

IMPULSIVE BUYING BEHAVIOR PERSPECTIVE OF MASLAHAH IMAM AL GHAZALI : STUDY ON SHOPPING BEHAVIOR OF VISITORS IN SOLO GRAND MALL SHOPPING CENTER

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ABSTRACT

This phenomenon of impulsive buying, almost everyone must have done it consciously or not. One of the shopping centers, Solo Grand Mall, gets visitors reaching 10.0000 to 15.000 people every day while on weekends it reaches 20.000 in a day. The increasing tendency of people to shop at malls encourages sudden purchases. On the other hand, impulsive buying behavior tends to result in waste and this is contrary to the Islamic view of *Maslahah*. The majority of scholars discuss *maslahah*, one of which is Imam Al-Ghazali who is famous as Sufism. This research is a qualitative research (field research) by collecting data using observation, interviews and documentation, the data is then analyzed using an inductive method. The results of this study indicate that based on the characteristics of impulsive buying by visitors, the character of disregard for consequences is a characteristic that is very contrary to Imam Al-Ghazali's principle of *maslahah* in terms of fulfilling benefits. The types of impulsive buying that visitors are prohibited from being pure impulse types and blind buyers, because visitors tend to fulfill wants rather than needs and are very contrary to the *maslahah* of Imam Al-Ghazali in fulfilling *kulliyat-al-khamsah*.

ABSTRAK

Fenomena pembelian impulsif ini, hampir semua orang pasti pernah melakukannya secara sadar atau tidak. Salah satu pusat perbelanjaan, Solo Grand Mall, pengunjungnya mencapai 10.0000 hingga 15.000 orang setiap harinya, sedangkan di akhir pekan mencapai 20.000 orang dalam sehari. Meningkatnya kecenderungan masyarakat untuk berbelanja di mall mendorong terjadinya pembelian mendadak. Sebaliknya perilaku pembelian impulsif cenderung mengakibatkan pemborosan dan hal ini bertentangan dengan pandangan Islam tentang masalah. Mayoritas ulama membahas masalah, salah satunya adalah Imam Al-Ghazali yang terkenal dengan tasawufnya. Penelitian ini merupakan penelitian kualitatif (penelitian lapangan) dengan pengumpulan data menggunakan observasi, wawancara dan dokumentasi, data tersebut kemudian dianalisis dengan menggunakan metode induktif. Hasil penelitian ini menunjukkan bahwa berdasarkan karakteristik pembelian impulsif yang dilakukan pengunjung, karakter mengabaikan konsekuensi merupakan karakteristik yang sangat bertentangan dengan prinsip masalah Imam Al-Ghazali dalam hal pemenuhan manfaat. Jenis pembelian impulsif yang dilarang pengunjung adalah tipe impulsif murni dan pembeli buta, karena pengunjung cenderung memenuhi keinginan dibandingkan kebutuhan dan sangat bertentangan dengan masalah Imam Al-Ghazali dalam memenuhi *kulliyat-al-khamsah*.

Keywords: Impulsive Buying, *Maslahah* Imam Al Ghazali

INTRODUCTION

Consumption is the fulfillment of consumer needs for himself, both in the form of goods and services to benefit or meet needs.¹ In Islamic consumption ethics, it is recommended to consume something halal and good, proportionate or as needed, and planned, is a form of obedience to Allah Almighty. The principle of consumption behavior that can provide satisfaction to consumers according to Islam is that the goods consumed must be halal and holy according to sharia. In terms of behavior or style, it must also be within reasonable limits in the sense of not excessive (*isyraf*) or extravagant (*tabzir*) even though a consumer is classified as rich or capable.²

Basically humans are homo economicus which is a figure rational, free man in determining the available options to achieve certain goals. Likewise in terms of buying or shopping is an activity that is reasonable to fulfill life necessities.³ Based on the phenomenon that occurs in Indonesia, consumption activities that are often carried out by anyone aim to obtain the highest satisfaction and also to achieve a level of prosperity in meeting needs, both in terms of basic needs and secondary needs. The consumption power of every human being gives an idea of the high level of prosperity of a person or society.⁴ At this time the community not only meets its needs but also based on its motivation to get various information about the development of new trends and new models to be used as a sensation, social joy, relieve stress or get goods of good value to society. And the tendency of people in Indonesia is usually when passing by a store spontaneously will make purchases of a product without planning or unexpectedly before (*impulsive buying*).⁵ Impulse buying is a purchase that is not made consciously, suddenly, and with a strong impulse, so that consumers no longer think rationally and only follow their ego accompanied by a lack of consideration.⁶ One of the causes of impulsive buying is the impact or encouragement of the store environment which suddenly attracts attention and becomes very strong to buy products in the store.⁷

¹ BPHN Departemen Kehakiman, "Simposium Aspek-Aspek Masalah Perlindungan Konsumen," *Bina Cipta, Jakarta* (1980).

² D. Rarasanti, "Analisis Faktor-Faktor Yang Mempengaruhi Konsumen Melakukan Impulse Buying Pada Pengunjung Mall Panakukkang," *Advanced Optical Materials* 10, no. 1 (2018): 1–9.

³ Zulfatus Sa'diah, Safika Maranti, and May Shinta Retnowati, "Analisis Persepsi Masalah Dalam Melakukan Pembelian Kompulsif," *JESI (Jurnal Ekonomi Syariah Indonesia)* 11, no. 2 (2021): 92.

⁴ Yuliadi, I, *Ekonomi Islam : Sebuah Pengantar, Lembaga Pengkajian Dan Pengalaman Islam (LPPI)* (Yogyakarta: LPPI UMY, 2001).

⁵ Nur Rahmah and Munadi Idris, "Impulsive Buying Behaviour Dalam Perspektif Ekonomi Islam," *Jurnal Ekonomi Bisnis Syariah* 1, no. 2 (2018): 131.

⁶ Mollievia Celinidiora, "Analisis Gaya Hidup Hedonisme Terhadap Perilaku Konsumsi (Impulse Buying) Mahasiswa Dalam Perspektif Ekonomi Islam (Studi Pada Mahasiswa FEBI Jurusan Ekonomi Syariah Universitas Islam Negeri Raden Intan Lampung Angkatan 2016)" (PhD Thesis, UIN Raden Intan Lampung, 2020).

⁷ Dimas Pratomo and Liya Ermawati, "Kecenderungan Pembelian Impulsif Ditinjau Dari Perspektif Islam (Studi Kasus Pada Pengunjung Malioboro Mall Yogyakarta)," *Jesya (Jurnal Ekonomi Dan Ekonomi Syariah)* 2, no. 2 (2019): 240–252.

Rook and Fisher define impulse buying behavior as a consumer's tendency to buy spontaneously, reflexively, suddenly and automatically.⁸ While in terms, impulse buying is part of a state called "unplanned purchase" or unplanned purchase or purchasing power. In other words, the purchase or purchase that occurs is different from the planning that has been made or designed. *Unplanned buying* (unplanned purchase) is when the consumer is unfamiliar or unfamiliar with the lay-out (appearance) of the store or perhaps the consumer is in a hurry by time.⁹

This impulsive buying phenomenon is almost everyone must have done it consciously or unconsciously. This especially happens in malls in Indonesia. This is also supported by the results of Yulianita's research (2017) which obtained 61% from interviews of 390 visitors to the largest Mall in Bandung City making impulsive purchases with most respondents aged a maximum of 20 years.¹⁰ Apart from that, the store layout and colors in the mall can also have a positive influence on consumers' tendency to be impulsive. This is supported by Sintia's research that shop location and color actually influence impulsive buying.¹¹

So, based on previous research, many Indonesians often spend their wealth impulsively buying. As much happens among Mall visitors. And with the rapid development of technology and economy and the use of the internet also makes it easy for Indonesian people to make purchases. This triggers impulsive buying where they only want to fulfill a lifestyle that tends to be for pleasure solely.¹² With the existence of various necessities sold in the mall from primary needs to secondary needs also provide convenience to the community, because they do not need to have to go to many places to meet their needs.

One of them is, Solo Grand Mall which every day the number of visitors reaches 10,000 to 15,000 people per day while on weekends it reaches 20,000 in a day.¹³ This data shows an increase in the number of visitors from the beginning of 2019 to the middle of 2022. The increasing tendency of people to shop at malls encourages sudden purchases or impulsive buying.¹⁴ For example, with many discounts, cheap prices and complete needs

⁸ Dennis W. Rook and Robert J. Fisher, "Normative Influences on Impulsive Buying Behavior," *Journal of consumer research* 22, no. 3 (1995): 305.

⁹ M.R Solomon, *Consumer Behaviour: Buying, Having and Being, 8th Ed* (New Jersey: Pearson Prentice Hall, 2009).

¹⁰ Yulianita Rahayu, "Perilaku Belanja Impulsif Pengunjung Mall Di Kota Bandung," *EKUBIS* 2, no. 1 (2017): 116–125.

¹¹ Sintia and Megawati, "Pengaruh Tata Letak Toko Dan Warna Terhadap Impulse Buying Di Toko Jilbab Turki Palembang," in *MDP Student Conference*, vol. 2, 2023, 530–535.

¹² Dayang Asning Kosyu, Kadarisman Hidayat, and Yusri Abdillah, "Pengaruh Hedonic Shopping Motives Terhadap Shopping Lifestyle Dan Impulse Buying (Survei Pada Pelanggan Outlet Stradivarius Di Galaxy Mall Surabaya)," *Jurnal Administrasi Bisnis* 14, no. 2 (2014).

¹³ Agus Budiyanto, "RRI Surakarta (Surakarta, 2022).," Audio, n.d.

¹⁴ Pratomo and Ermawati, "Kecenderungan Pembelian Impulsif Ditinjau Dari Perspektif Islam (Studi Kasus Pada Pengunjung Malioboro Mall Yogyakarta)."

available at Solo Grand Mall, visitors and loyal customers often visit this mall.¹⁵

Solo Grand Mall or what is called SGM is currently the largest and most complete mall in the city of Solo and its surroundings, which started operating on December 4 2004.¹⁶ Solo Grand Mall again won the best mall category for the 9th time in the Solo Best Brand and Innovation Award (SBBI) 2020. SBBI is an award held by Solopos every year. In its 9th year, Solo Grand Mall again won the 2020 SBBI award.¹⁷ Many necessities are sold at this mall, from primary needs to secondary needs, which also provides convenience to the public, because they don't need to go to many places to fulfill their needs.

Based on the phenomenon that occurs in Indonesia, consumers will engage in impulse buying behavior when motivated by hedonic desires or for non-economic reasons, such as pleasure, fantasy, and social or emotional satisfaction, due to shopping experiences that aim to meet needs with a hedonic attitude.¹⁸ In this case, consumers will make the decision to buy without cognitive considerations, responsibility, seeking information and alternative evaluations which will eventually give the effect of purchasing in the form of regret because they feel loss or regret for purchase actions that are not necessarily right or appropriate.¹⁹

Based on the impact and influence of impulsive buying behavior that is rife often contradicts the concept of fulfillment of needs in Islam. The purpose of consumer behavior in Islam strongly distinguishes between needs and desires. And in Islamic consumption it is taught to prioritize needs over wants. Because in Islam the discussion of the concept of needs cannot be separated from the study of consumer behavior within the framework of Sharia.²⁰

Al-Ghazali is an Islamic thinker who is deep in knowledge, and has a long history in his writings. Imam Al-Ghazali's full name is Abu Hamid Muhammad bin Muhammad bin Ta'us Ath-Thusi Asy-Syafi'i al-Ghazali.²¹ In contrast to Imam Al-Ghazali's opinion divides needs into three levels in Kitab *al-Mustasfaa 'Min 'Ilm al-Ushul*, the first level is *dharuriyyat* (primary needs), the second level is *hajjiyyat* (secondary needs), and the third level is *tahsiniyyat* (complementary or perfecting needs).²² And needs are determined by the concept of *Maslahah* which means something that brings profit or benefit, and keeps away from damage (*mudharat*).²³ Similarly, impulsive buying must pay attention to aspects that are classified as primary (*dharuriyat*), secondary (*hajjiyat*) and tertiary (*tahnsiyat*) needs with

¹⁵ Eka, "Tripadvisor," n.d.

¹⁶ Wikipedia, "Solo Grand Mall," 2023, https://id.wikipedia.org/wiki/Solo_Grand_Mall.

¹⁷ "SGM Raih SBBI Ke-9 Sebagai Kategori Mall Terbaik," 2020, <http://www.solograndmall.com/artikel-gram-raih-sbbi-ke9-sebagai-kategori-mall-terbaik.html>.

¹⁸ Andesthi Wahyu Widyaningsih, "Analisis Pengaruh Fashion Involvement, Hedonic Consumption, Dan Positive Emotion Pada Impulse Buying Behavior (Studi Pada Calon Konsumen Butik Number 61 Solo Grand Mall, Surakarta)" (2012).

¹⁹ Rahayu, "Perilaku Belanja Impulsif Pengunjung Mall Di Kota Bandung."

²⁰ Muhammad Irkham Firdaus and Jaya Sahputra, "Prinsip Maqosid Ash-Shariah Dalam Konsep Kebutuhan Islam," *TAFALQUH: Jurnal Hukum Ekonomi Syariah Dan Ahwal Syahsiyah* 7, no. 1 (2022): 73–84.

²¹ Rosihon Anwar, "Akhlak & Ilmu Tasawuf" (Pustaka Setia, Bandung, 2006).

²² (الجزء الثا). غريات بوترا (1998).

²³ H. Amir Syarifudin, *Ushul Fiqih Jilid II*, vol. 2 (Prenada Media, 2014).

the spirit of *maqasid sharia*, so that someone will prioritize needs rather than desires to limit unlimited desires.²⁴

Maslahah is a method of determining sharia law used in the *ijtihad* process which places greater emphasis on the aspect of prioritizing the benefit and eliminating adversity in making legal decisions.²⁵ According to Imam Al-Ghazali *Maslahah* consists of five areas, namely: *hifdzu ad-din* (religion), *hifdzu an-nasl* (descent), *hifdzu an-nafs* (soul), *hifdzu maal* (treasure), and *hifdzu al-aql* (reason).²⁶ According to Imam Al-Ghazali, the need is the desire of man to get something he needs in order to maintain his survival and carry out his functions as a human being. Al-Ghazali emphasized the importance of intention in consuming so that consumption is used as worship in order to get closer to Allah SWT.²⁷

Economic activities which include consumption related to *maslahah*, must be carried out as a "religious duty" or in the form of worship. With the aim of not only satisfaction in the world but also prosperity in the afterlife.²⁸ If we look at the previous research, namely the Izatul Aini Hall research with the title *Impulse Buying Behavior of Santri from Imam Al-Ghazali's Maslahah Perspective*, the discussion is the same, but this research is limited to purchases based on needs and desires, there has been no review of the five aspects of *kulliyat-al-khamsah*.²⁹ Meanwhile, the research carried out reviewed the *kulliyat-al-khamsah*. So, with the explanation above, the aim of this research is to determine *Impulsive Buying behavior* among visitors at the Solo Grand Mall shopping center and want to review it from the perspective of *Maslahah* Imam Al-Ghazali.

METHOD

The type of research used is descriptive qualitative research that uses primary and secondary data. Qualitative methods are research methods that are based on postpositivism or interpretive philosophy, used to examine the natural conditions of objects, where researchers are the key instrument, and data collection techniques are carried out triangulated (combined observation, interviews, documentation).³⁰ The type of interview that the researcher will use is an unstructured interview. In unstructured interviews, questions are adapted to the

²⁴ S. Andi Bahri, "Etika Konsumsi Dalam Perspektif Ekonomi Islam," *Vol. 11 No 2* (2014): 347–370.

²⁵ Fitria Astari, Ismail Ismail, and Anne Putri, "Pengaruh Store Atmosphere Terhadap Impulse Buying Yang Dimoderasi Oleh Faktor Maslahah," *EKONOMIKA SYARIAH: Journal of Economic Studies* 3, no. 1 (2019): 46–55.

²⁶ (الجزء الثا). غريات بوترا (1998) . , .

²⁷ (الجزء الثا). غريات بوترا (1998) . , .

²⁸ Arif Budiman Syahrir, "Konsep Maslahah Dalam Ekonomi Islam Menurut Asy-Syatibi" (PhD Thesis, IAIN Parepare, 2022).

²⁹ Aula Izatul Aini and Aushofun Niha, "Impulse Buying Behavior Santri Perspektif Maslahah Imam Al-Ghazali," *Jurnal Darussalam: Jurnal Pendidikan, Komunikasi Dan Pemikiran Hukum Islam* 12, no. 1 (2020): 17–33.

³⁰ Sugiyono, *Metodologi Penelitian Kualitatif, Cet. IV* (Bandung: CV. Alfabeta, 2021).

circumstances and unique characteristics of the source or informant.³¹ Questions are conveyed in a flowing manner like everyday conversation and in informal situations. Then observation, this method is carried out to get an overview of the research object and everything related to the five senses, so as to get research conclusions and obtain data or information related to the research object. The last one is documentation. Documents can be in the form of writing, images, or monumental works by someone.³² This research also uses a phenomenological approach. The phenomenological research method is a method that can explain the meaning of meaning from the perspective of the individual who experiences it so that this research can explain the meaning of an individual's life experience regarding a concept or symptom.³³

In this research, the primary data used is a data source generated from 15 visitors to the Solo Grand Mall. The secondary data used is literature in the form of books and literature that discusses impulsive buying and *Maslahah*, such as *Imam Al-Ghazali's book, Ihya' Ulum add-Diin*. and this research was conducted over a period of 4 months.

Qualitative research data analysis involves open-ended data collection, based on general questions and analysis of information from respondents.³⁴ In general, data analysis in qualitative research moves inductively. Inductive theory is a way of explaining it from data to theory. In the extreme form of a positive point of view, namely from data / facts to a higher level of abstraction, including synthesizing and developing theories (if needed, and the data supports).³⁵ To manage the overall data obtained, it is necessary to hold data management and analysis procedures in accordance with the approach used. In accordance with the method used in this study, the data analysis technique used by researchers is qualitative or non-statistical descriptive analysis or analysis (content analysis).³⁶

RESULT AND DISCUSSION

Impulsive Shopping Behavior in Visitors at Solo Grand Mall Shopping Center

Impulsive buying behavior carried out by Solo Grand Mall visitors often occurs due to several factors, one of which is because the Solo Grand Mall Shopping Center provides a variety of products at low prices, affordable, guaranteed products, useful and

³¹ Adhi Kusumastuti and Ahmad Mustamil Khoiron, *Metode Penelitian Kualitatif* (Lembaga Pendidikan Sukarno Pressindo (LPSP), 2019).

³² Nugrahani Farida, "Metode Penelitian Kualitatif Dalam Penelitian Pendidikan Bahasa," *Solo : Cakra Books* 1, no. 1 (2014).

³³ Nadia Alifa Rahmania, Sri Seti Indriani, and Ditha Prasanti, "Pengalaman Menonton Ulang: Studi Fenomenologi Terhadap Mahasiswa Universitas Padjadjaran Dan Universitas Gadjah Mada," *Comdent: Communication Student Journal* 1, no. 1 (2023): 16–29.

³⁴ Farida, "Metode Penelitian Kualitatif Dalam Penelitian Pendidikan Bahasa."

³⁵ Dr. Farida Nugrahani, *Metode Penelitian Kualitatif Dalam Penelitian Pendidikan Bahasa* (Surakarta, 2014).

³⁶ Farida, "Metode Penelitian Kualitatif Dalam Penelitian Pendidikan Bahasa."

easily accessible to all human circles, and makes visitors of Solo Grand Mall make purchases continuously or continuously and spontaneously (impulsive buying).³⁷

With the many contributions of outlets that provide various outlets, product advertising, discounts on several stores and the physical environment of Solo Grand Mall, especially the attractive and spacious layout of the Solo Grand Mall food-court, it allows visitors to meet personal needs and desires and makes visitors comfortable and will return to shopping at Solo Grand Mall.³⁸

This is also supported by the socioeconomic personality of consumers, or the personality of consumers who are accustomed to making sudden purchases (impulsive buying). These consumer personality traits arise when they need something they don't remember to buy, but end up buying for other additional items. Also, the emotional commitment of Solo Grand Mall visitors is different and makes shopping a hobby and alternative relaxing destination that can be enjoyed by the community. As well as the personality of consumers who are always easily tempted when passing by a good or beautiful store and immediately buy it.³⁹

So it can be concluded that there are three factors that make visitors to Solo Grand Mall often make impulsive buying purchases, namely product, marketing or marketing factors and visitor personality factors. And these three factors give rise to several characteristics in impulsive spending. Where visitors are often spontaneous and immediately buy goods or products that they pass by at Solo Grand Mall, due to marketing factors or marketing of Solo Grand Mall and also personality factors, where visitors are easily tempted when they see good or beautiful items and are interested in buying them directly outside the planning they have made. Many visitors to Solo Grand Mall also make sudden purchases with the motivation to satisfy themselves and fulfill desires without accurate consideration and are not afraid of the consequences faced in the future. Also, visitors to Solo Grand Mall also have a strong urge to make frequent purchases with the power to buy discounted goods or products, flash-sales, and various other marketing factors carried out by sellers to attract frequent visitors to shop. And not many of the visitors also do shopping several times just to fulfill their passions and desires so that shopping is frivolous or arbitrary and only to delight themselves as some visitors do if they have more money or leftovers, they use to buy things that are beautiful, cute or even actually not useful for them.⁴⁰

And based on the results of previous exposure, visitors to Solo Grand Mall are classified into four characteristics, namely: Spontaneity impulse buying, Power, Compulsion

³⁷ Interview, December 31, 2022

³⁸ Interview, December 31, 2022

³⁹ Interview, December 31, 2022

⁴⁰ Interview, December 31, 2022

and Intensity, Disregard for consequences and Excitement and stimulation. In the previous characteristic, impulse purchases made by visitors are classified into several types that are opposite to each other. In the first type, not many of the visitors to Solo Grand Mall have a compelling desire to buy a product without considering its benefits and uses in the future. And this type they tend to do just to satisfy themselves and fulfill their desires. And this type usually occurs because of consumers' own personality factors such as age, gender or socio-economic factors that encourage them to make purchases by not considering decisions at all.⁴¹ And the visitors of Solo Grand Mall are classified as pure impulse types, many of which are women at a young age, approximately 19 to 25 years. And also have a sufficient economy even classified as people who are very capable and often eat spending money of up to five hundred thousand or even one million rupiah.

Almost the majority of visitors to Solo Grand Mall often get stimulation or even reviews of Solo Grand Mall products either directly or through social media (social media). In fact, visitors to Solo Grand Mall quickly received the stimulus given and were tempted to buy the product immediately. As for the invitation or stimulus given by friends or people around them who offer some products that he is also interested in. And in this type, visitors belong to the type of Suggestion Impulse or impulsive suggestion.

Many visitors often make purchases by remembering that they need the products they see or maybe the supplies they have are running out or even out. Many of the visitors to Solo Grand Mall are classified in this type because of their personality factors that are more often frivolous in shopping and thinking about the rest in places or stores.⁴² The visitors in this case belong to the type of impulse reminder or impulsive reminder.

And based on marketing factors or marketing Solo Grand Mall, many visitors also often make purchases with the hope that when they come to Solo Grand Mall they will find products that have discounts, coupons, or shopping promotions. And they tend to get caught up in the promotion given, and buy it even though the item is not needed. This type is classified as planned impulse or planned impulsivity which is usually caused by marketing or marketing factors due to discounts or sales offers at certain stores.⁴³

With the various types of impulsive buying classifications, visitors according to their respective personalities are classified into several different types of impulsive buying. And based on his habits, some visitors to Solo Grand Mall often shop for expensive goods or products impulsively buying without careful planning. And shop directly based on what they

⁴¹ Interview, December 31, 2022

⁴² Interview, January 05, 2023

⁴³ Interview, Januari 05, 2023

see and like, and think that the item will become their need in the future. And this type is impulsive buying with a breakthrough type.⁴⁴

Many visitors to Solo Grand Mall are also often tempted when shopping with many sale offers or discounts at Solo Grand Mall. Visitors buy things directly without thinking, even though they don't need them at that time, but they may be needed in the future. This type is motivated by marketing factors or marketing where, Solo Grand Mall often holds flash-sales and warehouse washing that attracts visitors to shop often. And they belong to the type of impulsive buying acceleration.⁴⁵

There is also the personality of some visitors to Solo Grand Mall who often buy goods spontaneously without any consideration in it at all. This is due to the personality factor of visitors who easily force themselves to fulfill desires and satisfy themselves. And most visitors in this type are very difficult to understand what is the background in their spending, and belong to the type of blind buyers.⁴⁶ Impulsive buying behavior in Solo Grand Mall visitors sometimes makes them satisfied with the benefits of goods or products, and there are also those who feel regret for the absence of benefits or uses for the products purchased.

Impulsive Buying Behavior in Visitors at Solo Grand Mall Shopping Center Perspective of *Maslahah* Imam Al-Ghazali

Maslahah according to Imam Al-Ghazali is divided into 2 forms, namely *maslahah* realizing benefits, goodness and pleasure for humans called *jalb almanafi'* and *maslahah* Avoiding mankind from damage and ugliness called *dar'u almafasid*.⁴⁷ And in the *maslahah* Imam Al-Ghazali emphasized that economic activities involving consumption must distinguish between "needs" and "wants". Because according to Imam Al-Ghazali, the need is the desire of man to get something he needs in order to maintain his survival and carry out his function as a human being. While desire is defined as man's lust for everything.⁴⁸

Based on its substance, *maslahah* is divided into three aspects, namely: *Dharuriyat* (primary), *Hajiyat* (secondary) and *Tahsiniyat* (tertiary). And each of these three aspects Imam Al-Ghazali emphasized five areas that must be maintained in every activity namely: *hifdzu ad-din* (religion), *hifdzu an-nasl* (offspring), *hifdzu an-nafs* (soul), *hifdzu maal* (treasure), and *hifdzu al-aql* (reason).⁴⁹ And in this part, researchers want to examine Impulsive Buying in Visitors at the Solo Grand Mall Shopping Center Imam Al-Ghazali's *Maslahah* Perspective both in terms of *maslahah – mudharat*, needs – wants, and the application of *kulliyat al-khamsah*.

⁴⁴ Interview, January 05, 2023

⁴⁵ Interview, January 05, 2023

⁴⁶ Interview, January 05, 2023

⁴⁷ (الجزء الثا). غريات بوترا .(1998) . , .

⁴⁸ (الجزء الثا). غريات بوترا .(1998) . , .

⁴⁹ (الجزء الثا). غريات بوترا .(1998) . , .

Based on the characteristics of Spontaneity impulse buying, the characteristics of Power, Compulsion and Intensity, and Excitement and stimulation (excitement and stimulation) visitors always pay attention to the *maslahah* and *mudharat* on every product exhibited to them so that they feel the benefits after making a purchase, then the visitors have fulfilled the *Maslahah* Imam Al-Ghazali in terms of *maslahah – mudharat*.⁵⁰ And many visitors who have purchased products feel the fulfillment of needs, even though the product is not needed directly, the meaning of not directly needed is that the product is not needed at the time of purchase but is included in the primary needs category. So the visitors have fulfilled the *Maslahah* of Imam Al-Ghazali in distinguishing between "needs" or needs and "wants" (wants).

Although visitors tend to be relatively minimalist in fulfilling *hifdzu maal* (treasure) because the property they have has not been fully used properly according to plan, but in this characteristic visitors have fulfilled the *kulliyat al-khamsah*. Because, visitors fulfill *hifdzu ad-din* (religion), *hifdzu an-nasl* (descendants), *hifdzu an-nafs* (soul), and *hifdzu al-aql* (reason) because purchases have a positive impact in terms of meeting the needs of themselves, families and education of visitors. And also spending in this characteristic makes the visitors more grateful to Allah SWT. And the visitors are classified as fulfilling the *maslahah* in the aspects of *dharuriyyat* (primary), *hajiyyah* (secondary) and *tahsiniyah* (tertiary), because the visitors take good care of *kulliyat al-khamsah*.⁵¹

And in the characteristic Disregard for consequences, where visitors to this characteristic completely ignore the benefits of the product purchased. The majority of visitors to Solo Grand Mall on this characteristic do not meet the *maslahah* of Imam Al-Ghazali, because spending should prevent mankind from damage and evil called *dar'u almafasiid* and realize benefits.⁵² And in fulfilling needs, visitors tend to fulfill their desires to satisfy themselves. Thus, on this characteristic, the visitors do not fulfill the benefits of Imam Al-Ghazali in meeting needs rather than desires. The fulfillment of aspects of the needs of visitors tends to meet the needs of *tahsiniyah* (tertiary), which has a negative impact if the needs of *dharuriyyat* (primary) and *hajiyyat* (secondary) are not met, because automatically the visitors do not meet the *kulliyat-al-khamsah* correctly. Thus, it can be concluded on the characteristics of disregard for consequences, visitors have not maximized the care of *kulliyat-al-khamsah*, both in terms of *hifdzu ad-din* (religion), *hifdzu an-nasl* (descent), *hifdzu an-nafs* (soul), *hifdzu maal* (treasure), and *hifdzu al-aql* (reason).⁵³ Next to the first type of impulsive buying, namely pure impulse (pure impulsiveness), where visitors do not consider at all the

⁵⁰ (الجزء الثا). غريات بوترا .(1998) . , .

⁵¹ (الجزء الثا). غريات بوترا .(1998) . , .

⁵² (الجزء الثا). غريات بوترا .(1998) . , .

⁵³ (الجزء الثا). غريات بوترا .(1998) . , .

product he buys.⁵⁴ And pure impulse should not be done by a Muslim consumer in order to avoid things that are *mudharat* for him, as in the *maslahah* stated common sense should consume to achieve benefits and reject *mudharat*. And this is very contrary to the *maslahah* of Imam Al-Ghazali in terms of *maslahah – mudharat*⁵⁵

Meanwhile, in fulfilling needs - wants, visitors have clearly fulfilled their desires rather than their needs. Thus, in this characteristic, the visitors do not fulfill the problem of Imam Al-Ghazali in meeting needs rather than desires. And in this type of impulse purchase visitors tend to meet *tahsiniyah* (tertiary) needs, but do not fully fulfill the *kulliyat al-khamsah*.⁵⁶ Because in this expenditure visitors are included in the waste of their property and do not keep their property private, because visitors in this type tend not to use well-owned property. And also the purchases they make have no positive effect on their mind, religion, soul, and family.

While in the type of impulsive buying, the type of impulse suggestion (impulsive suggestion), reminder impulse (impulsive reminder) and planned impulse (planned impulsiveness), visitors tend to think about the problems and *mudharat* that arise in the product, and are classified as fulfilling the *maslahah* of Imam Al-Ghazali in fulfilling benefits and leaving *mudharat*. And in fulfilling their needs, visitors recognize that the goods purchased are their needs even though they are not directly needed. And in fulfilling the aspect of needs, visitors tend to meet the needs of *dharuriyah* and *hajiyyat*, and have a good influence in guarding *hifdzu mal*, *hifdzu dien*, *hifdzu 'aql*, *hifdzu nafs* and *hifdzu nasl*. Because visitors are always grateful and benefit from the products they buy.⁵⁷

But in the planned impulse type, visitors tend not to guard their possessions and souls. Because, this type is often interested in shopping when there are many discount offers in the mall. This type tends to get caught up in promotions organized by sellers. They buy these things even though they don't need them. Which in turn affects the culture of consumption and hedonism, and results in corrupting their minds and souls into something bad. As well as resulting in waste so that the property owned is not used properly.⁵⁸ And in this type, visitors admit to thinking about *maslahah* and *mudharat* such as benefits, uses and effects of purchasing products so that there is no regret, and in accordance with the *maslahah* of Imam Al Ghazali in terms of fulfilling the *maslahah* and avoiding *mudharat*.⁵⁹ And in fulfilling needs and wants, they are also classified as meeting their needs, because they buy based on

⁵⁴ Rook and Fisher, "Normative Influences on Impulsive Buying Behavior."

⁵⁵ (الجزء الثا). غريات بوترا (1998) . , .

⁵⁶ (الجزء الثا). غريات بوترا (1998) . , .

⁵⁷ (الجزء الثا). غريات بوترا (1998) . , .

⁵⁸ Halimah Halimah, "Perilaku Impulse Buying Generasi Milenial Pada Fintech Ovo Dan Go-Pay Perspektif Maqashid Syariah (Studi Pada Mahasiswa FEBI UINSU)" (PhD Thesis, Universitas Islam Negeri Sumatera Utara, 2021).

⁵⁹ (الجزء الثا). غريات بوترا (1998) . , .

what they need in the future. As well as in the aspect of needs, visitors tend to buy products in this type to meet various aspects of needs, be it *dharuriyyat*, *hajiyyat*, or *tahsiniyyat*. As well as having a good influence in guarding *hifdzu mal*, *hifdzu dien*, *hifdzu 'aql*, *hifdzu nafs* and *hifdzu nasl*. Because visitors are always grateful and benefit from the products they buy.⁶⁰

While in the type of blind buyers, where visitors to Solo Grand Mall buy goods without paying attention to the consequences that arise and tend to satisfy themselves and fulfill their desires. The majority of visitors to Solo Grand Mall on this characteristic do not meet the benefits of Imam Al-Ghazali in realizing benefits.⁶¹

And in fulfilling needs, visitors tend to fulfill their desires to satisfy themselves. Thus, on this characteristic, the visitors do not fulfill the benefits of Imam Al-Ghazali in meeting needs rather than desires. The fulfillment of aspects of the needs of visitors tends to meet the needs of *tahsiniyah* (tertiary), and causes a negative impact if the needs of *dharuriyyat* (primary) and *hajiyyat* (secondary) are not met, because automatically the visitors do not meet the *kulliyat-al-khamsah* correctly.

CONCLUSION

Not all impulsive buying behavior carried out by visitors to Solo Grand Mall is contrary to the benefits of Imam Al-Ghazali. Based on the characteristics of impulsive buying carried out by visitors, the character of disregard for consequences is a characteristic that is completely contrary to the principle of Imam Al-Ghazali's *maslahah* in terms of fulfilling benefits. The type of impulsive buying that visitors are prohibited from is the pure impulse type because visitors tend to fulfill wants rather than needs. And in the type of impulsive buying of visitors to Solo Grand Mall, the type of blind buyer is very contrary to the *maslahah* of Imam Al-Ghazali in fulfilling *kulliyat-al-khamsah*. While the types, types and other characteristics carried out by visitors have met the criteria of the *maslahah* of Imam Al-Ghazali. However, visitors have not fully guarded the preservation of property or *hifdzu-maal* because visitors tend to be extravagant in impulsive buying.

Based on the research results and conclusions that have been made explained, the researcher would like to provide advice to readers and informants to always be guided by the Al-Qur'an and Sunnah and pay attention to *maslahah* in every activity, and most importantly when shopping. Because every consumer must always pay attention to all aspects of the problem in it. And for researchers to add other variables that may not have been studied by researchers and add broader insight into the discussion of impulsive buying behavior from Imam Al-Ghazali's *maslahah* perspective.

⁶⁰ (الجزء الثا). غريات بوترا (1998) . , .

⁶¹ (الجزء الثا). غريات بوترا (1998) . , .

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