

ABSTRAK

Penelitian ini bertujuan untuk menganalisis perilaku konsumen Muslim dalam keputusan pembelian pakaian bekas serta implikasinya terhadap keberlangsungan UMKM lokal di kota Jambi ditinjau berdasarkan *maqashid syariah*. Dalam penelitian ini menggunakan jenis penelitian kualitatif. Data diperoleh melalui wawancara dengan informan yaitu konsumen Muslim dan UMKM lokal. Serta didukung dengan data sekunder yang diperoleh dari Badan Pusat Statistik (BPS), buku, jurnal dan artikel. Hasil penelitian ini menunjukkan bahwa perilaku konsumen Muslim dalam melakukan pembelian pakaian bekas belum sepenuhnya mencerminkan prinsip-prinsip perilaku konsumen dalam Islam. Berdasarkan hasil analisis, didapatkan bahwa munculnya tren *thrifting* menyebabkan penurunan pendapatan pelaku UMKM lokal yang menjual pakaian baru. Berdasarkan tinjauan *maqashid syariah*, perilaku konsumen Muslim belum sepenuhnya mencerminkan tujuan *maqashid syariah* serta implikasi terhadap keberlangsungan UMKM lokal di kota Jambi belum mencapai tujuan *maqashid syariah* sebagai bentuk memelihara harta karena tidak terjadi distribusi kekayaan dan manfaat ekonomi yang adil.

Kata kunci : Perilaku Konsumen Muslim, Keputusan Pembelian, Pakaian Bekas, UMKM Lokal, Maqashid Syariah

ABSTRACT

This study aims to analyze Muslim consumer behavior in purchasing used clothing and its implications for the sustainability of local MSMEs in Jambi City, based on the principles of sharia. This study employed qualitative research. Data were obtained through interviews with informants, namely Muslim consumers and local MSMEs. This was supported by secondary data obtained from the Central Statistics Agency (BPS), books, journals, and articles. The results of this study indicate that Muslim consumer behavior in purchasing used clothing does not fully reflect the principles of consumer behavior in Islam. Based on the analysis, it was found that the emergence of the thrifting trend has led to a decrease in the income of local MSMEs selling new clothing. Based on the maqashid sharia review, Muslim consumer behavior does not fully reflect the objectives of maqashid sharia, and the implications for the sustainability of local MSMEs in Jambi City are not achieving the objectives of maqashid sharia as a form of preserving wealth due to the lack of equitable distribution of wealth and economic benefits.

Keywords: Muslim Consumer Behavior, Purchasing Decisions, Used Clothing, Local MSMEs, Maqashid Sharia