IMPACT OF MARKETPLACE TECHNOLOGY, CONFORMITY, SELF-CONTROL AND ISLAMIC SHARIA UNDERSTANDING ON STUDENTS' ONLINE SHOPPING ADDICTION

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Abstract

Consumptive behavior has become a significant problem lately, especially in the current era of disruptive technology. The Internet of Things has permeated all aspects of human life, from primary and secondary, to tertiary needs, inseparable from technological distribution. The significant increase in online shopping applications has made it easier and more convenient for customers, especially students, to conduct excessive online transactions, resulting in consumptive behavior. This study examines the relationship between self-control, conformity, understanding of Islamic Sharia, and consumptive behavior in online shopping. The quantitative correlational method is used with complete triangulation of the research and related subjects. The research subjects are 160 students. The study's results were analyzed using SEM PLS by testing twelve hypotheses that connect an understanding of Islamic Sharia, marketplace, self-control, conformity, consumptive behavior, and online shopping addiction. The test results showed that four hypotheses were rejected, namely hypotheses H2, H4, H5, and H6, while the remaining eight hypotheses were accepted. The results of the outer model also showed that each indicator had a Composite Reliability (CR) value > 0.7 and an Average Variance Extracted (AVE) > 0.5, so the outer model used was considered a good model. Based on the analysis conducted, it was concluded that understanding Islamic Sharia significantly influences students' consumptive behavior.

Keywords: *Self-control; Conformity; Understanding of Islamic Sharia; Consumptive behavior; Online Shopping Addiction*

A. Introduction

Improving the quality of information technology has impacted human consumer behavior, which has led to addictive online shopping behavior. Online shopping addiction, especially among students, is a particular issue that needs to be explicitly studied because students are among the largest consumers who engage in consumer behavior through online shopping activities(Pratiwi, 2012). Students are the most profitable targets because they can easily access online shopping platforms on various marketplaces. This is why students in both big and small cities are targets for producers to engage in online shopping activities(Duong & Liaw, 2022). The significant technological advancements during the fourth industrial revolution have facilitated students to conduct online buying and selling transactions quickly and cheaply(Maulana et al., 2020). The progress in information technology is supported by the development of gadgets, such as smartphones, owned by students. By using smartphones, students can quickly adapt to the development of online transactions(Tombe et al., 2017). The advancement in internet speed, which has reached the 5th generation, or what is known as 5G, makes it easier for teenagers, especially students, to access information online. Producers and businesses are shifting their transactions from offline to online transactions using marketplace platforms. Consumers can buy products through the internet, which is called online shopping. Online shopping is a new form of communication that does not require face-to-face communication but can be conducted separately from and to all parts of the world. The ease of buying and selling transactions nowadays makes society vulnerable to consumer behavior, especially among teenagers.

Adolescents must control themselves in the face of the developing consumer culture(Chita et al., 2015). Self-control is an individual's ability to regulate emotions, actions, and behavior in certain situations. This ability involves self-control over urges, desires, or impulses that arise within an individual. In psychology, self-control is known as self-regulation. Self-control is an essential skill in daily life, especially in situations that require patience, perseverance, and firmness(Kotler, 2000). Individuals with good self-control skills tend to be more effective in dealing with problems and

can delay temporary satisfaction for long-term goals. Good self-control can guide us to be cautious in every action we take. Self-control can also serve as a means to adjust our lifestyle(Borba, 2008).

The change in lifestyle has undergone significant changes in all groups, including students(Kluytmans, 2006). We cannot deny the changes and developments today, including lifestyle changes(Krech et al., 1962). Lifestyle has become a symbol of modernity and is a choice for us to choose what is the essential need for students so that they do not fall into consumptive behavior(Kanserina et al., 2015). Knowledge of more current information quickly, with the rapid development of information technology, has caused changes in the lifestyle of students, ranging from changes in clothing, socializing, and other activities that often affect their activities. This is called conformity culture(Mangkunegara, 1998). Conformity culture is a norm or value emphasizing obedience or conformity to existing rules or norms in a particular society or group (Mökander et al., 2022). In a conformity culture, individuals tend to follow and comply with existing norms and avoid behaviors that are considered deviant from those norms. In this case, conformity culture includes social interaction. The social interaction of students in this era has many contradictions within themselves, ranging from lifestyle changes that are not in line with ethics and their educational level to those that contradict their family's economic conditions. Most students still force themselves to have a lifestyle comparable to those around them who may be more affluent in their economic lives(Kurniawan, 2017). Without realizing it, they have entered into a society that significantly emphasizes appearance. Those who come from villages and remote areas are far from family supervision, which makes them free to follow the trends that are currently prevalent without thinking about the long-term consequences that will occur next(Pulungan & Febriaty, 2018). One of the negative aspects of conformity culture is consumptive behavior that arises from the impact of imitating new cultures.

Consumer behavior in purchasing goods is influenced by various factors and can be categorized into internal and external. External factors include culture, social class, reference groups, family, and

demographics(Susilo, 1996). Internal factors include motivation, self-esteem, lifestyle, and self-concept(Gumulya & Widiastuti, 2013). The consumer behavior of students as teenagers is a target for various companies selling products and services. This statement is supported by Sumartono (2002), who stated that consumer behavior is so dominant among teenagers. This is because, psychologically, teenagers are still forming their identities and are very sensitive to external influences(Fitriyani et al., 2013). Previous relevant research has focused on financial literacy and the lifestyle of students. However, this research aims to examine the influence of marketplace technology, conformity, self-control, and understanding of Islamic Sharia on the consumer behavior of students addicted to online shopping in Palopo City, Luwu Regency, South Sulawesi Province.

According to Rosandi, consumptive behavior is a behavior of buying that is not based on rational considerations but rather because of desires that have reached an irrational level(Rosandi, 2004). Sabirin defines consumptive behavior as a desire to excessively consume goods that are not needed in order to achieve maximum satisfaction(Wardhani, 2009). Consumptive behavior is humans' tendency to consume without limits (Agustina). James F. Engel defines consumptive behavior as individual actions that are directly involved in the effort to obtain and use economic goods and services, including the decision-making process that precedes and determines those actions(Engel et al., 1995). From this definition, researchers can conclude that consumptive behavior is consumer behavior that is wasteful and excessive and prioritizes desires over needs, not based on priorities or planning. Mahrunnisa et al. (2018) suggest three indicators of consumptive behavior: (1) Buying products that are not based on usefulness or function. Consumers with luxurious lifestyles will always use the most luxurious things, (2) Buy products to store symbols of status. Consumers with high purchasing power, such as in dressing up, clothing, and expensive properties, give the impression of a higher social status, hoping to attract the attention of others, (3) Family lifestyle. Another function is a family lifestyle, as this reflects the background of a consumer's family.

In addition, consumer behavior has three aspects: impulsive buying, wastefulness, and seeking pleasure(Alamanda, 2018). Therefore, the above indicators can be further detailed into six indicators: (1) Buying products because of discounts and gifts. Individuals buy a product because there is a gift offered if they purchase the product; (2) Buying products because of attractive packaging. Consumers are easily swayed to buy products neatly packaged and decorated with attractive colors. This means that the motivation to purchase the product is only because of the attractive packaging; (3) Buying products to maintain personal appearance and prestige. Consumers have a high desire to buy products, as they typically have unique characteristics in clothing, grooming, hairstyles, Etc., to continually appear attractive to others. Consumers spend more money supporting their appearance; (4) Buy products based on price considerations (not benefits or utility). Consumers tend to behave by living luxuriously, so they use everything considered the most luxurious; (5) Buy products solely to maintain symbolic status. Consumers have a high purchasing power in terms of clothing, grooming, hairstyles, Etc. so that it can support their exclusive nature with expensive items and give the impression of coming from a higher social class. By buying a product, they can give a symbol of status to look more excellent in the eyes of others; (6) Using products because of conformity to the model advertised. Consumers tend to imitate the behavior of the public figures they idolize by using everything their idols use. Consumers also tend to use and try products offered if they idolize the public figures who endorse the product.

B. Method
1. Research Framework

The research framework illustrates the relational flow between several variables used in this study. There are six variables in this study, namely: Marketplace (M), Conformity (K), Self-Control (KD), Understanding of Islamic Sharia (PSI), Consumptive Behavior (PK), and lastly Online Shopping Addiction (KB). The correlational study of the relationship between these six variables follows the relational flow explained in Figure 1.
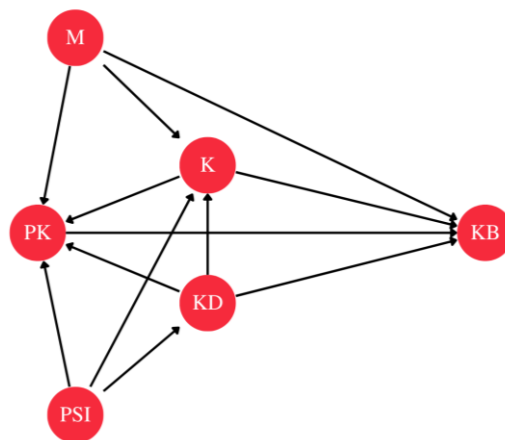
Figure 1. Research relational flow framework

The explanation of this relational flow starts with examining the relationship between M (Marketplace Technology) and PK (Consumptive Behavior), and KB (Online Shopping Addiction). The next stage is to examine the relationship between K (Conformity) and KB (Online Shopping Addiction) and PK (Consumptive Behavior). The next stage is to examine the relationship between PSI (Understanding of Islamic Sharia) and PK (Consumptive Behavior), KD (Self-Control), and K (Conformity), and the subsequent study follows the relational flow in Figure 1.

2. Research Type

This type of research is a quantitative study that uses a questionnaire. The questionnaire used in this study aims to obtain student responses regarding the influence of technology used by marketplaces, conformity, self-control, and understanding of Islamic Sharia in the dynamics of consumptive behavior to minimize online shopping addiction among students. The obtained data is then analyzed using SEM-PLS to test hypotheses.

3. Samples

Sampling was conducted randomly for each available variable. A total of 40 questionnaire samples were tested to ensure the validity and reliability of the instrument. The questionnaire was distributed to 160 third-semester students in Palopo City aged 19 to 21 years. All data obtained from

questionnaires and observations were analyzed using a structural equation model.

4. Instrument

This study uses the SEM (structural equation modeling) model to calculate validity and reliability. Before the questionnaire is distributed, the indicators of each variable need to be consulted with validators to obtain constructive reviews of the questionnaire's content. The SEM-PLS approach was chosen to evaluate the relationship between variables and test the research framework. The initial stage in data analysis is to ensure that the data is normally distributed, and then the existing model is tested using the SEM-PLS approach. The scale used in the questionnaire uses a Likert scale from 1 to 5 with descriptions as follows: 1 (strongly disagree), 2 (disagree), 3 (somewhat disagree), 4 (agree), and 5 (strongly agree). The sampling technique is selected randomly. The researcher carries out the analysis process using the questionnaire on all respondents.

5. Collecting Data

The data collected in this study used a questionnaire, and the data collection was distributed online using Google Forms to students. Before the questionnaire was given to the students, a validator validated each indicator in the instrument. The data collection consisted of developing the instrument and providing the questionnaire to the students online.

6. Data Analysis Procedure

Data analysis procedures for this study involved validating the structured questionnaire using external model evaluation, specifically the Contributing Factor Analysis (CFA) model, and testing the hypothetical structural equation model (also known as the internal model) using partial least squares (PLS-SEM). Both analyses were conducted using SmartPLS software. Several components were used to analyze the external model, including the Contributing Factor Analysis (CFA) value, Average Variance Extracted (AVE), and Cronbach's Alpha. The internal model was analyzed using Partial Least Square obtained in the Bootstrapping section. Next, the partial least squares (PLS-SEM) analysis was conducted to test twelve hypotheses. These hypotheses were derived from developing indicators for the variables mentioned above. The first variable is Islamic Sharia

Understanding (PSI), had three leading indicators: PSI1: Prohibition of Wasteful Behavior (QS. Al-Isro' verse 29); PSI2: Prohibition of Extravagance (Al-A'raf verse 31); and PSI3: Encouragement to Act Appropriately (HR Ibn Assam'ani). Based on these indicators, two hypotheses related to Islamic sharia understanding could be developed, specifically examining the relationship between PSI and consumptive behavior (PK) and conformity (K). The explanations for these hypotheses are as follows.

H_1: understanding of Islamic Sharia has a significant effect on consumptive behavior

H_2: understanding of Islamic Sharia has a significant effect on conformity

The second variable is Marketplace Technology (M). There are three leading indicators: M1: Ease of Payment; M2: Seller Reviews; M3: Trust. Based on these indicators, four hypotheses related to marketplace technology and self-control, consumptive behavior, conformity, and online shopping addiction can be developed. The explanations of these hypotheses are as follows.

H_3: marketplace has a significant effect on self-control
H_4: marketplace has a significant effect on consumptive behavior
H_5: marketplace has a significant effect on conformity
H_6: marketplace has a significant effect on online shopping addiction

The third variable is Conformity (K). Three leading indicators are: K1: Attitudes; K2: Beliefs; K3: Behaviors. Based on these indicators, two hypotheses are related to consumer behavior and online shopping addiction. The explanations for these hypotheses are as follows.

H_7: conformity has a significant influence on consumer behavior.
H_8: conformity has a significant influence on online shopping addiction.

The fourth variable is Self-Control (KD). There are three main indicators: KD1: impulses; KD2: Emotions; KD3: Behaviors. Based on these indicators, three hypotheses are related to consumer behavior, conformity, and online shopping addiction. The explanations for these hypotheses are as follows.

H_9: self-control has a significant influence on consumer behavior.

H_{10}: self-control has a significant influence on conformity.

H_{11}: self-control has a significant influence on online shopping addiction.

The fifth variable is Consumer Behavior (PK). There are six leading indicators, namely PK1: Buying products because of special offers; PK2: Buying products because of their attractive appearance; PK3: Buying products to maintain appearance and prestige; PK4: Buying products based on price considerations (not based on their usefulness); PK5: Buying products to maintain status symbols; and PK6: Imitating the shopping habits of a public figure or colleague. Based on these indicators, one hypothesis related to online shopping addiction is explained as follows.

H_{12}: Consumer behavior has a significant influence on online shopping addiction. The last variable is (6) Online Shopping Addiction (KB). There are three leading indicators, namely KB1: Purchased items are often not needed or used; KB2: Compulsive shopping behavior; and KB3: Constant overbuying.

C. Result and Discussion
1. Result

The data collection procedure in this research involved using a questionnaire to measure the marketplace scales, conformity, self-control, understanding of Islamic Sharia, consumer behavior, and online shopping addiction. The SmartPLS software was used to analyze the structural equation model (SEM) of M (marketplace), K (conformity), KD (self-control), PSI (understanding of Islamic Sharia), PK (consumer behavior), and KB (online shopping addiction). The results from SmartPLS can be viewed in Figure 2 and Figure 5.
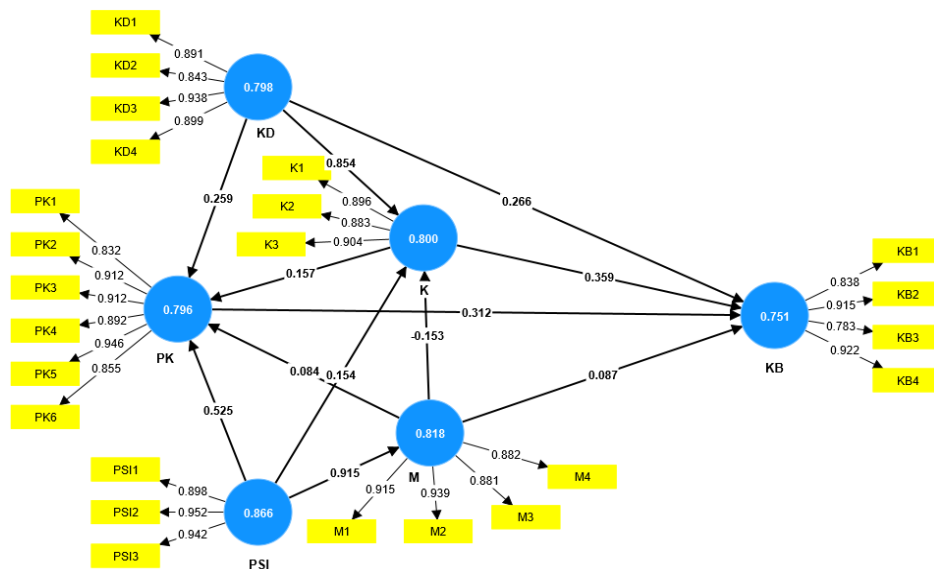
Figure 2. SEM-PLS Algorithm

The first analysis in SMART-PLS involves using the SEM-PLS algorithm to determine the validity of this study's model, indicators, and sub-indicators. Based on Figure 2, we will analyze the standard algorithm against the components: loading factor values, reliability, and average variance extracted (AVE). Loading factor values are used to determine whether sub-indicators have good convergent validity. If the convergent validity value of a sub-indicator is above 0.7, then that sub-indicator has good convergent validity. The loading factor values can be seen in Table 2.

Table 1. Outer Model SEM-PLS

Indicator	Composite reliability (rho_a)	Composite reliability (rho_c)	Indicator	Composite reliability (rho_a)	Composite reliability (rho_c)
Conformity	0.877	0.923	Marketplace	0.919	0.940
Online Shopping Addict	0.892	0.923	Consumptive behavior	0.949	0.959
Self-control	0.930	0.947	Understanding of	0.925	0.951

Islamic
Sharia

Table 2. The value of loading factor, reliability Cronbach's alpha, composite reliability, average variance extracted

Indicator	Sub-indicator	Loading factor	Reliability Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Marketplace	MP1	0.915	0.915	0.919	0.798
	MP2	0.939			
	MP3	0.881			
	MP4	0.882			
Conformity	K1	0.896	0.875	0.877	0.800
	K2	0.883			
	K3	0.904			
Self-control	KD1	0.891	0.926	0.877	0.818
	KD2	0.843			
	KD3	0.938			
	KD4	0.899			
Understanding of Islamic Sharia	A1	0.898	0.922	0.925	0.866
	A2	0.952			
	A3	0.942			
Consumptive Behavior	PK1	0.832	0.948	0.949	0.796
	PK2	0.912			
	PK3	0.912			
	PK4	0.892			
	PK5	0.946			
	PK6	0.855			
Online Shopping Addict	KB1	0.838	0.887	0.892	0.751
	KB2	0.915			
	KB3	0.783			
	KB4	0.922			

Based on Table 2, it can be concluded that all sub-indicators in the model have loading factor values greater than 0.7, indicating good convergent validity. A sub-indicator with good convergent validity indicates that the sub-indicator can assess the indicator well. In addition to analyzing convergent validity, there are other parameters in testing the model, namely the values of Cronbach's alpha reliability, composite reliability, and average variance extracted.

Cronbach's alpha and composite reliability values are used to determine whether an indicator is reliable, with the criteria that an indicator is reliable if the values of Cronbach's alpha and composite reliability are above 0.7. Based on Tables 1 and 2, it is found that all indicators used are reliable and have good reliability to measure the SEM model.

The value of average variance extracted is another parameter in measuring the SEM model, which functions to analyze whether the indicator has good convergent validity. The criteria for the AVE value is that if it is greater than 0.5, then the indicator has good convergent validity. All indicators have good convergent validity based on Table 1 and Table 2. Table 3 shows the cross-loading factor values of each indicator. Cross-loading factor values are used for discriminant validity testing. Discriminant validity testing is used to ensure that the value of each latent model is different from other indicators.

Table 3. Cross Loading Factor

Indicator	Market place	Confor mity	Self-control	Understand ing of Islamic Sharia	Consump tive Behavior	Online Shopping Addict
marketplace	0.893	0.000	0.000	0.000	0.000	0.000
Conformity	0.723	0.894	0.000	0.000	0.000	0.000
Self-control	0.689	0.648	0.904	0.000	0.000	0.000
Understanding of Islamic Sharia	0.719	0.811	0.893	0.931	0.000	0.000

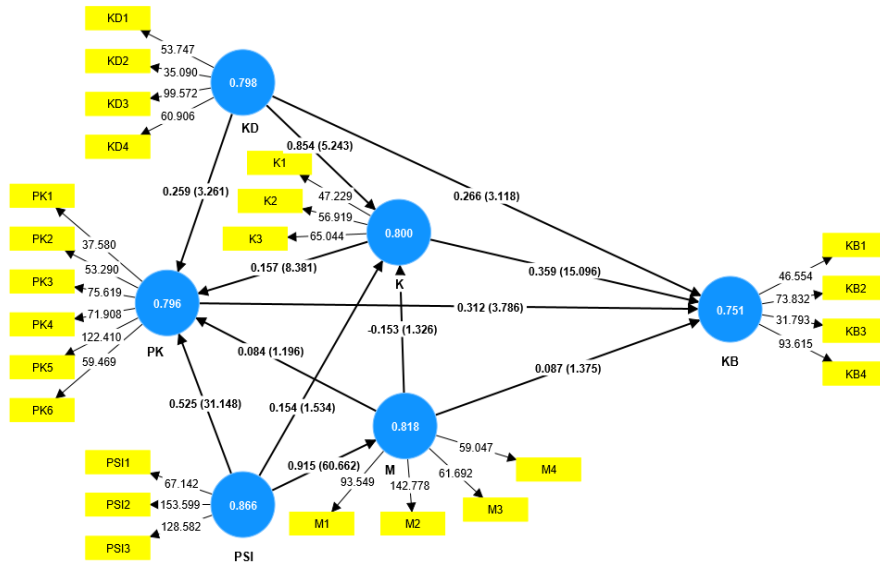|						
Consumptive Behavior	0.754	0.736	0.798	0.788	0.892	0.000
Online Shopping Addict	0.744	0.789	0.698	0.813	0,793	0.867

Figure 3. Bootstrapping SEM-PLS

The next analysis in SMART-PLS is bootstrapping analysis, shown in Figure 3, to determine the relationship between latent variables in the SEM model and test hypotheses. This study tested 12 hypotheses, and four of them are not significant, namely, H_2: Understanding of Islamic Sharia (PSI) → Conformity (K) ($p = 0.123 > 0.05$, t = 1.534 < 1.96), H_4: Marketplace (M) → Consumptive Behavior (PK) ($p = 0.232 > 0.05$, t = 1.196 < 1.96), H_5: marketplace (M) → Conformity (K) ($p = 0.185 > 0.05$, t = 1.326 < 1.96) dan H_6: Marketplace (M) → Online Shopping Addict (KB) ($p = 0.169 > 0.05$, t = 1.375 < 1.96). The other eight hypotheses have a significant effect with a *t*-statistic greater than 1.96 and a p-value less than 0.05. H_1 has a strong relationship between Understanding of Islamic Sharia and Consumptive behavior ($p = 0.000 < 0.05$, t = 31.148 > 1.96), H_3 shows that Understanding of Islamic Sharia has a close relationship with Self-control ($p = 0.000 < 0.05$,

t = 60.662 > 1.96), H$_7$ has a significant effect between Conformity and Consumptive behavior (p = 0.000 < 0.05, t = 8.381 > 1.96), H$_8$ has a significant effect between Conformity and Online Shopping Addict (p = 0.000 < 0.05, t = 15.096 > 1.96), H$_9$ has a significant effect between Self-control and Consumptive behavior (p = 0.001 < 0.05, t = 3.261 > 1.96), H$_{10}$ has a significant effect between Self-control and Conformity (p = 0.000 < 0.05, t = 5.243 > 1.96), H$_{11}$ has a significant effect between Self-control and Online Shopping Addict (p = 0.002 < 0.05, t = 3.118 > 1.96), and H$_{12}$: Consumptive Behavior has a significant effect on Online Shopping Addict (p = 0.000 < 0.05, t = 3.786 > 1.96).

Table 4. Path Coefficients

Path	Direct effect	
	p-values	*t*-values
H$_1$: Understanding of Islamic Sharia → Consumptive Behavior	0.000	31.148
	0.123	1.534
H$_2$: Understanding of Islamic Sharia → Conformity	0.000	60.662
H$_3$: Understanding of Islamic Sharia → Self-control	0.232	1.196
	0.185	1.326
H$_4$: Marketplace → Consumptive Behavior	0.169	1.375
H$_5$: Marketplace → Conformity	0.000	8.381
H$_6$: Marketplace → Online Shopping Addict	0.000	15.096
H$_7$: Conformity → Consumptive Behavior	0.001	3.261
H$_8$: Conformity → Online Shopping Addict	0.000	5.243
H$_9$: Self-control → Consumptive Behavior	0.002	3.118
H$_{10}$: Self-control → Conformity	0.000	3.786
H$_{11}$: Self-control → Online Shopping Addict		
H$_{12}$: Consumptive Behavior → Online Shopping Addict		

a. Phase Portrait

In this study, the portrait of the subject's phase will be described to depict the meta-analysis impact of this research. Three students with high, moderate, and low levels of online shopping addiction will be selected.

Student M1 represents students with low levels of online shopping addiction. Figure 4 is a portrait of the thinking phase of a student (M1) with a low level of online shopping addiction. Figure 4 shows that the first stages that the student goes through are PSI1, PSI2, then KD2, K1, PK4, PK5, KB2, and finally KB3. The adjacency matrix of the phase portrait of student M1 can be seen in Figure 5.
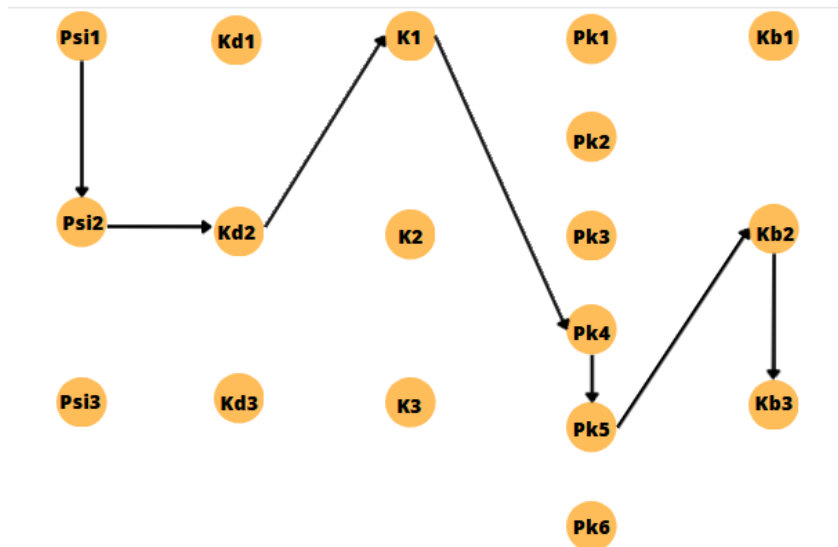

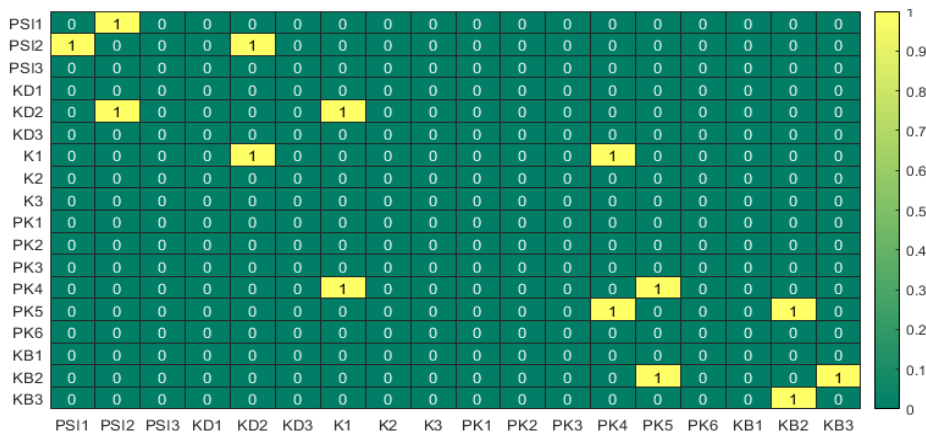*Figure 4. The Phase Portrait of Student M1.*

Figure 5. The Adjacency Matrix of Student M1.

The next step is to analyze the Total Depth (TD), Mean Depth (MD), and Relative Asymmetry (RA) of the online shopping addiction level flow

of M1. The benefit of this analysis is to determine the level of online shopping addiction of M1 from the perspective of flow configuration. Total Depth (TD) is the total length of the path of the observed sub-indicators. Mean Depth $(MD) = \frac{TD}{n-1}$, Relative Asymmetry $RA) = \frac{2(MD-1)}{n-2}$. From this formulation, the distribution of values in Table 5 is obtained.

Table 5. The Values of Total Depth, Mean Depth, and Relative Asymmetry of M3.

Sub-indicator	TD	MD	RA	Sub-indicator	TD	MD	RA
PSI1	0	0.00	-0.33	PK4	10	1.43	0.14
PSI2	1	0.14	-0.29	PK5	15	2.14	0.38
KD2	3	0.43	-0.19	KB2	21	3.00	0.67
K1	6	0.86	-0.05	KB3	28	4.00	1.00

Based on Table 5, the highest TD value is owned by the KB3 sub-indicator, which is 28, indicating that the thinking steps on the KB3 sub-indicator are not passed by student M1 very often. Therefore, it can be concluded that the KB3 sub-indicator plays a significant role in determining the level of online shopping addiction. However, when looking at the RA value in Table 5, the KB3 sub-indicator has an RA value of 1.00. A sub-indicator has a good RA value if it is smaller, provided it is within the range of $0 \leq RA \leq 1$ and not negative. The best RA value is located in the PK4 sub-indicator with an RA value of 0.14. This indicates that the PK4 sub-indicator plays a significant role in determining the level of online shopping addiction for student M1.

Student M2 represents students with a moderate level of online shopping addiction. Figure 6 shows the phase portrait of student M2 with a moderate level of online shopping addiction. Figure 6 indicates that the first stage performed by the student is PSI1, PSI2, PSI3, KD1, KD2, KD3, K2, PK2, K3, PK5, PK6, KB1, KB2, and the final stage is KB3. The adjacency matrix of the phase portrait of student M2 can be seen in Figure 7.
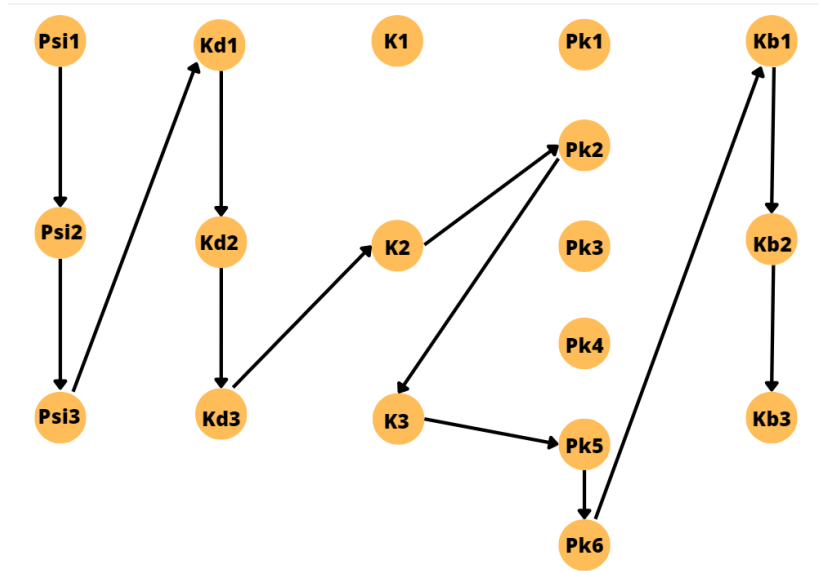
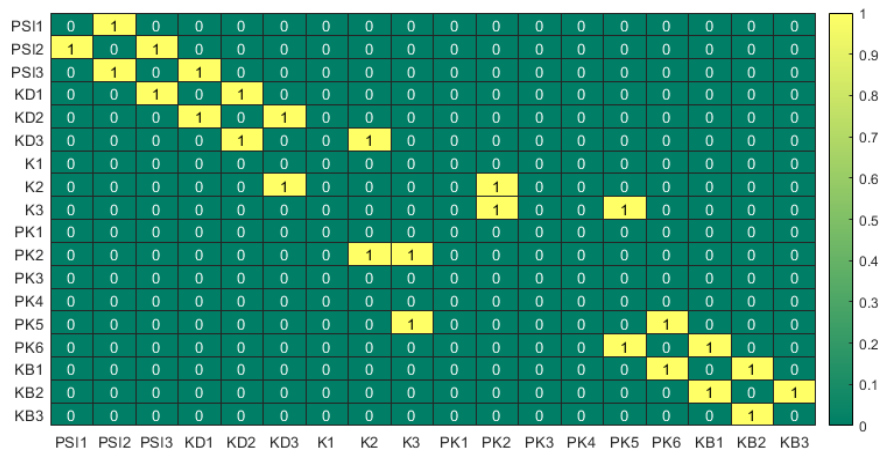*Figure 6. Phase Portrait of Student M2*

Figure 7. Adjacency Matrix of the Phase Portrait of Student M2

The next step is to analyze the Total Depth (TD), Mean Depth (MD), and Relative Asymmetry (RA) of the online shopping addiction level flow of M2. The benefits of this analysis are to determine the online shopping addiction level of M2 from the perspective of flow configuration. Total Depth (TD) is the total length of the path of the observed sub-indicators.

Mean Depth $(MD) = \frac{TD}{n-1}$, Relative Asymmetry $(RA) = \frac{2(MD-1)}{n-2}$. From this formula, a distribution of values is obtained in Table 6.

Table 6. Values of Total Depth, Mean Depth, and Relative Asymmetry of M2.

Sub-indicator	TD	MD	RA	Sub-indicator	TD	MD	RA
PSI1	0	0.00	-0.17	PK2	28	2.15	0.19
PSI2	1	0.08	-0.15	K3	36	2.77	0.29
PSI3	3	0.23	-0.13	PK5	45	3.46	0.41
KD1	6	0.46	-0.09	PK6	55	4.23	0.54
KD2	10	0.77	-0.04	KB1	66	5.08	0.68
KD3	15	1.15	0.03	KB2	78	6.00	0.83
K2	21	1.62	0.10	KB3	91	7.00	1.00

Based on Table 6, the highest TD score is held by sub-indicator KB3, which is 91, meaning that the thinking process in sub-indicator KB3 is not much traversed by M2 students. Therefore, it can be concluded that sub-indicator KB3 plays a very important role in determining the level of online shopping addiction. However, if we look at the RA score in Table 6, sub-indicator KB3 has an RA score of 1.00. A sub-indicator has a good RA score if it is smaller, provided it is within the range of $0 \leq RA \leq 1$ and not negative. The best RA score is found in sub-indicator KD3, with an RA score of 0.03. This indicates that sub-indicator KD3 plays a very important role for M2 students in determining the level of online shopping addiction.

Student M3 represents students with a high level of online shopping addiction. Figure 8 is a snapshot of the thinking process of a student with moderate online shopping addiction, M3. Figure 8 shows that the first steps taken by the student are PSI1, PSI2, KD1, KD2, PSI2, PSI3, KD3, K2, K3, PK1, PK2, PK3, KB2, PK4, PK5, PK6, and the final step is KB3. The adjacency matrix of the student M3 thinking process can be seen in Figure 9.
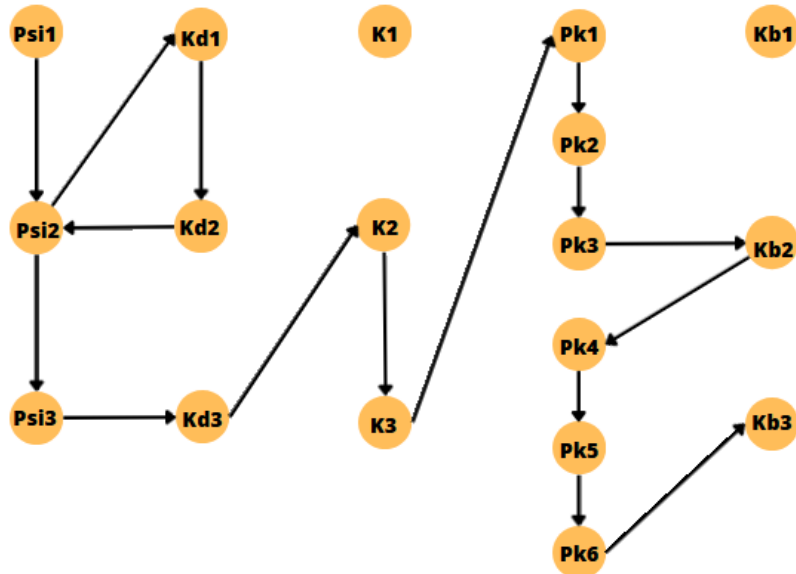
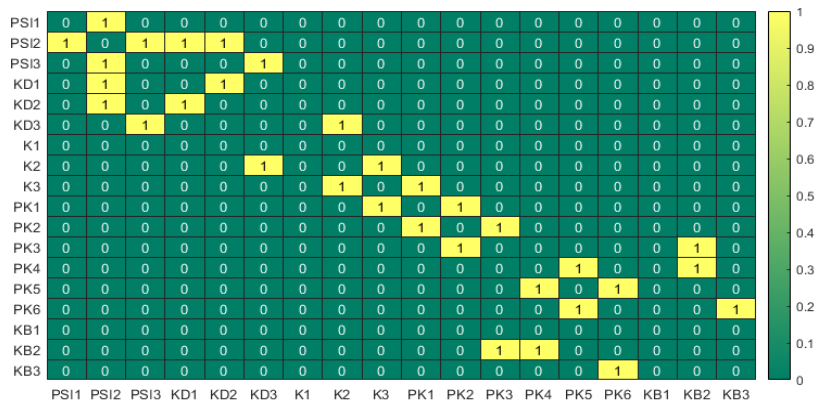*Figure 8. Phase Portrait of Student M3.*

Figure 9. Adjacency Matrix of Student M3.

The next step is to analyze the Total Depth (TD), Mean Depth (MD), and Relative Asymmetry (RA) of the online shopping addiction level of M3 in terms of the configuration of the thinking process. The benefit of this analysis is to determine the level of online shopping addiction of M3 from the perspective of the thinking process configuration. Total Depth (TD) is the total length of the path of the observed sub-indicators. Mean Depth

$(MD) = \frac{TD}{n-1}$, Relative Asymmetry $(RA) = \frac{2(MD-1)}{n-2}$. From this formula, a distribution of values is obtained in Table 7.

Table 7. Total Depth, Mean Depth, and Relative Asymmetry Values of M3.

Sub-indicator	TD	MD	RA	Sub-indicator	TD	MD	RA
PSI1	0	0.00	-0.14	PK1	40	2.67	0.24
PSI2	4	0.27	-0.10	PK2	49	3.27	0.32
KD1	3	0.20	-0.11	PK3	59	3.93	0.42
KD2	6	0.40	-0.09	KB2	70	4.67	0.52
PSI3	14	0.93	-0.01	PK4	82	5.47	0.64
KD3	19	1.27	0.04	PK5	95	6.33	0.76
K2	25	1.67	0.10	PK6	109	7.27	0.90
K3	32	2.13	0.16	KB3	124	8.27	1.04

According to Table 7, the highest TD value is held by the sub-indicator KB3, which is 127, indicating that the thinking process involving sub-indicator KB3 is not frequently used by student M3. Therefore, it can be concluded that sub-indicator KB3 plays a significant role in determining the level of online shopping addiction. However, when looking at the RA value in Table 7, the sub-indicator KB3 has an RA value of 1.04. A sub-indicator has a good RA value if it is smaller and located in the range of 0≤RA≤1 and not negative. The best RA value is found in sub-indicator KD3 with an RA value of 0.04. This indicates that sub-indicator KD3 plays a crucial role in determining the level of online shopping addiction for student M3.

2. Discussion

The following will explain the relationship between conformity, self-control, marketplace, and the influence of Islamic Sharia on efforts to minimize online shopping addiction. The results of this study show that self-control is related to consumptive behavior through online shopping

among students. The important role of self-control for students is in determining their behavior. Students with low self-control often do not consider the impacts or consequences of their actions when shopping, while students with high self-control carefully consider the appropriate way to behave in varying situations (Regina and Lydia, 2011). This helps them avoid consumptive behavior through online shopping. Based on the data presented, it can be concluded that the population of respondents from Palopo City students mostly have high self-control rather than low self-control.

The theory of self-control regarding internal factors of self-control also suggests that as individuals mature psychologically, they become more capable of weighing what is good and what is not good for themselves. Therefore, good self-control creates an individual's ability to arrange, direct, guide, and regulate the form of behavior toward positive things(Tripambudi & Indrawati, 2020).

Based on the results of the analysis using SEM-PLS, it can be explained that a person with low levels of self-control will have a lower ability to minimize consumptive behavior and minimize addiction to online shopping. This is supported by the opinion expressed by Munandar that self-control is one of the personality traits that influence a person's behavior in purchasing goods and services. Self-control is an individual's ability to control oneself to prevent or reduce the impact of impulse, thus able to create a better condition(DH & Handoko, 1997).

Consumptive behavior through online shopping tends to be influenced more by emotional factors than by reason, as decision-making considerations for buying or using a product or service tend to prioritize social status, fashion, and convenience rather than economic considerations (Tim Penulis Fakultas Psikologi UI, 2011). On the other hand, self-control is one of the personality traits that influence a person's behavior in buying goods and services. An increase in self-control will also be accompanied by a decrease in consumptive behavior and a decrease in online shopping addiction. According to research, self-control plays an important role in the process of buying a product, as it can direct and regulate individuals to do

positive things, including spending money. Individuals who have high self-control will be able to regulate their spending behavior according to their needs, not just to satisfy their desires. They will not easily be influenced by offers with big discounts, have confidence in their appearance as it is, and can manage their money more efficiently by spending it on something useful as an asset for their behavior.

The next result of the study is related to conformity. As defined, conformity is the ability to perceive the pressure of a group by imitating their behavior or group standards. Students tend to do the same thing as their peers. The results of the study show that there is a significant influence between conformity and online shopping addiction. If someone's level of conformity is high, then there will be an increase in online shopping addiction.

Furthermore, the conformity with consumer behavior towards online shopping in this study is influenced by the social environment that supports a competitive atmosphere that has more influence on students. Factors that influence conformity include situational factors, where certain situational conditions will cause conformity in students(Rakhmat, 2000). Meanwhile, the character of a housewife is easily influenced by peer groups. Purchasing decisions are influenced by peer groups, which depend on the extent to which the individual conforms and is influenced by their group and the strength of their involvement in the group. Changes in lifestyle occur from generation to generation due to social changes in society and changing economic environments (Suryani, 2013). This is the same as students in Palopo City do when buying products online. Online purchases are made as an option for individuals because of the convenience they provide. The online access feature can be done anywhere, which is one of the advantages.

Based on the analysis using SmartPLS, it was found that the understanding of Islamic Sharia has an effect on consumptive behavior and self-control. The relationship between the understanding of Islamic Sharia and consumptive behavior is inversely proportional, while the relationship between the understanding of Islamic Sharia and self-control is positive.

Therefore, it can be inferred that the higher the level of religious understanding, the lower the level of consumptive behavior among students in Kota Palopo. Conversely, the lower the level of religious understanding, the higher the tendency towards consumptive behavior. In addition, there was a hypothesis that was rejected, which is that the understanding of Islamic Sharia does not have a significant influence on conformity.

The more understanding one has of the values of Islamic law, the more it will affect consumer behavior because in understanding Islamic law, there are certainly consumption limits that are not allowed in Islam. This includes the prohibition of stinginess, excessive consumption, and online shopping. HK also explained that a person's faith guides us to act justly in consumption by considering moderation in all things. One of the verses that HK explained is in Q.S. Al-A'raf [7]: 31.

At the end of the verse, it is emphasized that indeed Allah does not like those who are excessive because Allah does not like those who spend extravagantly beyond their means, meaning Allah does not like those who have greater expenses than their income.

The understanding of Islamic law is able to minimize the consumptive behavior of students, which involves understanding several aspects. The first aspect is self-control from excessive behavior (israf) and wastefulness (tabsir) in fulfilling needs. Based on the first aspect, individuals can distinguish between desires and human needs(Dunya, 1994). Additionally, understanding this aspect is also in line with QS. Al-A'raf verse 31 about controlling israf behavior and QS. Al-Isra 'verse 26-27 about the prohibition of tabsir behavior. The second aspect is the utilization of wealth. The explanation regarding the utilization of wealth can be seen in QS. Al-Mursalat verse 43, explains the utilization of wealth based on the needs of life. Furthermore, the utilization of wealth also relates to religious obligations such as paying zakat, which is mentioned in QS. Al-Baqarah verse 267; QS. At-Taubah verse 60, 34, and 103; QS. Al-An'am verse 141; QS. Al-Mukminin verses 1-4, and QS. Fussilat verses 6-7

D. Conclusion

Based on the results of the research, an analysis of the relationship between six aspects in this study was obtained involving the marketplace, conformity, self-control, understanding of Islamic law, consumer behavior, and online shopping addiction. It can be concluded that the understanding of Islamic law has a significant influence on consumer behavior, marketplace, and conformity with a score of 0.866, self-control has a significant influence on consumer behavior, conformity, and online shopping addiction with a score of 0.798, conformity has a significant influence on consumer behavior and online shopping addiction with a score of 0.800, the marketplace has a significant influence on consumer behavior, conformity, and online shopping addiction with a score of 0.818, and consumer behavior has a significant influence on online shopping addiction with a score of 0.796. Furthermore, the model was also analyzed to test the causal relationship between variables that influence and are influenced, obtaining a Composite Reliability (CR) value > 0.7 and Average Variance Extracted (AVE) > 0.5. Based on these results, it can be concluded that the outer model used is good. This study tested twelve hypotheses, where four hypotheses did not have a significant influence, namely H2, H4, H5, and H6. Meanwhile, the other eight hypotheses had a significant influence with a p-value < 0.05 and a t-statistic > 1.96.

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