

ABSTRACT

The increasing prevalence of consumptive behavior among university students amid the development of digital culture, social media, and social environmental pressures indicates a gap between their educational background in Islamic economics and the consumption practices applied in daily life. This study aims to analyze the influence of a hedonistic lifestyle, Islamic financial literacy, and the social environment on the consumptive behavior of students in the Islamic Economics Study Program, Faculty of Economics and Business, Diponegoro University. The background of this research is driven by the increasing prevalence of consumptive behavior among students, influenced by the development of digital culture, the dominance of social media, and peer pressure. Although Islamic Economics students possess an understanding of Islamic financial principles, their consumption behavior often does not fully reflect these values.

This research employs a quantitative approach using a survey method. Data were collected through the distribution of questionnaires to 87 respondents selected using purposive sampling. The data were analyzed using multiple linear regression with SPSS.

The results indicate that a hedonistic lifestyle has a positive and significant effect on students' consumptive behavior; Islamic financial literacy has no significant effect on consumptive behavior; and the social environment has a positive and significant effect on consumptive behavior. These findings suggest that students' consumptive behavior is more strongly influenced by lifestyle factors and social pressure than by Islamic financial literacy. The regression model also indicates that a hedonistic lifestyle and the social environment are the most dominant factors shaping students' consumptive behavior.

Keywords: *Hedonistic Lifestyle, Islamic Financial Literacy, Social Environment, Consumptive Behavior*

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