous consumption behavior, while self-esteem, materialism, and strong social comparison tendencies positively encourage students to engage in conspicuous consumption.*

*These findings suggest that religiosity serves as a controlling factor in reducing excessive consumption behavior. In contrast, self-esteem, materialism, and social comparison act as driving factors that enhance conspicuous consumption. This study is expected to provide theoretical contributions to the development of Islamic economics and consumer behavior literature, as well as practical implications for students, academics, and the fashion industry in understanding the consumption patterns of young Muslim generations.*

**Keywords:** *Religiosity, Self-Esteem, Materialism, Social Comparison, Conspicuous Consumption, Masstige Fashion.*

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