

ABSTRACT

The advancement of digital technology and the rapid growth of e-commerce platforms have transformed consumer behavior in the digital era. Purchasing decisions are no longer based solely on actual needs but are instead shaped by digital stimuli embedded in the platform's choice architecture, commonly known as digital nudges. Shopee employs various digital nudging strategies to encourage consumer purchasing decisions. This phenomenon is particularly relevant to Muslim students, who are in a transitional phase toward financial independence with limited income yet high exposure to digital promotions, and who also bear a moral responsibility to align their consumption with Islamic principles that emphasize moderation and the avoidance of israf.

This study aims to analyze the influence of scarcity cues, price framing, and social proof on the consumptive behavior of Muslim university students using Shopee in Semarang City. A quantitative approach was employed using a survey method, distributing questionnaires to 400 respondents selected through stratified random sampling from ten universities in Semarang City. The data were analyzed using multiple linear regression with SPSS version 27.

*The results indicate that scarcity cues and social proof have a positive and significant effect on consumptive behavior. Conversely, price framing exhibits a negative and significant effect, suggesting that respondents tend to rationally evaluate pricing information before making purchasing decisions. Simultaneously, the three variables significantly influence consumptive behavior, explaining 67.2 percent of the variance. These findings indicate that Muslim students in Semarang City remain susceptible to digital stimuli based on scarcity and social influence, underscoring the need to strengthen consumption awareness grounded in the principles of *maslahah*, *wasathiyah*, and *qana'ah* so that consumption behavior remains consistent with Islamic values.*

Keywords: *scarcity cues, price framing, social proof, digital nudges, consumptive behavior*