ABSTRACT

The rapid growth of e-commerce and digital technology has contributed to the increasing prevalence of impulsive buying behavior among various groups, including individuals with a background in Islamic Economics. This phenomenon is particularly interesting because graduates of Islamic Economics programs have formally learned Islamic consumption principles, including the prohibition of israf *(excessiveness),* tabdzir *(wastefulness), and the concept of moderation in consumption. This study employs consumer behavior theory, impulsive buying theory, and Islamic consumption theory as its theoretical framework to examine the gap between knowledge and actual consumption behavior. Using a qualitative phenomenological approach, this research involved five graduates of the Islamic Economics Study Program. Primary data were collected through semi-structured in-depth interviews and analyzed using the interactive data analysis model of Miles, Huberman, and Saldaña. The findings reveal that impulsive buying behavior occurs among all informants through both online and offline shopping channels. Dominant internal factors include boredom, leisure time, stress, post-salary euphoria, and self-reward motivation, while external factors consist of discounts, limited-time promotions, digital platform algorithms, social media content, store layouts, and social influences. The study also identifies a noticeable gap between participants' understanding of Islamic consumption principles and their actual consumption practices. Nevertheless, most informants consistently uphold Islamic values that are explicitly normative, particularly in avoiding* riba *(usury) and pay-later facilities. The study concludes that Islamic Economics education has not yet fully succeeded in internalizing Islamic consumption values into graduates' daily consumption behavior amidst the strong influence of digital consumerism.*

Keywords: *Impulsive Buying, Islamic Consumption, Consumer Behavior, Islamic Economics Graduates, e-commerce.*