

ABSTRACT

Consumptive behavior refers to human actions in carrying out their consumption activities, but today people tend to buy and use products beyond the limit by prioritizing wants over needs. Whereas Allah has limited His people in carrying out consumption activities.

This study aims to determine the independent effects, namely financial literacy, lifestyle, and understanding of Islamic consumption principles on Israf behavior in students of the Diponegoro University Islamic economics study program class of 2019-2021. The data were obtained through a questionnaire. The population of this study were 461 students of the 2019-2021 Diponegoro University Islamic economics study program with a sample of 82 respondents. The data analysis method uses multiple linear regression with SPSS 23 software.

The results of the analysis show that financial literacy has no effect on Israf behavior. Lifestyle variables and understanding of Islamic consumption principles have a significant effect on Israf behavior. The coefficient of determination shows that Israf's behavior is influenced by financial literacy, lifestyle, and understanding of Islamic consumption principles by 55%. While the remaining 45% is influenced by other factors outside the model.

Keywords: *Financial Literacy, Lifestyle, Islamic Consumption Principles, Israf.*