



UNDERSTANDING THE HEDONISM LIFESTYLE AND IMPULSE BUYING OF ONLINE SHOPPING REVIEWED FROM AN ISLAMIC ECONOMIC PERSPECTIVE (STUDY ON LECTURERS AND EMPLOYEES OF STATE ISLAMIC INSTITUTE OF SULTAN AMAI GORONTALO)

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Abstract:

This study aims to find out how the hedonistic lifestyle and impulsive purchases of lecturers and employees of the Sultan Amai Gorontalo State Islamic Institute when shopping online and how the understanding of lecturers and employees of the Sultan Amai Gorontalo State Islamic Institute about the hedonistic lifestyle and impulsive purchases of online shopping is viewed from an Islamic economic perspective. The method used by researchers in this study is a descriptive qualitative method. The data collection techniques used are interviews, observations, and documentation. The data analysis techniques in this study were collected, reduced, presented, and then given conclusions.

Based on the results of the study, it shows that lecturers and employees of the State Islamic Institute of Sultan Amai Gorontalo when shopping online there are different lifestyles, some have a simple lifestyles, some have a luxurious lifestyle does not tend to hedonism or exaggeration. The impulsive buying behavior of lecturers and employees of the Sultan Amai Gorontalo State Islamic Institute when shopping online shows that not all informants have impulsive behavior when doing online shopping activities because they prioritize needs over desires. Then the informant understands very well that when shopping online a Muslim should not spend his money only on temporary desires but meeting the needs of life is the top priority.

Keywords: Hedonism, Impulsive, Islamic Economics

1. INTRODUCTION

Along with the rapid development and advancement of technology, especially in the use of the internet, it can affect people's lifestyles and lead to an increasingly sophisticated digital world. Technological advances in all aspects of life have indeed brought tremendous benefits to the progress of human civilization. We can easily find any information on the internet. One of the businesses or trades that use internet facilities as a medium is the emergence of e-commerce. Based on research data from the Center for Indonesian Policy Studies (CIPS), it is stated that online delivery services in Indonesia will continue to grow by around 11.5 percent per year from 2020 to 2024 (Kadir and Ismail, 2022, Supri, Ismail and Kadir, 2022). The presence of this online store brings a new phenomenon or new lifestyle among the public, namely shopping online. The existence of this online shopping application has given rise to impulsive purchases in the community. Many times consumers experience impulsive purchases when driven by hedonistic desires or other causes outside of economic reasons, such as because of a liking for a product, pleasure, social or because of emotional influences. The sense of dependence on the ever-changing world of fashion makes some people hedonistic and motivated to always update their daily fashion style by making unplanned purchases (Park and Eun, 2006). Hedonism is a lifestyle that is not considered good, although it looks luxurious and fun, in fact the impact of this hedonism is not always positive, especially for long-term financial health. (Oswaldo, 2021). This view of hedonism is based solely on material and profit. Even though Islam itself expressly rejects the prohibition of hedonistic lifestyle behavior in the form of extravagance and misery. Because it goes against the concept of simplicity that Islam wants. This principle also applies to spending, people cannot be extravagant and miserly. As in Surah Al-Isra verse 27 Allah Almighty says:

Translation:

"Verily the wasters are the brothers of satan and the devil is very disobedient to his Lord." (Ministry of Religion of the Republic of Indonesia, the Quran and Its Translation, 2005, p 227)

In Islamic consumption, it is taught to prioritize needs over desires whereas the needs in Islam are based on *maslahah*. Meanwhile, from a sharia economic perspective, consumption is not just about meeting individual needs, as consumers in order to fulfill God's commands, but further implications for awareness regarding the needs of others. Islam teaches people to always live a simple and not excessive life. Although hedonism does not always mean negative, because of its understanding that is more oriented towards prioritizing happiness and prioritizing momentary pleasures, it causes mere negativity. The nature of hedonism actually has a positive side, which is to invite humans to enjoy life with happiness and pleasure. So that man is not always in a moody and sad state.

In connection with this description, Islam has regulated human consumption behavior, but the phenomenon that occurs in society, especially those who already have income, there must be spontaneous purchase consumption behavior and hedonistic behavior when carrying out shopping activities. In accordance with Rahardja and Manurung's theory states that the current consumption depends on the income that is ready to be spent at this time (disposable income). Thus, the greater the income, the greater the consumption expenditure (Rahardja and Manurung, 2008). In a situation like this, it is an interesting issue to study, research on hedonistic lifestyles and impulsive purchases is common in supermarkets, minimarkets, and malls. So, in this study, researchers are interested in researching online shopping e-commerce. Because online stores are quite attractive to the public because, in terms of price, they are affordable and supported by attractive promotions so that they can influence the decision of a purchase. Therefore, researchers are interested in conducting research related to "Understanding the Hedonistic Lifestyle and Impulsive Purchases of Online Shopping Reviewed from an Islamic Economic Perspective (Study on Lecturers and Employees of the Sultan Amai Gorontalo State Islamic Institute)".

Theoretical Studies

Hedonism

Hedonism is a view of life or ideology that is manifested in the form of a lifestyle where enjoyment or personal happiness is the main goal in living a person's life. Etymologically, hedonism is taken from the Greek word "hedone" which means pleasure. In simple terms, this sense of hedonism refers to the notion of pleasure in pleasure. So, people who adhere to this understanding think that happiness and pleasure can be achieved by doing a lot of pleasure and also by avoiding painful things (pain) in the world (Ibeng, 2022). Meanwhile, hedonism according to GEM (1993) is a doctrine that states that pleasure is the most important thing in life. In other words, hedonism is a notion embraced by people who seek the pleasures of life solely.

Lifestyle Aspects of Hedonism

According to Wells and Tigert, there are 3 aspects of the hedonistic lifestyle, namely: (Yusliyanti, 2016)

1. Activity is an individual's way of using his time which is manifested in the form of concrete actions that can be seen such as spending a lot outside the house to play, riot, go to shopping centers and cafes, as well as enjoying buying expensive things that are not necessary for nature, liking fun activities that are important for teenagers are anything practical, no matter how much money is given by parents, it must be spent to satisfy sheer lust.
2. Interest is defined as an attraction that arises from within the individual towards the environment, so that the individual towards the environment, so that individual feels happy to pay attention to it. Interest can arise towards an object, event, or topic that emphasizes the element of pleasure in life. These interests can be in terms of fashion, food, branded goods, wanting things outside of their needs, gathering places, liking the hustle and bustle of the city, and always wanting to be the center of attention in the community.
3. The opinion is an opinion or response both verbally and in writing that the individual gives in response to a situation when statements or social issues about himself arise, and products related to the pleasures of life. If it has become his tendency to like fun activities, his fighting spirit is very thin, he wants everything to be delicious and easy. If the teenager sees something that he thinks is easy to do he will simply leave it behind.

In the Islamic view consumption is very important, so man must be careful in using his wealth or in spending something. The Qur'an and Hadith provide clear instructions for human consumption behavior to be directed and kept away from being despicable because of its consumption behavior. In the present day, a lifestyle of hedonism is increasingly encountered. Because hedonism itself is a view of life that assumes that people will become happy by seeking as much happiness as possible, one of which is by spending or consuming things excessively.

There are 3 basic principles of consumption, namely: (Sakina, 2019)

1. Halal principle, a Muslim is instructed to consume something halal and not take something haram.
2. The principle of cleanliness and health, the Qur'an reminds man to eat the good food that Allah has bestowed upon man. As God says QS. Al-Nahl verse 114:

فَكُلُوا مِمَّا رَزَقَكُمُ اللَّهُ حَلَالًا طَيِّبًا ۗ وَاشْكُرُوا نِعْمَتَ اللَّهِ إِنَّ كُنْتُمْ لِرَبِّهِ تَعْبُدُونَ

Translation:

"Then eat the lawful again of the sustenance which God has given you; and thank God for the favor, if ye worship only." (Ministry of Religion of the Republic of Indonesia, the Quran and Its Translation, 2005, p 223)

3. The principle of simplicity is that man should take food and drink simply and not overdo it because excessive food is harmful to health. This principle of simplicity also applies to spending, people should not be miserly and extravagant.

Impulsive Buying

Impulsive buying or spontaneous buying is a behavior or an unplanned decision to buy a product or service. This decision to buy occurs suddenly and instantly before making a purchase. Impulsive buying occurs when emotions, feelings, and attitudes play a decisive role in the purchase, triggered by looking at the product or after exposure to a well-crafted promotional message (Hardiyanto, 2020). Meanwhile, according to Rook and Ambara, stating that impulsive purchases as purchases that occur spontaneously or suddenly, are often very powerful and sedentary and encourage one to buy something immediately. Impulsive buying will provide more emotional experiences than rational so it is not seen as a suggestion where on this basis impulsive purchases are seen more as rational decisions than irrational (Rabbani, 2021). Impulsive buying is the tendency of consumers to make spontaneous purchases driven by the emotional and psychological aspects of a product and seduced by persuasion from marketers. The category of impulsive purchases can be measured by the following indicators: (Paramita, 2015)

- a. Tends to make purchases spontaneously and without thinking
- b. Tend to spend money carried in part or in full on products
- c. Feeling happy when you want to buy a product
- d. Make a purchase because you are interested in the goods in the store
- e. Tend to make purchases of a product not because it needs

Islamic Economics

Islamic economics is a branch of science that seeks to view, analyze, and finally solve economic problems in Islamic ways. What is meant by Islamic ways here are ways that are based on the teachings of the Islamic religion, namely the Quran and the Sunnah of the Prophet SAW. The definition of "Islamic economics is a science that studies human efforts to allocate and manage resources to achieve fahlah (glory and victory in life). Based on the principles and values of the Quran and Sunnah." (Santoso, 2016)

Norms and Ethics in Consumption

1. Balanced in consumption, Islam requires property owners to provide some of their property for the benefit of themselves, family, and fisabilillah. Islam forbids misery. On the other hand, Islam also forbids extravagance and squandering property. (Al-Qardawi, 1997) This is the form of balance commanded in the Quran that reflects the attitude of justice in consumption. As in the Word of God in Q.S Al-Isra's verse 29:

وَلَا تَجْعَلْ يَدَكَ مَغْلُولَةً إِلَىٰ عُنُقِكَ وَلَا تَبْسُطْهَا كُلَّ الْبَسْطِ فَتَقْعَدَ مَلُومًا مَّحْسُورًا

Translation:

"And you shall not make your hands shackled to your necks, and you shall not stretch them out therefore ye become despicable and contrite." (Ministry of Religion of the Republic of Indonesia, the Quran and Its Translation, 2005, p 225)

2. Spending wealth in a form that is justified and in a good way, Islam encourages and gives freedom to the individual to spend his property to buy good and halal goods in order to make ends meet. That freedom is granted provided that it does not encroach on sacred boundaries and does not pose a danger to the security and well-being of society and the state. In line with this, Abu al-A'la al-Maududi explained, Islam closes all avenues for humans to spend property that causes moral damage in society, such as gambling that only separates lust. As in Q.S Al-Maidah verse 88:

وَكُلُوا مِمَّا رَزَقَكُمُ اللَّهُ حَلَالًا طَيِّبًا ۗ وَاتَّقُوا اللَّهَ الَّذِي أَنْتُمْ بِهِ مُؤْمِنُونَ

Translation:

"And eat kosher food again good from what God has Sustenance to you, and be devoted to the God whom you have faith in". (Ministry of Religion of the Republic of Indonesia, the Quran and Its Translation, 2005, p 97)

3. The Prohibition of Israf (Royal), and Tabzir (Vain), as for the moral values contained in the concept of consumption, is a prohibition against the attitude of luxury living. The lavish lifestyle is the destroyer of the individual and society, indulging man with lust, and neglecting him from noble things and noble morals. Besides, it kills the spirit of jihad. Ali Abd ar-Rasul also assessed in this matter that the luxurious lifestyle (israf) was a factor that triggered the moral decadence of society which eventually brought about the destruction of the society. For Afzalur Rahman, luxury (israf) is an exaggeration of personal satisfaction or spending wealth on unnecessary things. In Q.S Al-A'raf verse 31 Allah Almighty. Said:

يَا آدَمَ خُذْ زِينَتَكَ عِنْدَ كُلِّ مَسْجِدٍ وَكُلُوا وَكُلُوا وَلَا تُسْرِفُوا ۗ إِنَّهُ لَا يُحِبُّ الْمُسْرِفِينَ

Translation:

"O posterity of Adam! Wear your beautiful clothes in every (entering) mosque, eat and drink, and don't overdo it. Indeed, God does not like people who are excessive." (Ministry of Religion of the Republic of Indonesia, the Quran and Its Translation, 2005, p 122)

Consumption does have a very important urgency in all economic activities, since human beings cannot live without consumption. Therefore economic activity must lead to the fulfillment of the demands of human consumption. If this is ignored it means also ignoring human life and undoubtedly human life will never be perfect. Al-Ghazali deeply understood the urgency of consumption and its inevitability in life, so Al-Ghazali's economic thinking on consumption can be seen as follows: (Syaputra, 2020)

1. Al-Ghazali's concept of meeting needs focuses a lot on the fulfillment of human needs outwardly and invisibly. So this aspect is one of the important things in the process of living, and it is required to prioritize the afterlife over the world.
2. Al-Ghazali argues that everyone is responsible for the fulfillment of their own needs and must strive for them as much as possible (certainly according to needs and with Islamic norms and ethics).
3. Al-Ghazali always emphasizes ethics and norms in consuming halal and tayyib and staying away from the illegitimate.

According to Al-Ghazali, the concept of basic needs in Islam is not static, meaning that the basic needs of economic actors are dynamic referring to the level of economy that exists in society. At a certain economic level an item that used to be consumed as a result of the motive of a desire, at a better economic level the good has become a necessity. Thus the parameters that distinguish the definition of needs and desires are not static, they depend on economic conditions as well as the size of the package. By kamashlahatan standards, the consumption of certain goods can be judged as less than please when most of the ummah or society is in a difficult situation.

Relevant Research Studies

Research conducted by Ruslaini (2019) entitled "Analysis of Factors Affecting Impulsive Buying In Review of Islamic Consumption Behavior (Case Study on M98shop Jamik Kota Bengkulu)" found that Impulsive Buying is the desire or tendency of consumers to buy spontaneously, reflexively, and suddenly to fulfill their desires. In terms of Islamic consumption, many consumers still impose their desires in order to follow their own trends, lifestyles, and pleasures.

Research conducted by Suryani (2019) entitled "Hedonism Lifestyle in Consumption Reviewed from an Islamic Economic Perspective (Study on Students of the Islamic Economics Department IAIN Bengkulu City)" shows that the factors that affect the hedonistic lifestyle in students majoring in economics are generally divided into two, namely factors (internal), and factors (external). Islam does not justify a hedonistic lifestyle because it will cause mudharat for individuals and society, where this kind of lifestyle will cause a spree nature where Islam on the contrary teaches life according to the needs (masalah) hedonistic lifestyle will provide mudharat for young people, in this case, students.

Research conducted by Yusniar (2021) entitled "The Phenomenon of Impulse Buying (Unplanned Buying) in Online Shopping Practices Reviewed from the Perspective of the Islamic Economy" from the results of his research found that the discount price factor affects consumer impulse buying with 100 influence contributions of 35.6%. The customer value factor from the functional aspect is influential with an influence contribution of 19.5%. It can be concluded that the discount price affects impulse buying and the frequency of visits has a positive effect on the Tokopedia online site.

RESEARCH METHODS

The research method uses qualitative research with a descriptive analysis approach, namely research that provides a careful picture of certain individuals or groups about the circumstances and symptoms that occur. This research was conducted at the State Islamic Institute of Sultan Amai Gorontalo. The research data used are primary data, namely data obtained directly from informants through interviews and secondary data obtained from literature studies by reading and quoting from literature related to this research. The determination of informants in this study used snowball sampling techniques. The following informants will provide information in this study.

Table of Research Informants

No.	Name Informant	Online Shop Used
1.	Zahrawati Hiola	Shopee, Instagram, TikTok Shop
2.	Siti Rahmawati Tangahu	TikTok Shop and Shopee
3.	Anugrah Lestari	Shopee and Lazada
4.	Husna Verawati Fahry	Shopee, TikTok Shop, Instagram
5.	Juniaty Ismail	Shopee and TikTok Shop
6.	Sinta Mila	Facebook and Shopee
7.	Hendra Yasin	Shopee and Tokopedia
8.	Rafli Al-Amri	TikTok Shop and Shopee
9.	Fadli Sukriani Melu	Tokopedia, Shopee, TikTok Shop
10.	Mohamad Anwar Thalib	Shopee and Lazada

Data source: Interviews

Using data collection techniques interviews, observations, and documentation. As for data processing techniques, namely: data categorization, data presentation, and drawing conclusions. Meanwhile, the data analysis techniques in this study are data collection, data reduction, data presentation, and drawing conclusions.

RESULTS AND DISCUSSION

1. Hedonism Lifestyle and Impulsive Purchases in Lecturers and Employees of the Sultan Amai Gorontalo State Islamic Institute when Shopping Online

a. Hedonism Lifestyle

Basically, the difference between hedonism and hedonism is that hedonism is an ingrained understanding of a person's life and cannot be separated from someone who has embraced it. But hedonism is an attitude or behavior that arises or arises from hedonism. So people who have a hedonistic understanding are definitely hedonistic behaviors, but not everyone who behaves hedonistically has a living understanding of hedonism. The results of research obtained by the author from lecturers and employees of the State Islamic Institute of Sultan Amai Gorontalo how the hedonism lifestyle, show that they have each hedonism lifestyle in the theory of aspects of the hedonism lifestyle according to Wells and Tigert there are 3, namely:

1) Activities

Activity is an individual's way of using their time which is manifested in the form of concrete actions that can be seen such as spending a lot of time and money outside the house to play, riot, go to shopping centers and cafes, like to shop, and like to buy expensive things that are not necessary for nature, like any important fun activities that are practical. This is like the narrative of several informants following statements from Mr. R.A

"Talking about fun in shopping is okay, the important thing is not to overdo it. I'm more about spending shopping or spending time hanging out with friends or family."

Unlike Mrs. Z.H and Mr. F.S. the informant did not spend time and money just to have fun in doing shopping activities according to him he would spend on the necessary and necessary things along with his needs.

"In spending time or money having fun in shopping well I'm not very, well I'm shopping if there's anything needed or needed." (Mrs. Z.H) "If I don't put this money away, I will save it if there is something I need, I can use the money." (Mr. F.S)

2) Interest

Interest is defined as an attraction that arises from within the individual towards the environment, so that the individual towards the environment, so that individual feels happy to pay attention to it. Interest can arise towards an object, event, or topic that emphasizes the element of pleasure in life. These interests can be in terms of fashion, food, branded goods, wanting things outside of their needs, gathering places, liking the hustle and bustle of the city, and always wanting to be the center of attention in the community. This is as stated by Mrs. H.V. who likes to follow fashion trends as follows.

"I always follow the fashion trend and if the fashion looks good and to my liking, I will buy it and I like to buy things that are branded or expensive because I think it becomes one of the pleasures for me not judging by the price but how the quality of the goods is."

In addition to following fashion trends informants who like to buy branded or expensive items. Usually, people prefer to buy branded or expensive items because they are more durable and durable. So, buying this expensive item only needs once a year or even more than a year. For example, branded watches, which are sometimes expensive for ordinary people, it is outrageous. For those who can afford it, instead of buying a watch at a low price, sometimes they have to buy it often because it is damaged many times, of course, they prefer the expensive ones with high quality. In contrast to Mrs. S.R narrative following her statement.

"I don't follow the latest fashion just because it's visual when I use it or feel it's a function I've just bought but still follow what's the latest fashion or also usually the visual fit. so if I want to buy clothes that are a bit big because of my comfort so I don't have to buy something that fits the trend but doesn't make it comfortable when I wear it."

3) Opinion

An opinion is an opinion or response both verbally and in writing that the individual gives in response to situations when statements appear or about social issues about himself, and products related to the pleasures of life. If it has become his tendency to like fun activities, his fighting spirit is very thin, wants everything to be delicious and easy or instant. This instantaneous lifestyle, started from a habit of not wanting to wait. Want to be practical and fast in getting something like shopping online. This is as stated by the informant Mrs. S.R.

"Yes, I like it because we can buy things without the need to leave the house with this online shopping application."

Not only that, goods can be sent through freight forwarding services, as opposed to buying directly at the store. Surely it can consume a lot of time, money, and effort. So many prefer online shopping because it is considered easier, simpler, and practical simply through an online shopping application on a gadget we can get the goods needed. This is in accordance with the opinions of Mrs. A.L. and Mrs. S.M., along with her statement.

"Everyone will like things that are instant, especially when it comes to shopping because we no longer need to come directly to the store to buy the things we want enough on our cellphones to get what we want." (Mrs. A.L.) and Mrs. S.M's opinions are: "Yes, of course I like it because when shopping online she is simple, practical, and can get the goods we want and there is free shipping."

Online shopping is something instant because it is considered more practical, simple, and easy. People just order the goods they want, then pay using transfer or COD (cash on delivery) and the goods arrive at home. Today's lifestyle is all digital shopping can also be through online applications such as Shopee, Tokopedia, Lazada, TikTok Shop, Instagram Shopping, and so on.

The findings that researchers have discussed how hedonistic lifestyles when shopping online for lecturers and employees who are used as informants by researchers, show that everyone has a different lifestyle. Some have a simple lifestyle because they feel simpler and some like a luxurious lifestyle. However, the hedonistic lifestyle of some lecturers and employees does not include a highly hedonistic lifestyle, meaning that a person buys expensive things not for the sake of showing off or prestige but as a self-appreciation to appreciate the hard work that has been done oneself so far. Also, they shop online not only to have the desired or needed items but can be used as a self-appreciation.

b. Impulsive Buying

Impulsive purchases according to Rook and Ambara as purchases that occur spontaneously or suddenly, are often very powerful and sedentary and encourage one to buy something immediately. The results of research obtained by the author from lecturers and employees of the State Islamic Institute of Sultan Amai Gorontalo how impulsive purchases when shopping online show that the category of impulsive purchases is in accordance with the indicators of impulsive purchases according to Paramita (2015), namely:

- 1) Tend to make purchases spontaneously and thoughtlessly

Impulsive buying is characterized by relatively quick decision-making as well as a strong desire to immediately own the goods or services. It is described as arousing, and unintentional, and the buying behavior is judged to be more attractive than planned. This was similarly expressed by Mrs. A.L.

"If you buy impulsively when shopping online, it's never been like opening a shopping application just like oh there is a notification, it says from the 11th 11th or 12th 12th, so it's because there is no plan whatsoever there are promos offered to be bought."

In addition, there are also informants who do not make impulsive purchases. The following is Mr. H.Y.'s statement.

"If it's for impulsive purchases when shopping online, it's not really, because it's about the needs, no one immediately suddenly buys, in fact, I compare prices first before buying."

- 2) Feeling happy when you want to buy a product

The feeling of pleasure when buying the desired item is a satisfaction in itself oneself, having purchasing power is indeed worthy of gratitude. However, having purchasing power does not mean that we spend or buy the desired things excessively because it will cause waste that can be self-defeating. From the interview results, all informants are happy to buy goods according to their wishes, here are excerpts of interviews from Mr. M.A and Mr. F.S

"Yes, happy, of course, especially the things that I really want to buy or I want to be able to buy." (Mr. M.A) "Yes, speaking happily, of course I am happy because we are buying things that match the things we want." (Mr. F.S)

- 3) Making a purchase because you are interested in the goods in the store

The existence of needs and desires is the beginning of the process of motivating a consumer in carrying out the decision-making process, including the purchase. Many factors cause this, for example, there is a 50% price cut discount, which looks striking and will attract the attention of consumers. Consumers will feel the need to buy such products. So that there is a continuous purchase. This is in accordance with the statements of several informants, along with the results of the interviews.

"If the item fits what I need, of course, I will buy the item continuously." (Mrs. A.L.) Then the opinion of Mrs. H.V: "of course there is a desire to buy things continuously, but I first see whether this item is what I need or not."

Then there are also informants who have no desire to buy an item constantly with the following interview citations.

"No, what to buy continuously but it will be useless if it is no longer needed." (Sir. H.Y) "not really" (Mrs. S.M)

4) Tend to make purchases of a product not because it needs

Consumers sometimes buy an item no longer to meet their needs, but only to satisfy their desires and pleasures. This desire can encourage a person to buy things that are not needed. Needs are instinctive while desires are artificial needs that arise from their living environments such as in the family environment or other social environments. This is in accordance with the informant Ms. J.I. Following her statement.

"I often buy things that I don't need sometimes once I get home it turns out I don't need this stuff, means that the item just lies like that. There was only one or two times I wore it after that already. I will hunt it, of course, in accordance with the contents of the pocket. If I have money, I usually check out I buy it, once I get home one or two times I use the important thing is that my curiosity is fulfilled or the result is like this. Because I didn't have time to use the stuff and it was finally kept."

Not everyone will ignore needs and give priority to desires. If necessity is something that is indispensable to human beings, desire refers more to the feeling of wanting to have something, either immediately or in the future. Then needs have a finite nature whereas desires are infinite. Here's an informant's quote that prioritizes needs over mere desires.

"regarding buying things that are not needed so far, it has never been based on the need again" (Mr. H.Y)." buying things that are not needed, not really, the things that are bought are definitely needed, I buy online that is at least one or two things so there are not many, even if there are many baby needs, it's like baby clothes are needed by children." (Mr. M.A)

then the addition the informant Mrs. S.R. *"buying things that are not needed seems not because it is a waste so because considering the price of shipping with the price of the goods and then buying unused goods is a waste."*

The findings that researchers have discussed how impulsive purchases when shopping online for lecturers and employees who are used as informants by researchers, show that not all lecturers behave impulsively when shopping online because everyone must be different in making a purchase of goods. There are those who buy goods without prior planning due to advertised products or goods or well-offered promos. And there are also consumers who buy an item that must be planned in advance, because it prioritizes personal needs over temporary desires because they do not want the purchased goods to end up in vain. The more often a person's intensity in accessing the online shop, the higher the online impulsive purchases, and vice versa, the less often to access the online shop, the lower the behavior to make impulsive purchases online. (Danuza, 2018)

2. Understanding of Lecturers and Employees of the State Islamic Institute of Sultan Amai Gorontalo About the Hedonistic Lifestyle and Impulsive Purchases of Online Shopping Reviewed from an Islamic Economic Perspective

Hedonism itself is influenced by several factors, one of which is hedonic motives. A hedonic motive is something that can move or encourage a person to satisfy his needs for pleasure or material enjoyment as his primary purpose (Setyaningrum, Arifin and E, 2016). A hedonistic lifestyle will have an unplanned level of spending. Online shopping can make it easier for us to meet our daily needs by not missing the current trends. As well as in the online store is influenced by promos to massive discounts. This can lead to great potential for impulsive spending or purchases.

From the results of research obtained by researchers from lecturers and employees of the State Islamic Institute of Sultan Amai Gorontalo how his understanding of the hedonistic lifestyle and impulsive purchases of online shopping is viewed from the perspective of Islamic economics, they stated that when viewed from the perspective of Islamic economics, hedonistic lifestyles, and impulsive purchases are bad behavior and are prohibited by the Islamic religion. Where a Muslim should not spend his money only on temporary desires but meeting the necessities of life is the top priority. It is as in the theory of norms and ethics in Islamic consumption, consisting of:

1) Balanced in consumption

Islam requires property owners to provide some of their property for the benefit of themselves, their families, and *fi sabilillah*. Islam forbids misery. On the other hand, Islam also forbids extravagance and squandering wealth. This is the form of balance commanded in the Quran that reflects the attitude of justice in consumption. As in the Word of God in Q.S Al-Isra's verse 29:

وَلَا تَجْعَلْ يَدَكَ مَغْلُولَةً إِلَىٰ عُنُقِكَ وَلَا تَبْسُطْهَا كُلَّ الْبَسْطِ فَتَقْعُدَ مَلُومًا مَّحْسُورًا

Translation:

"And you shall not make your hands shackled to your necks, and you shall not stretch them out therefore ye become despicable and contrite." (Ministry of Religion of the Republic of Indonesia, the Quran and Its Translation, 2005, p 225)

This is as stated by several informants. Here's the interview.

"of course, if economically Islam is taught by Islam, we must not overdo it, it must be in accordance with access to its use, access to use, it must not be luxurious, it must not seem redundant." (Ms. J.I)

"In Islam, we are taught to buy goods that are as needed, not in terms of what is not needed. So from oneself it is thinking that this will be rubbish, this will be a thing that cannot be used properly so it doesn't have to be bought. So you have to be smart about controlling yourself." (Mr. R.A)

"If hedonism is certainly appropriate because we always prioritize desires and what is a trend but do not consider the value of benefits for ourselves while in Islam it is forbidden to do anything excessively must be based on sharia principles." (Mrs. S.R)

2) Spending property on a justified form and in a good way

Islam encourages and gives freedom to individuals to spend their property to buy good and halal things in order to make ends meet. That freedom is granted provided that it does not encroach on sacred boundaries and does not pose a danger to the security and well-being of society and the state. In line with this, Abu al-A'la al-Maududi explained, Islam closes all avenues for humans to spend property that causes moral damage in society, such as gambling that only separates lust. As in Q.S Al-Maidah verse 88:

وَكُلُوا مِمَّا رَزَقَكُمُ اللَّهُ حَلَلًا طَيِّبًا ۗ وَاتَّقُوا اللَّهَ الَّذِي أَنْتُمْ بِهِ مُؤْمِنُونَ

Translation:

"And eat kosher food again good from what God has Sustenance to you, and be devoted to the God whom you have faith in". (Ministry of Religion of the Republic of Indonesia, the Quran and Its Translation, 2005, p 97)

3) Prohibition of *Israf* (Royal), and *Tabzir* (Vain)

The moral values contained in the concept of consumption are prohibitions against the attitude of luxury living. The lavish lifestyle is the destroyer of the individual and society, indulging man with lust, and neglecting him from noble things and noble morals. Ali Abd ar-Rasul also assessed in this matter that the luxurious lifestyle (*israf*) was a factor that triggered the moral decadence of society which eventually brought about the destruction of the society.

For Afzalur Rahman, luxury (*israf*) is an exaggeration of personal satisfaction or spending wealth on unnecessary things. In Q.S Al-A'raf verse 31 Allah Almighty. Said:

بَنِي آدَمَ خُذُوا زِينَتَكُمْ عِنْدَ كُلِّ مَسْجِدٍ وَكُلُوا وَاشْرَبُوا وَلَا تُسْرِفُوا ۗ إِنَّهُ لَا يُحِبُّ الْمُسْرِفِينَ

Translation:

"O posterity of Adam! Wear your beautiful clothes in every (entering) mosque, eat and drink, and don't overdo it. Indeed, God does not like people who are excessive." (Ministry of Religion of the Republic of Indonesia, the Quran and Its Translation, 2005, p 122)

Basically, the nature of spenders leads to the purchase of goods that are carried out continuously without paying attention to the use value of the goods. Usually, the purchase of this item will end up in vain because it is not or rarely used, the purchased item does not have the required function and only ends up being a display. Just as the Informant Mrs. H.V said follows.

"the name is wasteful, make sure it is not in accordance with the rules of Religion because it is not a good nature, it could be that we do not need these items and we do not use them continuously, so they are rich in redundancy, if we shop online with a hedonistic lifestyle and impulsive purchases."

Faith greatly influences the nature, quantity, and quality of consumption in both material and spiritual forms. It is in this context that we can talk about halal and haram forms, the prohibition against *israf*, the prohibition against luxury and boasting, social consumption, and other normative aspects. We can see the limits of consumption in Islam as in Q.S Al-Baqarah verses 168 -169:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَلًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ ۚ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ ۗ ١٦٨
 إِنَّمَا يَأْمُرُكُم بِالسُّوءِ وَالْفَحْشَاءِ وَأَنْ تَقُولُوا عَلَى اللَّهِ مَا لَا تَعْلَمُونَ ۗ ١٦٩

Translation:

"O men, eat the lawful again of what is on earth, and ye shall not follow the steps of satan; for indeed the devil is a real enemy to you. Indeed, the devil only tells you to do evil and abominable things, and to say to God what you do not know." (Ministry of Religion of the Republic of Indonesia, the Quran and Its Translation, 2005, p 20)

Agreeing from the verse, the same was stated by Mr. F.S following his statement.

"if Islam itself does make purchases it must be as needed and he is based on sharia principles according to needs it is not based on desires, if hedonistic behavior is much based on one's wishes

and he tends to be the same as squandering money and the verse is clearly "in fact redundant it is part of satan's deeds."

Related to the informant's opinion, is different from the opinion of Mr. H.Y and Ms. J.I regarding his understanding of the hedonistic lifestyle and impulsive purchases when doing online shopping activities when viewed from an Islamic economic perspective. The following is the narrative of Mr. H.Y.

"Everyone has a different perspective, meaning that hedons are not good at continuing to buy suddenly but sometimes marketing strategies also have something sometimes that we don't feel we need but by looking at it as if we need it. like medical devices for springbed back pain relief initially we don't need but it could be that in the future these tools can be needed. Now that's the marketing strategy. because on the one hand when it is bought it is used."

Ms. J.I.'s opinion is as follows.

"of course, if economically Islam is taught by Islam, we must not overdo it, it must be in accordance with the access to its use, access to use, it must not be luxurious, it must not be redundant. But because I said earlier that desire is a pending need. Our motivation for buying things is there, first because of the second need because of desire but back I just found out whether this may be I well can't be generalized to others. This means that when we buy, we often sort out oh yes, this I need, something that we really have to spend per month such as soap, toothbrushes, and so on. It is a necessity for eating and so on buy rice but there is also a desire suppose we already have perfume at home but we try to buy it again like buying lipstick, the watch is actually just a wish not urgent or we need but only a desire to fulfill. I think the important thing is that we feel that being able to buy does not interfere with our life posts, our financial posts, lest we have a lot of debt outside, then our lives cannot be peaceful, cannot sleep, can not do alms, it is not good to live a life because the thought of debt for me has been very infuriating, it has been very contradictory but while we are able while it is limited to our ability just to aim at giving rewards, gives self-satisfaction, because we are working, then if we work the money is only kept if we die we use it so we first use the money for what before we die. While we are able to mean not to cause mudharat. We shop as we can even though religiously we should be encouraged to be frugal and useful if I am like that what is important is not to interfere with our other worship."

From the informant's statement, it is like the opinion of Al-Ghazali that the concept of basic needs in Islam is not static, meaning that the basic needs of economic actors are dynamic, referring to the level of the economy that exists in society. At a certain economic level an item that used to be consumed due to the motive of a desire, at a better economic level the goods have become a necessity.

Consumption activities must be carried out in a planned manner in accordance with the needs and budget, so that when shopping does not cause spontaneous behavior. Because the Islamic economic sense is a science that studies human efforts to allocate and manage resources to achieve falah (glory and victory in life) and is based on the principles and values of the Qur'an and Sunnah. From the findings that the researchers have discussed how to understand the hedonistic lifestyle and impulsive purchases when shopping online for lecturers and employees of the Sultan Amai Gorontalo State Islamic Institute when viewed from the Islamic economy used as informants by researchers, it is stated that:

- 1) When buying an item, it must be as needed, not just a temporary desire and buy goods based on sharia principles.
- 2) In terms of spending money do not overdo it so as not to be entangled by extravagant and hedonistic attitudes.
- 3) As a Muslim, you must be good at controlling your lust in controlling yourself when doing shopping activities.
- 4) Before making a purchase, it is better to plan in advance so that the item does not end up being wasted or rarely used.
- 5) There are times when the items we buy that are considered unnecessary at the moment, can be useful in the future.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Regarding the hedonistic lifestyle in lecturers and employees of the State Islamic Institute of Sultan Amai Gorontalo when shopping online found that there are three aspects of the hedonistic lifestyle, namely 1) activity, 2) interests, and 3) Opinions. Informants show different lifestyles, some have a simple lifestyle and some have a luxurious lifestyle. His lavish lifestyle does not tend to hedonism or exaggeration. The impulsive buying behavior of lecturers and employees of the Sultan Amai Gorontalo State Islamic Institute when shopping online shows that not all informants have impulsive behavior when doing online shopping activities because they prioritize needs over desires. Meanwhile, the understanding of lecturers and employees of the State Islamic Institute of Sultan Amai Gorontalo when shopping online is viewed from an Islamic economic perspective. The informant posited that when viewed from

an Islamic economic perspective, hedonistic lifestyles and impulsive purchases are unkind behaviors and are prohibited by the Islamic religion. Where a Muslim should not spend his money only on temporary desires but meeting the necessities of life is the top priority. Then the concept of basic needs in Islam is not static, meaning that the basic needs of economic actors are dynamic referring to the level of the economy that exists in society. At a certain economic level an item that used to be consumed as a result of the motivation of desire, at a better economic level the item has become a necessity.

Suggestion

The phenomenon of online shopping is already rampant today and can lead to a hedonistic lifestyle and the emergence of impulsive behavior toward shopping activities. Whether it's shopping in stores, supermarket malls, or shopping in online stores. For everyone who likes to shop, don't overspend and shop according to what is needed, because if you obey your wishes, you will definitely have no end. And live in a balanced manner based on sharia principles.

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