

ANALYSIS OF PRICE AND PRODUCT QUALITY ON IMPULSIVE  
BUYING ON ONLINE SHOPPING PLATFORMS ISLAMIC  
ECONOMIC APPROACH

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ABSTRACT

*This study aims to analyze the influence of price and product quality on impulsive buying behavior in online shopping and how the Islamic economic perspective views this behavior. Advances in communication and information technology have encouraged the growth of online shopping centers with a variety of products, making it easier for people to shop freely. However, people's consumer behavior is no longer only oriented towards fulfilling needs, but also tends to be influenced by emotional desires without careful consideration. This phenomenon is known as impulsive buying. This study uses a quantitative approach by taking a sample of 80 respondents in Gombang Village who are internet users and have made online transactions. Data were collected through questionnaires and analyzed using descriptive and inferential statistical techniques. The results of the study indicate that the variables of price and product quality have a significant influence on impulsive buying behavior in online shopping. Consumers tend to be tempted to buy products with affordable prices and attractive quality, even though the purchase was not planned in advance. From an Islamic economic perspective, impulsive buying behavior is not recommended because it is included in the category of wasteful behavior (tabdzir), which is contrary to sharia principles. Islam emphasizes the importance of wise financial management and is oriented towards needs rather than desires alone. These findings are expected to provide insight for the public to be wiser in online shopping and provide academic contributions to the study of consumption behavior and Islamic economic ethics.*

Keywords: Product Quality; Impulsive Buying; Islamic Consumer Behavior

A. INTRODUCTION

The development of information technology and the internet has brought significant changes in people's consumption patterns, especially in terms of shopping. Online shopping is now one of the main activities for many (Aini et al., 2021), providing easy access and a wide selection of products without geographical restrictions. This phenomenon has created new behaviors in shopping, one of which is impulse buying, where consumers buy products spontaneously without prior planning (Telaumbanua, 2016). These impulse purchases are often influenced by various factors, one of which is the price and quality of products offered by online shopping platforms.

On the other hand, in the perspective of Islamic economics, consumption and product purchases are not only seen from an economic point of view, but must also consider ethical principles and the welfare of the people. In this context, Islamic economics emphasizes the importance of justice, responsibility, and avoiding excessive consumptive behavior (Purwana, 2013). Impulse buying, although often viewed as a natural consumer behavior in modern economics, needs to be analyzed in terms of its impact on personal and social welfare, as well as the extent to which the practice conforms to Islamic economic principles.

Price and product quality are two main factors that can influence impulse purchase decisions. Attractive prices, discount offers, or certain promotions often trigger consumers to buy items they hadn't planned on. Likewise, high product quality or premium product offerings can encourage consumers to feel that they are getting more value from the purchase. Both of these factors can affect consumer emotions and perceptions, leading to impulsive purchases (Sudirman & Alaydrus, 2020).

Impulsive buying is an excessive purchase made by people so that it becomes an unplanned or unexpected shopping called. Impulsive buying is part of a condition called "unplanned purchase" or unplanned purchases. In other words, the spending that occurs is different from the planned spending (Komala, 2012). Impulsive buying behavior is influenced by the cheaper price offered and also the good quality of the product (Dewi & Kusuma, 2021). This certainly encourages someone to buy marketed products. Consumers who previously did not intend to buy a product but because the price was cheap and the quality offered was also very good, there would be a feeling of wanting the product and in the end consumers bought even though the item was not necessarily needed. Consumers who engage in impulsive buying behavior rarely think about the effects of the behavioral actions they. Regret from consumers is present when, after buying the product as a result of their emotions that quickly influence the decision to buy.

Based on the results of observations that have been made by researchers with several residents in Gombang Village who have made online transactions or purchases, the following information can be obtained: many community members like to do online shopping, especially during a pandemic situation like now. They are happier and more comfortable when shopping online, this is because it reduces crowds. In addition, there are currently many shops that sell their products online. People in Gombang Village who like to shop online are generally teenagers and adults. Not a few of them make online purchases not based on need, but only based on desire to follow new trends and of course tempted by low prices. So that this behavior makes impulsive buying or unplanned shopping. Sometimes when shopping at online stores, they do not think about the effects of spontaneous product purchasing decisions, so that post-purchase regret arises.

According to the Islamic view, unexpected and unplanned purchases are wasteful and excessive behavior. It is not based on needs but rather based on self-satisfaction to fulfill desires rather than needs (AMILIA, 2017). This behavior is prohibited by Islam. In the Qur'an it is explained that Allah prohibits wasteful, excessive and wasteful behavior. This is in accordance with the Al-Qur'an surah Al-Isra verses 26-27 which means "*And give their rights to close relatives, as well as to the poor and those on a journey; and do not waste (your wealth) extravagantly. Verily, the spendthrifts are the brothers of Satan, and Satan is very disobedient to his Lord.*"

This study aims to analyze the effect of price and product quality on impulse purchases on online shopping platforms, with an Islamic economic approach as the

theoretical framework. In this analysis, it will be explained how price and product quality not only influence consumer decisions, but also how they relate to the principles of Islamic economics, such as avoiding extravagance (israf), seeking blessings in consumption, and ensuring fairness and transparency in buying and selling transactions. With a deeper understanding of the factors that influence impulse buying, this research is expected to contribute to the development of more ethical marketing strategies on online shopping platforms, as well as increase consumer awareness of the importance of more thoughtful consideration in shopping, in accordance with the principles of Islamic economics.

**B. METHODS**

This research design is an ex post facto design. The ex post facto research design examines cause-and-effect relationships that are not manipulated or treated (designed or implemented) by researchers (Sukmadinata, 2009). The research data can be grouped into two, namely qualitative data and quantitative data. The use of questionnaires in this study was used to obtain data on the effect of price and product quality on impulsive buying.

**Table 1. Research Questionnaire**

Variables	Indicator	No. Item	Number of Items
Price (X1)	a. Price affordability	1,2,3	3
	b. Price competitiveness	4,5	2
	c. Price match with product quality	6,7,8	3
	d. Price compatibility with product benefits	9,10	2
Product Quality (X2)	a. Performance	1,2	2
	b. Feature	3	1
Quality (X2)	c. Smartness	4	1
	d. Compatibility	5	1
	e. Durability	6	1
	f. Serviceability	7	1
	g. Aesthetics	8, 9	2
	h. Perceived, Image and Product Reputation	10	1
Impulsive Buying (Y)	Pure Impulse	1,2,3	3
	Suggestion Impulse		
	Reminder Impulse (Past experience impulse)	4,5,6	3
	Planned Impulse (condition sales or planned)	7,8	2

C. RESULT AND DISCUSSION

Based on the results of research that has been conducted on the effect of price and product quality on impulsive buying behavior in online shopping in the community in Kalurahan Gombang, data regarding the frequency distribution of data showing the percentage of data regarding the frequency distribution of data showing the percentage of prices in online shopping with a low category of 9 respondents with a percentage of 11.3%, a medium category of 57 respondents with a percentage of 71.3% and a high category of 14 respondents with a percentage of 17.5%. Therefore, the price variable in online shopping in the Gombang Village community is in the medium category because the medium category shows the largest number.

Table 2. Impulsive Buying Descriptive Analysis Results

		Statistics	
		Impulsive Buying (Y)	Y
N	Valid	80	80
	Missing	0	0
Mean		29,49	2,0000
Median		30,00	2,0000
Mode		30	2,00
Std. Deviation		2,765	,52771
Sum		2359	160,00

In addition, for the impulsive buying variable in online shopping, data on the frequency distribution of data were obtained which showed a low category of 11 respondents with a percentage of 13.8%, a medium category of 58 respondents with a percentage of 72.5% and a high category of 11 respondents with a percentage of 13.8%. This shows that the impulsive buying variable in online shopping in the community of Gombang Village is in the moderate category because the moderate category shows the largest number.

Table 3. Classification and Percentage of Impulsive Buying

No.	Price Category	Interval	Frequency	Percentage
1	Low	$X < 26,725$	11	13,8%
2	Medium	$26,725 \leq X < 32,255$	58	72,5%
3	High	$X \geq 32,255$	11	13,8%
Total			80	100%

Source: Data processed in 2025

The distribution of data in this study shows that price, product quality and impulsive buying are at a moderate level. To ascertain the effect between price and product quality on impulsive buying, the t test, f test, and coefficient of determination were conducted. But before that, a classic assumption test is carried out in the form of normality, linearity, multicollinearity, heteroscedasticity and autocorrelation tests. Based on the classical assumption test for parametric statistics that has been carried out, it can be seen that the data in this study are normally distributed, all independent variable data are linear to the dependent variable, there is no multicollinearity between the independent variables, the data does not contain heteroscedasticity and all variables in this study do not contain autocorrelation.

### **The Effect of Price on Impulsive Buying**

The results of the hypothesis test prove that price has an effect on impulsive buying. This is evidenced by the results of the T test hypothesis testing which shows that the proposed hypothesis is accepted where  $T_{hitung} > T_{tabel}$  is  $7.153 > 1.994$  and a significant value of  $0.000 < 0.005$ . Based on these results, it can be seen that there is an effect of price on impulsive buying in online shopping in the community in Gombang Village.

Price is the value listed on the product and must be paid by consumers when buying or to get the benefits of owning or using with an agreement that has been agreed upon by both parties. As in theory according to Rachmat Syafei, the price only occurs in the contract, namely something that is agreed upon in the contract either less, greater, or equal to the value of the goods. Usually the price is used as an exchange for goods that are agreed upon by the two parties to the contract. This makes the price must be agreed upon in the contract (Riduansah, 2020) .

In the buying and selling process, price is one of the most important parts because with the price listed in a product can make one of the attractions for consumers (Sudirman et al., 2020) . In line with the theory put forward by M. Anang Firmansyah, when deciding to buy an item or service product, of course, as a consumer, you always think about the item to be purchased first. Starting from the price, model, shape, packaging, quality, function or usefulness of the item and so on. In addition, in accordance with Stanton's opinion, which is used as one of the benchmark indicators in this study, where there is price affordability, namely the aspect of pricing carried out by producers / sellers in accordance with the purchasing ability of consumers, it will determine consumer interest where if the low price is balanced with good quality, more and more consumers want it.

### **Effect of Product Quality on Impulsive Buying**

The results of hypothesis testing prove that Product Quality has an effect on Impulsive Buying. This is evidenced by the results of the T test hypothesis testing which shows that the proposed hypothesis is accepted where the results of  $T_{hitung} > T_{tabel}$  are  $3.128 > 1.994$  and and a significant value of  $0.002 < 0.005$ . Based on these results, it can be seen that there is an effect of product quality on impulsive buying in online shopping in

the community in Gombang Village. Product quality is the ability of a product to carry out its functions including accuracy, ease of operation and repair and durability of the product. Good product quality must be able to adjust to the needs and desires of customers so that it can end with customer satisfaction. In line with the theory put forward by Daga and Citra where product quality is something that needs the main attention of companies or producers, considering that product quality is closely related to customer satisfaction which is the goal of marketing carried out by the Company (Rosita, 2017).

However, over time, factors that influence purchasing decisions such as product quality are sometimes not given much attention in the process of making purchasing decisions. This is because sometimes consumers only prioritize lifestyle to follow trends without paying attention to and considering product quality. It seems that there are many imitation or imitation products from products that have well-known brands and cause consumers to prefer imitation products that are more affordable but can still follow trends, especially among young people. So that the focus is no longer on quality but only the fulfillment of desires alone (Rosita, 2017).

### **The Effect of Price and Product Quality simultaneously on Impulsive Buying**

The results of hypothesis testing prove that price and product quality simultaneously affect Impulsive Buying. This is evidenced by the results of Adjusted R Square (determination coefficient) which is 0.616 or 61.6%. This means that the effect of price on impulsive buying in online shopping is 61.6% while the remaining 38.4% is influenced by other factors. The results of testing the F hypothesis also show that the proposed hypothesis is accepted. This is indicated by the results of the  $F_{hitung} > F_{tabel}$  which is  $25.768 > 3.96$  and a significant value of  $0.000 < 0.005$ . Based on these results, it can be seen that there is an effect of price and product quality simultaneously on impulsive buying in online shopping in the community in Gombang Village. Impulsive buying is a purchasing behavior carried out by consumers suddenly because there is an element of interest in a product due to the influence of price and underlying quality and without thinking about the consequences of purchasing a product because it is only based on desire alone. In line with the theory put forward by Loudon D.L & Bitta that there are several factors that influence a person to make impulse purchases, namely product characteristics, marketing characteristics and consumer characteristics that arise in connection with the buying process. So that if the low price is balanced with good quality, more and more consumers want it.

Based on the multiple regression results, the regression equation that can be compiled in this study is  $Y = 1.226 + 0.690 X_1 + 0.270 X_2$ . This equation shows a constant value of 1.226, price can increase impulsive buying by 0.690 and product quality can increase impulsive buying by 0.270. Based on the T test, it is found that the price variable has a positive and significant effect on impulsive buying, this is indicated by the value obtained by  $T_{hitung} > T_{tabel}$ , namely  $7.153 > 1.994$  and a significance value of  $0.000 < 0.005$ . The product quality variable also has a positive and significant effect on impulsive buying, this is indicated by the value obtained by  $T_{hitung} > T_{tabel}$ , namely  $T_{hitung} > T_{tabel}$ , namely  $3.128 > 1.994$  and a significant value of  $0.002 < 0.005$ . The F test obtained the results that  $F_{hitung} > F_{tabel}$  is  $25.768 > 3.96$  and a significant value of  $0.000 < 0.005$ . Thus the price and product quality variables simultaneously affect impulsive buying behavior. Based on the coefficient of determination test, the effect of price and product quality ( $X_1$  and  $X_2$ ) on impulsive buying ( $Y$ ) in online shopping is 61.6%, while the

remaining 38.4% is influenced by other variables not discussed in this study. So it can be concluded that price and product quality significantly affect impulsive buying in online shopping.

### Islamic economic perspective on Impulsive Buying in Online Shopping

Consumption is basically a need that must be met by every human being (Sircolo, 2020) . The main purpose of consumption for a Muslim is essentially as a means of helping to worship Allah SWT. Consumption must always be intended only to increase human stamina in carrying out the commands of Allah SWT in terms of devotion and obedience. So that everything that is intended with worship can make it worth the reward. The development of the times and technology at this time has made consumption activities more sophisticated and of course also practical, namely by utilizing the online market. Everything that consumers want is available and very easy to get. Consumers who have very busy activities will no longer be bothered by having to shop at traditional markets or supermarkets (N. Slack et al., 2020; N. J. Slack & Singh, 2020) .

However, with this development, consumption is not only intended to fulfill daily needs, but also as a means of satisfying desires to follow trends. This causes consumption to be inconsistent with the goals of Islam. Along with the many online stores (Ciptowening et al., 2021) encourages people to do free shopping. This is done because of the ease of accessing online shopping sites, even triggering excessive public consumption behavior (Franssiske et al., 2019) . Sometimes people's motives for buying a product are only based on motivation to gain new knowledge about the development of new trends and new models, a sensation, excitement, socialization, relieve stress and to get good and valuable goods in society. Finally, people will be encouraged to change their lifestyle, consumption, social behavior and desire to buy new and updated products. Allah says in Q.S Al-An'am (6): 141:

﴿ وَهُوَ الَّذِي أَنْشَأَ جَنَّاتٍ مَّعْرُوشَاتٍ وَغَيْرِ مَعْرُوشَاتٍ وَالْحَلِّ وَالزَّرْعِ مُخْتَلِفًا أَكْثُلُهُ ۚ وَالرَّيْتُونَ وَالرُّمَانَ مُتَشَابِهًا ۚ وَغَيْرَ مُتَشَابِهٍ ۗ كُلُوا مِنْ ثَمَرِهِ إِذَا أَثْمَرَ وَآتُوا حَقَّهُ ۗ وَلَا تُسْرِفُوا ۗ إِنَّهُ لَا يُحِبُّ الْمُسْرِفِينَ ۗ﴾

And it is He who has made vines and creeping plants, date palms, plants of various flavors, olives and pomegranates similar in shape and color and dissimilar in taste. Eat of them when they yield their fruit and give their due at the time of harvest, but do not overdo it. Verily, Allah does not like those who are excessive.

Allah says in the Qur'an Surah Al-Isra' (17):27:

إِنَّ الْمُبَدِّرِينَ كَانُوا إِخْوَانَ الشَّيْطَانِ ۗ وَكَانَ الشَّيْطَانُ لِرَبِّهِ ۙ كَفُورًا

Meaning: "Verily, the spendthrifts are the brothers of Satan, and Satan is very disobedient to his Lord".

Based on the explanation of the verse above, it has been explained that mankind is forbidden to be excessive and wasteful. Because such are the brothers of Satan who disbelieve in their Lord. Humans must be able to distinguish which needs must be met and which unlimited desires should not be fulfilled. Consumption behavior in Islam also teaches us to be generous by considering environmental conditions. In addition to the attitude of simplicity by not committing extravagance, it is also necessary to develop an attitude of seeing and paying attention to the environmental conditions of the

surrounding neighbors. As in the fragment of the verse described above "and fulfill his right on the day of reaping the harvest (by giving alms to the poor)".

Allah SWT bestows sustenance on every creature so that they can fulfill all their needs in the world. Spending treasures should not exceed what should be fulfilled, but Allah also prohibits miserly or stingy actions as explained in the letter of the Qur'an.

Al-Furqan (25): 67:

وَأَذِلَّةٍ لِإِذَا مَسَّ فُؤَادُهُمْ يَقْتُلُوا وَيَكْفُرُوا بِيَوْمَ الْقِيَامَةِ

Meaning: "And those who, when they spend, are neither extravagant nor miserly, and their spending is somewhere in between".

The verse above explains that good behavior in terms of spending wealth is in the middle between miserliness and extravagance. Humans are forbidden to be too miserly with their possessions, especially against needs that must be met and against spending property in obedience and devotion to Allah SWT. Then humans are also prohibited from being too wasteful or extravagant, especially if it is only for the pleasure of the world (Lukman, 2020).

In terms of consumption, a Muslim is also required to pay attention to the goodness (halal) of the product and the benefits obtained. As a good Muslim, consumers are expected to be able to distinguish which ones are needs and which ones are only in the form of unlimited desires that should not be fulfilled by only following lusts that are misleading (Rizal, 2014).

Based on the research that has been conducted, the consumption behavior of the people of Kalurahan Gombang in shopping online has not fully carried out consumption activities in accordance with what Islam requires. This can be seen based on the frequency data distribution of impulsive buying variables, most of which agree to buy products that attract attention. From these answers it can be that respondents still reflect impulsive behavior. This happens more and more often, especially with the affordability of prices and good product quality, causing consumers to buy products without prior planning. Even though the affordability of prices is balanced with good product quality so that it can minimize the amount of money spent by consumers, if the purchase is only to satisfy desires or is not really needed by consumers, the purchase is still said to be wasteful even though the amount of money spent will be less than usual.

From the explanation above, the solution to reducing wasteful behavior in the presence of impulsive buying behavior is to instill and accustom consumption behavior in accordance with Islamic sharia. Where basically muamalah is allowed until there is evidence that prohibits it. A Muslim who is close to Allah will not do an act that is clearly prohibited by Allah as well as the prohibition to squander wealth in the verse previously explained. People in terms of consumption must be able to determine the priority scale so that in spending their wealth can be better controlled by not being excessive.

#### D. CONCLUSION

Based on the results of research on the effect of price and product quality on impulse purchases on online shopping platforms in Gombang Gunungkidul Sub-district, Yogyakarta, it can be concluded that the consumption behavior of people in the area does not fully reflect the principles of Islamic economics. Although affordable prices and good product quality are the main driving factors in making purchasing decisions, this actually causes consumers to tend to make purchases without careful planning. Impulse purchases that occur often lead to wasteful behavior, which is not in accordance with Islamic teachings that emphasize balance in consumption. In an Islamic economic perspective, consumption must be done by paying attention to needs, not unlimited desires. The Qur'an in Surah Al-An'am verse 141 and Surah Al-Isra' verse 27 have taught Muslims to avoid extravagance and excessive spending, and prioritize more basic needs. Therefore, it is important for people to have awareness in managing their consumption, by determining the right priority scale. This will help them control their spending, maintain the blessings of their wealth, and avoid harmful consumptive behavior, in accordance with the principles of Islamic law that encourage wise and responsible consumption.

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