

ABSTRACT

The rapid development of e-commerce is driving changes in consumer behavior, particularly among millennials, who are becoming more consumptive and prone to impulsive buying. The primary goal of consumption is not merely to achieve satisfaction (utility), but to realize Maslahah, which is the benefit that brings goodness and prevents harm. A Muslim should consume based on needs, not just desires. Human needs in Islam are divided into dharuriyyah (primary), hajjiyyah (supporting), and tahsiniyah (tertiary). However, the boundaries between these needs are increasingly blurred due to the influence of marketing and lifestyle. The purpose of this study is to analyze the influence of income, free shipping, FOMO (Fear of Missing Out), Maslahah, and female gender on impulsive buying among millennials on e-commerce platforms in Semarang.

The sampling technique used non-probability sampling with a purposive sampling method. Data collection was conducted through questionnaires distributed to 93 millennial respondents who actively shop on e-commerce platforms in Semarang City. This research method used binary logistic regression analysis.

Results showed that income, FOMO, and female orientation had a significant positive effect on impulsive buying, while free shipping and Maslahah had no significant effect. The variable with the highest coefficient value, FOMO, had the greatest influence. This indicates that psychological factors play a significant role in driving impulsive buying.

Keywords: *Impulsive buying, Income, FOMO, female, Free Shipping, Maslahah.*