

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh promo *Flash Sale*, *Voucher Diskon Belanja*, dan *Brand Image* terhadap perilaku konsumtif Generasi X pada *e-commerce* Shopee di Kota Jambi dalam perspektif Ekonomi Islam. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan Structural Equation Modeling-Partial Least Square (SEM-PLS). Data diperoleh melalui penyebaran kuesioner kepada responden yang termasuk dalam kategori Generasi X di Kota Jambi. Hasil penelitian menunjukkan bahwa ketiga variabel tersebut berpengaruh positif dan signifikan, baik secara parsial maupun simultan, terhadap perilaku konsumtif. Strategi pemasaran digital Shopee terbukti mendorong peningkatan perilaku konsumtif pada Generasi X yang semula dikenal selektif dalam berbelanja. Dalam perspektif Ekonomi Islam, perilaku konsumtif yang berlebihan tergolong *israf* dan *tabdzir* yang bertentangan dengan prinsip *wasathiyah* (keseimbangan). Karena itu, konsumen muslim hendaknya mengendalikan perilaku belanja dengan menanamkan nilai *al-qana'ah* dan *al-iqtisad*, serta mengarahkan pengeluaran ke hal produktif seperti investasi, tabungan, dan ZISWAF.

Kata kunci: Promo *Flash Sale*, *Voucher Diskon Belanja*, *Brand Image*, Perilaku Konsumtif, Ekonomi Islam.

ABSTRACT

This study aims to analyze the influence of Flash Sale promotions, Shopping Discount Vouchers, and Brand Image on the consumptive behavior of Generation X in Shopee e-commerce in Jambi City from the perspective of Islamic Economics. The research employs a quantitative method with the Structural Equation Modeling–Partial Least Square (SEM-PLS) approach. Data were collected through questionnaires distributed to respondents categorized as Generation X in Jambi City. The results show that all three variables have a positive and significant effect, both partially and simultaneously, on consumptive behavior. Shopee’s digital marketing strategies effectively increase the consumptive tendencies of Generation X, who are generally known to be selective in shopping. From the Islamic Economics perspective, excessive consumptive behavior falls under israf (extravagance) and tabdzir (wastefulness), which contradict the principle of wasathiyah (moderation). Therefore, Muslim consumers should control their spending behavior by instilling the values of al-qana’ah (contentment) and al-iqtisad (simplicity), and direct their expenditures toward productive activities such as investment, saving, and ZISWAF (Zakat, Infaq, Sadaqah, and Waqf).

Keywords: Flash Sale Promotion, Discount Vouchers, Brand Image, Consumptive Behavior, Islamic Economics.