



A STUDY OF CONSUMERIST BEHAVIOR IN ISLAM IN THE CONTEXT OF E-COMMERCE

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ABSTRACT

The rapid advancement of digital technology has fueled the expansion of e-commerce and changes in consumer consumption patterns, particularly through double-date promotional events. Time-limited promotional strategies often trigger psychological pressure known as Fear of Missing Out (FoMO), which may influence impulsive behavior. This study aims to analyze the effect of double-date promotional events and FoMO on impulsive buying, as well as to examine the role of FoMO as a mediating variable. This study employed a quantitative explanatory method. Data were collected through an online survey of 130 Generation Z respondents in Banda Aceh, selected using purposive sampling techniques. The data were analyzed using path analysis with the Sobel test to examine the mediating effect. The findings indicate that double-date promotional events do not have a direct and significant effect on impulsive buying, whereas FoMO has a direct and significant effect on impulsive buying behavior. Furthermore, the analysis confirms that FoMO functions as a mediating variable; however, the mediating effect has not reached statistical significance. This suggests that impulsive buying behavior is more strongly influenced by psychological factors than by promotional strategies. From an Islamic perspective, these findings emphasize the importance of self-control in consumption activities in order to achieve *maslahah* and avoid excessive consumption.

Keywords: Double Date Promotional Events, Fear of Missing Out (FoMO), Impulsive Buying, E-commerce, Islamic Perspective.

INTRODUCTION

In recent years, advances in information and communication technology have had a significant impact on many aspects of life, including the business sector. One of the phenomena resulting from these advances is technology-based trade, commonly known as e-commerce - a form of buying and selling conducted through digital platforms, particularly the Internet. E-commerce has transformed the traditional business perspective by offering easier access, greater time efficiency, and an expanded market reach without geographical limitations.¹

E-commerce, which refers to online platforms accessible via computer devices, is utilized by

¹ Qonita Hidayati dan Rifqil Khairi, "Etika Bisnis Islami Dalam E-Commerce: Mengintegrasikan Teknologi Dan Nilai-Nilai Syariah," *Journal of Economic, Management, Business, Accounting Sustainability* 1, no. 2 (2024), hlm. 29.



business owners to conduct their operations and by consumers to obtain the information they need to make informed decisions. E-commerce exists to facilitate transactions and promote products through digital systems such as television, computer networks, and the Internet.² Initially, e-commerce emerged as a basic concept of conducting trade over the Internet. However, with the rapid development of information and communication technology, several e-commerce platforms such as Amazon, eBay, and Alibaba have evolved into global hubs for online trade. Ease of access is one of the main advantages of e-commerce, allowing customers to conveniently browse and purchase various products with just a few clicks. Moreover, compared to traditional physical stores, e-commerce offers a wider variety of products at more affordable prices. Fundamentally, e-commerce has also changed the way businesses operate by enabling small and medium-sized enterprises to compete in the global market, allowing them to grow their businesses more efficiently and increase their income through broader access.³

One concrete example of e-commerce implementation is the organization of twin date promotions by various electronic commerce platforms, one of which is Shopee. These promotions are designed to provide a special shopping experience through significant discounts and various supporting promotional activities, such as collaborations with public figures.⁴ In accordance with the concept, twin date promotions are held on dates where the day and month share the same number for example, 11.11, which refers to November 11th. This phenomenon is also known as the “twin date” event.⁵ In addition to serving as a strategy to increase consumer interest, these promotions also create a sense of urgency, encouraging consumers to make purchases before the promotional period ends.

However, behind the convenience offered by the rapid growth of e-commerce lies another phenomenon that deserves attention the changing behavior of society in its consumption activities. Modern consumption patterns have undergone a major transformation due to the emergence of digital technology. The Internet, social media, and e-commerce have shaped a new culture of consumption in which individuals engage with goods and services. Technological development has not only created new markets for various products and services but has also led to a phenomenon where human needs are no longer solely based on function but are increasingly influenced by social aspects a trend

² Fadhil Ar Royan et al., “Strategi Pengembangan Sumber Daya Manusia Dalam Era Digital Pada E-Commerce Di Kota Pekanbaru,” *SINOMIKA Journal: Publikasi Ilmiah Bidang Ekonomi dan Akuntansi* 2, no. 5 (2024), hlm. 804.

³ Agus Wiranto, *E-commerce* (Jakarta: CV. Eureka Media Aksara, 2024).

⁴ Austin Bahari et al., “Pengaruh Penggunaan Platform Penjualan Online Terhadap Pengembangan UMKM,” *JPPM (Jurnal Pengabdian dan Pemberdayaan Masyarakat)* 7, no. 2 (2023), hlm. 287.

⁵ A. R. Fauziyah, P. R. Fadhila, dan N. A. Rakhmawati, “Hubungan Akses E-commerce, Minat Beli, dan Perilaku Konsumtif Terhadap Promo Tanggal Kembar,” *Jurnal Sistem Informasi Dan Manajemen* 9, no. 3 (2021), hlm. 307.

closely related to the rise of consumerist culture.⁶ Consumerist culture is defined as a way of life in which people prioritize the excessive use of goods and services, where the desire to consume is driven more by wants rather than needs. This phenomenon is evident in modern capitalist societies, where shopping activities serve not only to fulfill basic needs but also to establish identity, signify social status, and provide emotional satisfaction.⁷

This situation is further exacerbated by psychological behaviors such as Fear of Missing Out (FoMO) and Impulsive Buying. FoMO is associated with psychological tendencies that influence consumer behavior. It affects individuals through feelings of discomfort and anxiety, which lead to the desire to shop or follow certain trends. The constant need to keep up with what others are doing is a key characteristic of FoMO behavior.⁸ This can also drive individuals to engage in impulsive buying a behavior characterized by the sudden purchase of products without prior planning, whether while visiting a physical store or browsing a website or digital platform.⁹

This issue also receives particular attention within the Islamic context, in which Islamic teachings emphasize balance and moderation.¹⁰ The perspective on consumption in Islamic economics is not only derived from the normative teachings of the Qur'an but is also supported by scholarly studies within Islamic economic literature. This aligns with the words of Allah SWT in Surah Al-Furqan, verse 67, which emphasizes the prohibition against extravagance (*israf*) and excessive spending of wealth. In accordance with this verse, various studies in Islamic economics explain that the primary goal of consumption behavior is not merely to achieve individual satisfaction, but to realize *Maslahah* — the attainment of human welfare and happiness in both this world and the hereafter. The concept of consumption in Islam encompasses permissibility, responsibility, prioritization, and balance avoiding both stinginess and extravagance. Meanwhile, the ethics of consumption in the Islamic economic system require individuals to prioritize essential needs, consume only halal products, consider the quality of what is consumed, uphold the value of *Maslahah*, and lead a simple life free from extravagance (*israf*). In general, consumption activities in

⁶ Suhroji Adha, "Faktor Revolusi Perilaku Konsumen Era Digital: Sebuah Tinjauan Literatur," *Jipis* 31, no. 2 (2022), hlm. 134.

⁷ Naila Faiza, Mirna Nur Alia Abdullah, dan Muhammad Retsa Rizaldi Mujayapura, "Budaya Konsumtif di Era Digital: Strategi Kapitalisme dalam Menciptakan Kebutuhan Semu," *Titian: Jurnal Ilmu Humaniora* 9, no. 1 (2025), hlm. 13.

⁸ Andrew K. Przybylski et al., "Motivational, Emotional, and Behavioral Correlates of Fear of Missing Out," *Computers in Human Behavior* 29, no. 4 (2013), hlm. 1842.

⁹ Saule Yolcu dan Daniel Meyer, "Impulsive Buying Behaviour of Consumers for Online Purchases in the City of Astana, Kazakhstan," *Journal of Eastern European and Central Asian Research (JEECAR)* 10, no. 7 (2023), hlm. 957.

¹⁰ Abdul Kabir Hussain Solihu. (2007). *Capturing the Middle Ground: The Qur'an's Moderation on Religious Outlook and Its Impact on Inter-Religious Relations*. *Journal of Islamic Studies*, 18(2), 155–174

Islam should be grounded in the principles of *maqasid shariah* so that the ultimate goal of consumption the attainment of *Maslahah* can be fully realized.¹¹ Islamic consumption should be grounded in the principles of *maqasid al-shari'ah*, ensuring that the ultimate objective of consumption the attainment of *maṣlahah* (public welfare) can be effectively realized. In the context of the rapid expansion of e-commerce, which has the potential to intensify consumerist behavior, it becomes increasingly important to examine how this phenomenon aligns with Islamic consumption values. This issue is particularly relevant in Banda Aceh, where the majority of the population is Muslim and Islamic socio-cultural norms play a significant role in shaping economic behavior.

The significance of e-commerce in Indonesia can be seen from the 2024 E-commerce Survey results, which showed an increase in total business revenue in 2023 compared to 2022, reaching Rp 2,295 trillion. This growth was driven by a surge in sales revenue from marketplaces and other digital platforms, with income contributions from sources beyond marketplaces and digital platforms accounting for 81.77 percent.¹² The trend of online shopping has also become a common habit among people in Aceh Province since 2015, as evidenced by the large number of parcel shipments. The Head of the Banda Aceh Post Office, Fendi Anjasmara, stated that not only city-level post offices but also sub-district post offices have experienced a significant increase in parcel deliveries, with an estimated 300 shipments per day. This indicates that online shopping activity in Aceh Province is relatively high.¹³ Considering that Banda Aceh is the capital city of a province known for its strong implementation of Islamic law, the rise of e-commerce presents an interesting question about how the consumption patterns of its people relate to the Islamic principles they generally uphold.

A number of studies have revealed a relationship between consumer behavior and the development of e-commerce. Previous research has shown that e-commerce can encourage consumerist behavior among university students, where the frequency of shopping tends to exceed actual needs. This situation is largely influenced by various digital marketing strategies such as product discounts, free shipping offers, and twin-date promotions which make students more likely to make impulsive purchases of products they do not truly need.¹⁴ In line with these findings, other studies have also found similar results, showing that e-commerce both partially and simultaneously

¹¹ Baitul Hamdi, "Prinsip dan Etika Konsumsi Islam (Tinjauan Maqashid Syariah)," *Islamadina: Jurnal Pemikiran Islam* 23, no. 1 (2022), hlm. 2.

¹² Direktorat Statistik Keuangan, Teknologi Informasi, dan Pariwisata, *Statistik E-commerce 2023*, vol. 6 (Jakarta: BPS-Statistics Indonesia, 2025), hlm. 38.

¹³ M. A. Khalilullah, "Masyarakat Aceh Gencar Belanja Online," *Dialeksis.com*, 29 Juli 2021, <https://dialeksis.com/aceh/masyarakat-aceh-gencar-belanja-online>.

¹⁴ S. Somsom et al., "Pengaruh E-Commerce Terhadap Perilaku Konsumtif Mahasiswa Di Era Digital," *Mutiara: Multidisciplinary Scientific Journal* 2, no. 11 (2024).

has a significant influence on students' consumerist behavior.¹⁵ However, differing results were found in another study, which showed that the teenagers sampled were not addicted to online shopping. This was evident from their relatively low frequency of e-commerce access only one to two times per day with a total monthly transaction value of just around Rp 100,000¹⁶.

Based on the review of previous studies, it can be concluded that this research addresses an evidence gap, namely the inconsistency of findings regarding the factors influencing impulsive buying behavior in the context of e-commerce. Therefore, this study holds significant academic and empirical urgency. Specifically, it aims to identify and analyze the consumerist behavior of e-commerce users in Banda Aceh City by examining the influence of twin-date promotional events and Fear of Missing Out (FoMO) on impulsive buying through a mediation approach. The novelty of this research lies in the integration of the twin-date promotional event and FoMO variables within a single comprehensive analytical model, incorporating a mediation mechanism to explain the causal relationships among variables. Moreover, this study is conducted within the social and religious context of Banda Aceh, a city characterized by strong Islamic values, thereby providing new empirical contributions to the literature on e-commerce consumer behavior particularly from the perspective of Islamic economics and regions with deeply rooted religious principles.

RESEARCH METHOD

This study employs a quantitative approach with a cross-sectional design, in which data collection is conducted at a single point in time to capture respondents' conditions and perceptions simultaneously. This design was chosen because the study aims to analyze causal relationships between variables based on observational data without experimental intervention. The analytical method used is path analysis. This method was selected because the research seeks not only to examine the direct effects of twin-date promotional events and Fear of Missing Out (FoMO) on impulsive buying but also to test the indirect effects through a mediating variable. Methodologically, path analysis enables researchers to estimate complex structural relationships among variables simultaneously, thereby providing a more comprehensive understanding of the underlying causal mechanisms.¹⁷ This study employs a quantitative approach, which is a method used to describe social

¹⁵ Mayella Oktaviani, Indah Purnama Sari, dan Zaeni Miftah, "Pengaruh E-Commerce dan Financial Technology Terhadap Perilaku Konsumtif Mahasiswa," *JABE (Journal of Applied Business and Economic)* 9, no. 3 (2023), hlm. 288.

¹⁶ Siti Nur Aisyah et al., "Analisis Peran E-commerce Terhadap Perilaku Konsumtif Remaja," *JoEMS (Journal of Education and Management Studies)* 6, no. 1 (2023), hlm.26.

¹⁷ Aris Eddy Sarwono dan Asih Handayani, *Metode Kuantitatif* (Surakarta: Unisri Press, 2021).

phenomena based on numerical data obtained through measurements such as questionnaires, observations, or tests. The data collected are then analyzed statistically to test hypotheses and draw conclusions that can be generalized. In general, the quantitative approach consists of two main categories: descriptive and explanatory research.¹⁸ In this study, the researcher employs an explanatory quantitative approach to test and apply causal relationships among the analyzed variables namely, twin-date promotional events (X), Fear of Missing Out (Y), and impulsive buying (Z). The type of data used is primary data, obtained by distributing online questionnaires to respondents. The analytical technique applied is path analysis, a statistical method used to examine complex relationships among variables within a model. This path analysis aims to understand how the variables influence one another through a series of interactions. The method is particularly suitable for this research, as it incorporates a mediating variable FoMO between the independent and dependent variables.¹⁹

The population in this study consists of Generation Z e-commerce users in Banda Aceh City, aged between 13 and 28 years, totaling 60,037 individuals.²⁰ The selection of Generation Z is based on the characteristics of this age group, which exhibits a high level of digital literacy and relatively frequent use of e-commerce platforms. Therefore, they are considered highly relevant for examining impulsive buying behavior within the context of digital promotions, particularly twin-date promotional events.²¹

Since it is not feasible to cover the entire population, this study employs a non-probability sampling technique with a purposive sampling approach. Respondents were selected based on the following criteria: (1) residing in Banda Aceh City, (2) having made at least five transactions on Shopee, and (3) having participated in Shopee's twin-date promotional events.²² The sample size determination refers to Hair's formula, which recommends a range of 5–10 times the number of research indicators. With 13 indicators and using the maximum limit, a total sample of 130 respondents was obtained, which is considered adequate for conducting path analysis.²³

¹⁸ Bambang Sugeng, *Fundamental Metodologi Penelitian Kuantitatif (Eksplanatif)* (Yogyakarta: Deepublish, 2022).

¹⁹ Zainuddin Iba dan A. Wardhana, *Pengolahan Data dengan Smart-PLS* (Eureka Media Aksara, 2024), hlm. 469.

²⁰ Nur Fadilah Amin, Sabaruddin Garancang, dan Kamaluddin Abunawas, "Konsep Umum Populasi dan Sampel dalam Penelitian," *Pilar*, Vol. 14, No. 1 (2023), hlm. 15.

²¹ Badan Pusat Statistik Kota Banda Aceh, "Jumlah Penduduk Menurut Kelompok Umur dan Jenis Kelamin (Ribuan Jiwa) di Kota Banda Aceh, 2024," 2025, diakses melalui <https://bandaacehkota.bps.go.id>

²² Putu Gede Subhaktiyasa, "Menentukan Populasi dan Sampel: Pendekatan Metodologi Penelitian Kuantitatif dan Kualitatif," *Jurnal Ilmiah Profesi Pendidikan*, Vol. 9, No. 4 (2024), hlm. 2721.

²³ Joseph F. Hair Jr., William C. Black, Barry J. Babin, dan Rolph E. Anderson, *Multivariate Data Analysis* (Upper Saddle River, NJ: Pearson Prentice Hall, 2010).

This study employs path analysis, a statistical method used to examine the relationships among variables with the aim of understanding how they influence one another through a series of interactions. In this method, the variables are represented as nodes within a path diagram that illustrates the magnitude of both direct and indirect effects, as well as the causal relationships among them. Additionally, the model's fit to the collected data is evaluated. Path analysis is chosen to determine both the direct and indirect effects among the variables and to assess the mediating role of the FoMO variable between the independent and dependent variables.

RESULTS AND DISCUSSION

Validity and Reliability Testing

Validity testing was conducted to ensure that the questionnaire instrument accurately measured the intended constructs. An instrument is considered valid if the calculated r -value ($r_{\text{calculated}}$) exceeds the r -table value (r_{table}) and the significance value is less than 0.05. With a sample size of 130, the degree of freedom (df) was 128, making the critical r_{table} value 0.171. Reliability was assessed using Cronbach's Alpha, where a coefficient greater than 0.60 indicates acceptable consistency. These statistical thresholds are widely accepted in social science research.²⁴

The results showed that all indicators for the variables of double-date promotional events, Fear of Missing Out (FoMO), and impulsive buying had $r_{\text{calculated}}$ values above 0.171 and significance levels below 0.001, confirming validity. Specifically, the $r_{\text{calculated}}$ values for the double-date promotional event variable ranged from 0.707 to 0.806, while FoMO indicators ranged from 0.722 to 0.813, and impulsive buying indicators ranged from 0.721 to 0.844. All these values significantly exceeded the critical threshold, demonstrating strong construct validity.²⁵

Furthermore, Cronbach's Alpha values for all three variables exceeded 0.828, with FoMO showing the highest reliability coefficient at 0.841, followed by impulsive buying at 0.839, and double-date promotional events at 0.828. These values are substantially above the minimum acceptable limit of 0.60, indicating that the questionnaire items consistently measured their respective constructs. Therefore, all 15 questionnaire items were deemed valid and reliable for further analysis. This robust psychometric property allows the study to proceed with confidence in the data quality.

²⁴ Joseph F. Hair Jr. et al., *Multivariate Data Analysis*, 7th ed. (Upper Saddle River, NJ: Pearson Prentice Hall, 2010), 102–103.

²⁵ Hair Jr. et al., *Multivariate Data Analysis*, 125.

Classical Assumption Test

1. Normality Test

The Kolmogorov-Smirnov test was used to assess data normality, as it is one of the most commonly employed tests for evaluating the distribution of residuals in regression analysis. For the regression of double-date promotional events (X) on FoMO (Y), the Asymptotic Significance (2-tailed) value was 0.200, which exceeds the conventional threshold of 0.05. Similarly, for the regression of X and Y on impulsive buying (Z), the significance value was also 0.200 (> 0.05). These results indicate that the null hypothesis of normality cannot be rejected.²⁶

The fulfillment of the normality assumption is crucial in path analysis because non-normal data can lead to biased standard errors and incorrect hypothesis testing. The significance value of 0.200 is the maximum value reported by the Kolmogorov-Smirnov test when the data distribution is perfectly normal. This finding provides strong evidence that the residuals in both regression models are normally distributed, which enhances the validity of subsequent statistical inferences.²⁷

Moreover, the normality of the data suggests that the sample of 130 Generation Z respondents in Banda Aceh is sufficiently representative and that the observed relationships among variables are not distorted by extreme values or skewed distributions. This condition also supports the use of parametric statistical techniques, including the t-tests and the Sobel test employed later in the analysis. Thus, the normality assumption for both regression models is fully satisfied.

2. Multicollinearity Test

Multicollinearity was examined using Tolerance and Variance Inflation Factor (VIF) values. Multicollinearity occurs when independent variables in a regression model are highly correlated with each other, which can inflate standard errors and make coefficient estimates unstable. A common rule of thumb is that multicollinearity is problematic if Tolerance values are less than 0.10 or VIF values exceed 10. These diagnostic measures were applied rigorously in this study.²⁸

²⁶ Barbara G. Tabachnick and Linda S. Fidell, *Using Multivariate Statistics*, 6th ed. (Boston: Pearson, 2013), 123–125.

²⁷ Tabachnick and Fidell, *Using Multivariate Statistics*, 126.

²⁸ Hair Jr. et al., *Multivariate Data Analysis*, 200–202.

For the model examining the effect of double-date promotional events (X) on FoMO (Y), the Tolerance value was 1.000 and the VIF value was 1.000. These perfect values indicate that there is no correlation with any other independent variable, as only one predictor exists in this model. For the model examining the effects of X and Y on impulsive buying (Z), the Tolerance value was 0.919 and the VIF value was 1.088. Both values fall well within the acceptable ranges, indicating that multicollinearity is not a concern.

The absence of multicollinearity is particularly important because this study includes FoMO as a mediating variable. When independent variables are not highly correlated, the path coefficients can be estimated precisely, and the unique contribution of each predictor to the dependent variable can be identified. Since all Tolerance values exceeded 0.10 and all VIF values remained below 10, it was concluded that no multicollinearity issues existed in either model. This reinforces the reliability of the path analysis results.

Path Analysis and Hypothesis Testing

1. Direct Effect of Double-Date Promotional Events on Impulsive Buying

The path analysis revealed that the direct effect of double-date promotional events on impulsive buying yielded a standardized coefficient of 0.170 with a significance value of 0.058. Since this significance value exceeds the conventional alpha level of 0.05, the null hypothesis is retained, indicating that double-date promotional events do not have a statistically significant direct effect on impulsive buying behavior among Generation Z e-commerce users in Banda Aceh. This finding challenges the common assumption that time-limited promotions automatically trigger impulsive purchases.²⁹

From the perspective of impulsive buying theory, spontaneous purchasing decisions are more strongly influenced by individuals' emotional and psychological impulses than by external stimuli alone. For Generation Z, who have grown up in a digitally saturated environment, double-date promotional events such as 11.11 or 12.12 may be perceived as routine marketing strategies rather than exceptional opportunities. This habituation effect reduces the novelty and urgency that these promotions are designed to create, thereby weakening their direct impact on impulsive buying behavior.³⁰

²⁹ Saule Yolcu and Daniel Meyer, "Impulsive Buying Behaviour of Consumers for Online Purchases in the City of Astana, Kazakhstan," *Journal of Eastern European and Central Asian Research (JEECAR)* 10, no. 7 (2023): 957.

³⁰ Andrew K. Przybylski et al., "Motivational, Emotional, and Behavioral Correlates of Fear of Missing Out," *Computers in Human Behavior* 29, no. 4 (2013): 1842.

Furthermore, the lack of a direct significant effect suggests that external promotional stimuli must be internalized through psychological processes before they can influence purchasing decisions. In other words, simply presenting a discount or a limited-time offer is insufficient to drive impulsive buying among consumers who are already accustomed to such tactics. This finding aligns with previous research indicating that external marketing stimuli alone have diminishing returns in highly digitized consumer environments. Therefore, the direct path from promotional events to impulsive buying remains insignificant.³¹

2. Direct Effect of Fear of Missing Out (FoMO) on Impulsive Buying

In contrast to the promotional events variable, the Fear of Missing Out (FoMO) variable showed a positive and significant direct effect on impulsive buying, with a standardized coefficient of 0.191 and a significance level of 0.033, which is below the 0.05 threshold. This result confirms that higher levels of FoMO are associated with increased impulsive buying behavior among Generation Z consumers in Banda Aceh. The finding is consistent with the broader literature on digital consumer behavior.³²

FoMO theory explains that individuals experience anxiety and discomfort when they believe they might miss out on rewarding experiences that others are enjoying. In the context of e-commerce, this psychological pressure is often amplified by real-time notifications, countdown timers, social media posts showing purchases, and messages indicating limited stock. For Generation Z, who are highly active on social media and constantly connected to digital platforms, FoMO becomes a powerful internal driver that encourages rapid and less rational purchasing decisions.

The significant effect of FoMO on impulsive buying underscores the importance of psychological factors over purely external marketing stimuli. While double-date promotions create the external condition of scarcity, it is the internal feeling of FoMO that translates this condition into actual purchasing behavior. This finding suggests that e-commerce platforms indirectly encourage impulsive buying by designing interfaces and notifications that trigger FoMO. From an Islamic perspective, this highlights the need for self-control and mindfulness in consumption, as impulsive buying driven by anxiety may lead to extravagance (*israf*), which is prohibited in Islam.³³

³¹ A. R. Fauziyah, P. R. Fadhila, and N. A. Rakhmawati, "Hubungan Akses E-commerce, Minat Beli, dan Perilaku Konsumtif Terhadap Promo Tanggal Kembar," *Jurnal Sistem Informasi Dan Manajemen* 9, no. 3 (2021): 307.

³² Przybylski et al., "Motivational, Emotional, and Behavioral Correlates," 1843.

³³ Baitul Hamdi, "Prinsip dan Etika Konsumsi Islam (Tinjauan Maqashid Syariah)," *Islamadina: Jurnal Pemikiran Islam* 23, no. 1 (2022): 2.

3. Indirect Effect of Double-Date Promotional Events on Impulsive Buying through FoMO

Path analysis was also conducted to examine the role of FoMO as a mediating variable in the relationship between double-date promotional events and impulsive buying. The results showed that double-date promotional events have a positive and significant effect on FoMO, with a path coefficient of 0.285, a t-statistic of 3.364, and a significance value of 0.001. This indicates that exposure to twin-date promotions increases consumers' feelings of FoMO, supporting the first stage of the mediation pathway.³⁴

Furthermore, as previously reported, FoMO itself has a positive and significant effect on impulsive buying. However, the direct effect of double-date promotional events on impulsive buying remains insignificant. This pattern of results—significant $X \rightarrow Y$ and $Y \rightarrow Z$ paths, but insignificant $X \rightarrow Z$ path—is consistent with the conditions for full mediation as described in the literature. This suggests that double-date promotional events influence impulsive buying behavior not directly but rather indirectly by first increasing consumers' FoMO, which then drives impulsive purchases.

The Sobel test was formally employed to examine the significance of this indirect effect. The Sobel test statistic (Z -calculated) was 1.822, which is below the critical Z -table value of 1.97 at the 0.05 significance level. Therefore, although the pattern of relationships indicates mediation, the indirect effect has not yet reached statistical significance. This finding implies that FoMO functions as a weak mediating variable. The practical implication is that impulsive buying behavior among Generation Z is more strongly influenced by direct psychological factors than by promotions filtered through FoMO.

Sobel Test and Mediation Analysis

To statistically assess the significance of FoMO as a mediating variable, the Sobel test was conducted. The Sobel test is a specialized t-test designed to evaluate whether the indirect effect of an independent variable on a dependent variable through a mediator is significantly different from zero. The results, summarized in Table 1, show that the Sobel test statistic (Z) was 1.822, with a standard error of 0.0377 and a p-value of 0.0685. Since the Z -value does not exceed the critical value of 1.96, the indirect effect is not statistically significant at the 0.05 level.³⁵

Table 1. *Results of the Sobel Test*

³⁴ David P. MacKinnon, *Introduction to Statistical Mediation Analysis* (New York: Lawrence Erlbaum Associates, 2008), 47–50.

³⁵ MacKinnon, *Introduction to Statistical Mediation Analysis*, 85.

Test	Test Statistic	Std. Error	p-value
Sobel Test	1.82165	0.03770	0.06851
Aroian Test	1.76743	0.03885	0.07716
Goodman Test	1.88119	0.03650	0.05995

The Aroian and Goodman tests, which are variations of the Sobel test that incorporate different assumptions about the product of standard errors, produced similar results. The Aroian test yielded a Z-value of 1.767 ($p = 0.077$), while the Goodman test produced a Z-value of 1.881 ($p = 0.060$). None of these tests reached conventional statistical significance, although the Goodman test approached the threshold. These consistent results confirm that the mediating effect of FoMO, while present in direction and pattern, is not strong enough to be statistically conclusive in this sample.

Despite the lack of statistical significance, the pattern of relationships provides valuable theoretical insights. The near-significant Goodman test result ($p = 0.060$) suggests that with a larger sample size, the indirect effect might become significant. Moreover, the significant $X \rightarrow Y$ and $Y \rightarrow Z$ paths indicate that the theoretical mediation model is conceptually sound. From an Islamic perspective, these findings reinforce that impulsive buying is more closely tied to internal psychological states (FoMO) than to external promotions. Islam encourages *zuhud* (moderation) and self-restraint, warning against consumption driven by social pressure or fear of being left behind. Therefore, strengthening self-awareness and spiritual values may help mitigate the influence of FoMO on consumer behavior.

CONCLUSION

Referring to the results of the study that has been conducted, double-date promotional events do not have a direct and significant effect on impulsive buying behavior among Generation Z e-commerce users in Banda Aceh City. However, double-date promotional events are proven to have a significant effect on Fear of Missing Out (FoMO), indicating that marketing strategies can directly influence psychological pressure in the form of feelings of urgency and fear of being left behind among consumers. On the other hand, FoMO is shown to have a direct and significant effect on impulsive buying, suggesting that the influence of promotions on impulsive buying does not occur directly, but rather through psychological factors. The results of the Sobel test indicate that FoMO acts as a mediating variable linking double-date promotional events and impulsive buying, although the mediating effect identified has not yet reached statistical significance.

The findings of this study indicate that impulsive buying behavior in the e-commerce context is more strongly influenced by psychological factors than by promotional strategies. Therefore, it is recommended that consumers, particularly Generation Z, enhance their awareness and ability to exercise self-control when making online purchases, so as not to be easily influenced by psychological impulses and to ensure that consumption behavior remains within reasonable limits and in accordance with the principles of Islamic teachings. For future researchers, it is suggested to expand the scope of the study by including more relevant factors, such as self-control ability or Islamic financial literacy, and by adopting more diverse methodological approaches in order to obtain deeper insights into consumption behavior from an Islamic perspective.

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