

ABSTRACT

This study examines the determinants of impulsive buying behavior toward halal fashion products on the Shopee mobile shopping application by integrating the Technology Acceptance Model (TAM), price perception, and discount, with charity (sedekah) as a moderating variable. Data were collected through questionnaires from Muslim consumers in Semarang who have purchased halal fashion products via Shopee. A total of 130 responses were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The results show that perceived usefulness and perceived ease of use positively influence consumer attitudes toward the application. Furthermore, attitude, price, and discount significantly increase impulsive buying behavior. Moderation analysis reveals that sadaqah does not significantly moderate the relationship between attitude and impulsive buying. However, sadaqah significantly weakens the influence of price and discount on impulsive buying. These findings highlight the role of religious values in reducing impulsive consumption behavior in the halal fashion market.

Keywords: *technology acceptance model, impulsive buying, halal fashion, price discount, sadaqah*

