

ABSTRACT

Shifts in shopping behavior on the Shopee e-commerce platform have led to impulsive purchases that are not entirely in line with Islamic consumption principles. Muslim consumption is governed by Sharia, which encompasses Islamic financial literacy and religiosity, as well as external factors such as perceived convenience and attractive promotions. This study aims to analyze the influence of Islamic financial literacy, religiosity, ease of use, and promotions on the purchasing decisions of Muslim students in Semarang City on the Shopee e-commerce platform.

The research method used was a quantitative approach. The population in this study was Muslim students in Semarang City, with a purposive sampling technique of 100 respondents. Data collection was conducted using an online questionnaire distributed through social media. Data analysis used multiple linear regression to test the effect of independent variables on the dependent variable, both partially and simultaneously, using SPSS version 26.

The partial results indicated that Islamic financial literacy, religiosity, perceived convenience, and promotion each had a positive and significant effect on the purchase decisions of Muslim university students in Semarang City on Shopee e-commerce. Among the four variables, promotion emerged as the most dominant factor influencing purchase decisions. Simultaneously, all four independent variables proved to have a significant effect on purchase decisions.

Keywords: *Shopee E-Commerce, Perceived Convenience, Purchasing Decisions, Islamic Financial Literacy, Promotions, Religiosity.*

