

ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana pola perilaku konsumsi Islam Mahasiswa Jurusan Ekonomi Syariah dan Ekonomi Pembangunan Universitas Muhammadiyah Yogyakarta, berdasarkan kaidah kuantitas yang meliputi kesederhanaan, kesesuaian antara pendapatan dan pengeluaran, serta menabung dan investasi.

Metode yang digunakan adalah pendekatan kualitatif dengan studi kasus pola perilaku konsumsi mahasiswa Ekonomi Syariah dan Ekonomi Pembangunan. Data dikumpulkan melalui FGD, wawancara, dan kuisioner, langsung terhadap objek penelitian. Teknik analisis yang digunakan adalah analisis deskriptif kualitatif yaitu deskripsi hasil FGD, wawancara dan kuisioner .

Berdasarkan hasil penelitian disimpulkan, bahwa mahasiswa Jurusan Ekonomi Syariah dan Ekonomi Pembangunan memiliki perbedaan dari aspek kesederhanaan dan aspek kesesuaian antara pendapatan dan pengeluaran dalam pola perilaku konsumsi, sedangkan aspek menabung dan investasi memiliki persamaan dalam pola perilaku konsumsi.

Kata kunci: Pola Perilaku, Konsumsi Islam, Kaidah Kuantitas,

**ISLAMIC CONSUMPTION BEHAVIOR PATTERNS BASED ON
ECONOMIC FACTORS**
(A Study Case on Students of Islamic and Development Economics)

ABSTRACT

The research aimed at learning the Islamic consumption behavior of students of Islamic and Development Economics at Universitas Muhammadiyah Yogyakarta based on rules of quantity which include modesty, suitability between income and expenses, as well as saving and investment.

The method used was qualitative approach with a study case on consumption behavior of students of Islamic and Development Economic. The data were gathered through FGD, interview, and questionnaire. The technique of analysis used was descriptive qualitative to describe the result of FGD, interview, and questionnaire.

Based on the research, it can be concluded that the students of Islamic and Development Economic had differences on modesty aspect and the aspect of suitability between income and expenses in consumption behavior pattern. Meanwhile, the aspect of saving and investment had similarity in consumption behavior pattern.

Key Words: *Behavior pattern, Islamic consumption, Rules of quantity*