



## The Effect of Islamic Financial Literacy, Financial Behavior, and Lifestyle on Impulsive Buying Behavior with Self Control as a Mediating Variable in Generation Z

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### Abstract

This study aims to examine the influence of Islamic financial literacy, the influence of Islamic financial literacy, financial behavior, and lifestyle on impulsive buying behavior with self-control as a mediating variable in generation Z, with self-control as a mediating variable. The method used is a quantitative approach with the Partial Least Square Structural Equation Modeling (PLS-SEM) technique through the SmartPLS 4.0 application. Data was collected from 250 students of the Sharia Banking, Management, and Accounting Study Program at the University of Muhammadiyah Surabaya. The results of the study show that self-control has a significant effect on financial behavior. However, Islamic financial literacy, financial behavior, and lifestyle do not have a significant effect on impulse buying behavior, either directly or indirectly through self-control. In addition, the entire mediation pathway through self-control is also insignificant. However, Islamic financial literacy shows the direction of a negative relationship with impulsive behavior. The R-square value shows that the model is able to explain 96% of variance in financial behavior, but only 5.4% for impulse buying behavior. These findings emphasize that Generation Z's consumptive behavior is more influenced by emotional and digital factors, so a more contextual, interactive, and appropriate Islamic financial education strategy is needed.

## Pengaruh Literasi Keuangan Syariah, Perilaku Keuangan, Dan Gaya Hidup Terhadap Impulsive Buying Behavior Dengan Self Control Sebagai Variabel Mediasi Pada Generasi Z

### Abstract

Penelitian ini bertujuan untuk menguji pengaruh literasi keuangan syariah, pengaruh literasi keuangan syariah, perilaku keuangan, dan gaya hidup terhadap impulsive buying behavior dengan self control sebagai variabel mediasi pada generasi Z, dengan self-control sebagai variabel mediasi. Metode yang digunakan adalah pendekatan kuantitatif dengan teknik Partial Least Square Structural Equation Modeling (PLS-SEM) melalui aplikasi SmartPLS 4.0. Data dikumpulkan dari 250 mahasiswa Program Studi Perbankan Syariah, Manajemen, dan Akuntansi di Universitas Muhammadiyah Surabaya. Hasil penelitian menunjukkan bahwa self-control berpengaruh signifikan terhadap perilaku keuangan. Namun, literasi keuangan syariah, perilaku keuangan, dan gaya hidup tidak berpengaruh signifikan terhadap perilaku pembelian impulsif, baik secara langsung maupun tidak langsung melalui self-control. Selain itu, seluruh jalur mediasi melalui self-control juga tidak signifikan. Meskipun demikian, literasi keuangan syariah menunjukkan arah hubungan negatif terhadap perilaku impulsif. Nilai R-square menunjukkan bahwa model mampu menjelaskan 96% variasi perilaku keuangan, namun hanya 5,4% terhadap perilaku pembelian impulsif. Temuan ini menekankan bahwa perilaku konsumtif Generasi Z lebih dipengaruhi oleh faktor emosional dan digital, sehingga diperlukan strategi edukasi keuangan syariah yang lebih kontekstual, interaktif, dan sesuai dengan pola konsumsi digital mereka.

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In the current digital era, Generation Z faces several challenges in financial management due to the influence on low financial literacy and consumptive lifestyles (Buzz, 2023). The ease of access to technology and social media encourages them to make impulse purchases more often, namely purchases without careful planning (Sa et al., 2025). Emotional factors, social pressure, and digital trends are the main triggers for this behavior (Nurmalia et al., 2024). Islamic financial literacy has an important role in helping Generation Z control consumptive behavior and improve financial management in accordance with Islamic principles (Sugiarti, 2023). However, based on the National Survey on Financial Literacy and Inclusion (SNLIK) conducted by the Financial Services Authority (OJK) in 2022, the level of Islamic financial literacy in Indonesia is still relatively low, which is only 9.14% ((OJK) & Central Statistics Agency, 2024). This lack of understanding has led many individuals, including students, to prefer conventional financial products that are not always in line with sharia principles (Sugiarti, 2023). By increasing financial literacy, especially Islamic financial literacy, it is hoped that Generation Z can be wiser in managing finances and reducing consumptive behavior (Nursjanti et al., 2023).

In the student environment, especially at the University of Muhammadiyah Surabaya (UMSurabaya), this phenomenon also occurs. As part of Generation Z, students often face challenges in managing expenses due to consumptive lifestyles influenced by social media and digital trends (FAHRIANI, 2023). Lack of financial control can hinder the ability to save and increase the tendency to make impulse purchases. In the context of Islamic finance,

self-control is an important aspect in managing expenses. Understanding the concept of Islamic finance can help individuals make more rational financial decisions, avoid impulse purchases, and take advantage of Islamic banking products, such as Islamic savings and halal investments (Farid Maulana et al., 2024).

Based on this phenomenon, this study aims to analyze the influence of Islamic financial literacy, financial behavior, and lifestyle on impulsive buying behavior with self-control as a mediating variable in Generation Z. This generation is known as a digital native who is highly connected to social media, easily influenced by online promotions, and has a high tendency towards trend-based consumption and a hedonistic modern lifestyle. Lifestyle is an important factor shaping the consumption patterns of this generation, where aspects of self-image, digital efficiency, and reliance on shopping apps increasingly influence their financial behavior. By understanding the relationship between Islamic financial literacy, financial behavior, self-control, and lifestyle to impulsive buying behavior, this research is expected to make a scientific and practical contribution in developing an Islamic financial education strategy that is adaptive to the needs and characteristics of Generation Z. The results of this research are also expected to be the basis for the formulation of financial literacy policies that are more contextual, integrative, and relevant to the digital ecosystem which is increasingly dynamic.

## LITERATURE REVIEW

### Theory

This research refers to *Planned Behavior Theory* (TPB) developed by Icek Ajzen (1991), a psychological model used to predict and explain human behavior based

on a person's intentions or intentions towards an action. This model has been extensively expanded and validated by a wide range of cutting-edge studies in the context of consumer and financial behavior (Hagger & Hamilton, 2024). Stating that the intention to behave is determined by three main components, namely:

**1) Attitude toward the behavior:**

Attitude refers to the extent to which a person has a positive or negative view of a particular action. In the context of this research, students' attitudes towards Islamic financial management are formed from their knowledge and understanding of Islamic principles in finance, such as justice and the prohibition of usury. Studies by Jing et al. (2021) show that positive attitudes towards behaviors that conform to ethical or religious values significantly increase the intention to act in accordance with those behaviors (Lihua, 2022).

**2) Subjective norms:**

Subjective norms reflect an individual's perception of social pressures that come from those around them—for example, family, friends, or the campus environment—that encourage or inhibit certain behaviors. In this study, subjective norms can come from social support for wise Islamic financial behavior. Recent research shows that social norms have an important contribution in shaping behavioral intentions, especially among young people who are heavily influenced by social communities and digital media (Lihua, 2022).

**3) Perceived behavioral control :**

This component refers to an individual's perception of his or her ability to perform an action, including self-belief that he or she is able to control the situation. In this context, *self-control* It is a manifestation of

perceived behavioral control, in which individuals who have strong self-control are able to resist the urge to make impulsive purchases. According to Rich et al. (2023), a consistently high perception of behavioral control has been shown to strengthen the relationship between intentions and actual behaviors, especially in the context of consumptive behavior and financial decision-making (Burton et al., 2019).

Based on these three components, *Planned Behavior Theory* is the right theoretical framework to explain the relationship between Islamic financial literacy, financial behavior, and self-control to impulse buying behavior, especially in the context of Generation Z who live in the digital era and are often exposed to high consumption temptations (Hagger & Hamilton, 2024; Lihua, 2022).

**Sharia Financial Literacy**

**1. Definition of Sharia Financial Literacy**

Islamic financial literacy is an individual's ability to understand, analyze, and apply financial principles in accordance with Islamic law. This literacy includes knowledge of halal financial products and sharia-compliant transaction ethics, which are important in helping individuals, especially the younger generation, make the right financial decisions, manage debts wisely, and prepare for a better financial future (Delvi Delviana Saragi & Rahmi, 2022). In addition, Islamic financial literacy can also increase awareness of the importance of using Islamic financial products, such as Islamic banking, which is driven by the Muslim community's decision to choose transactions that are in accordance with Islamic values (SYARIAH, 2019).

The development of the era and the application of Islamic financial literacy are

further strengthened by technological advances that provide wide access to Islamic financial information and services (Hidayat et al., 2024). Online education platforms such as Coursera and edX provide flexible sharia financial literacy materials, while sharia fintech applications make it easier for users to transact, save, and invest halal (Prawana et al., 2024). Social media also plays a role as an effective educational channel, especially for the young generation who are digitally active (Prawana et al., 2024). In addition to the technological aspect, this literacy also includes the ability to plan long-term finances, such as setting SMART goals, preparing budgets, choosing sharia investment instruments such as sukuk and mutual funds, and conducting periodic evaluations. In daily practice, good personal financial management including budgeting, saving habits, ethical investment selection, and expense evaluation are important parts of the application of Islamic financial literacy (Lestari et al., 2024). Thus, the integration between the understanding of sharia principles, the use of technology, and financial managerial skills in an Islamic manner can significantly encourage the achievement of sustainable financial prosperity and in accordance with Islamic teachings (Hidayat et al., 2024).

## 2. Sharia financial literacy indicators

This indicator describes an individual's understanding of financial management according to Islamic sharia principles. This includes knowledge of riba, gharar, and maysir, as well as the ability to understand halal financial products such as sharia savings and sukuk. Individuals who are literate in this regard can apply this knowledge in financial decision-making, thus being able to make informed decisions and contribute to sustainable financial well-

being (Anindita et al., 2024). The following are indicators of Islamic financial literacy:

- 1) Knowledge of Riba and Gharar :  
Individuals should know in depth what riba and gharar are, as well as concrete examples of each. This is important so that they do not fall into financial practices that are at a loss or are unfair (Arif, 2019).
- 2) Understanding of Sharia Products:  
Learning about various financial products such as sharia savings and sukuk will help individuals to make investment decisions that are in accordance with sharia (Wirosa, 2007).
- 3) Application in Financial Decisions:  
Able to use knowledge of Islamic finance to make better decisions in day-to-day financial management, for example, when choosing between conventional and Islamic bank products (Budiono, 2017).

This research has similarities with previous research in measuring the main indicators of Islamic financial literacy, such as understanding riba, gharar, and Islamic financial products. However, the approach used is more specific and targets Generation Z taking into account social media factors and digital lifestyles, making it more relevant in the modern context. The application of Islamic financial literacy is very important in daily financial decision-making. A deep understanding of riba and gharar helps individuals avoid unfair financial practices. By mastering this knowledge, they can make better choices in choosing financial products. For example, by understanding various sharia products such as sharia savings and sukuk, individuals will be better able to choose investment options that are in accordance with Islamic principles. In addition, the ability to apply this knowledge

provides provisions to manage the budget wisely, save, and invest in a halal way. Thus, the application of Islamic financial literacy in financial decisions helps individuals manage their finances more effectively, achieve financial goals, and create prosperity in line with Islamic values.

### **Financial Behavior**

#### 1. Understanding Financial Behavior

According to Ramadhani, (2024), quoted from Sadalia and Butar-Butar (2016), Behavior finance describe the ways, actions, and habits of individuals or groups in managing, using, and utilizing their financial expenditures. This includes entire aspects of money management, such as budgeting, spending, saving, investing, and using debt (RAMADHANI, 2024). Oktavinita (2024) explained that financial behavior is very important because it can determine the financial health of individuals and families, as well as affect overall well-being, quoted from Rahman (2021) (Oktavini et al., 2024). By understanding financial behavior, individuals can make better decisions, plan for the future more effectively, and avoid potentially harmful practices.

#### 2. Financial behavior indicators

Habit Yes shows an individual's attitude in managing finances. Here are the indicators of behaviour Finance:

##### 1) Preparing a budget :

This encompasses the process of mapping income and expenses which is a very important first step in maintaining personal financial balance.

##### 2) Saving habits:

Individuals who are disciplined in saving will be better prepared to face urgent needs and can plan for a better future.

##### 3) Expenditure Evaluation :

It involves periodic reviews of expenses to ensure that they do not exceed the budget plan, thus helping individuals be more conscious in their spending.

Budgeting, saving habits, and evaluating expenses are key elements in pengelolaan Healthy personal finances. Of these three points, preparing a budget is the most important step. This process involves mapping income and expenses, which serve as the foundation for maintaining financial balance. Without a clear budget, individuals will have difficulty in monitoring their finances, which can lead to uncontrolled spending and financial problems in the future. By having a budget, individuals can more easily plan savings for urgent needs and manage expenses wisely, so as to achieve financial stability and plan for a better future.

### **Life Style**

#### 1. Definition of Life Style

Lifestyle is a representation of an individual's consumption patterns reflected through activities, interests, and opinions (AIO), which directly influences purchasing decisions in daily life (Erwin Permana et al., 2024). In the context of consumer behavior, lifestyle is influenced by personal needs, preferences, and the social and cultural environment (Nurhasanah & Kesuma, 2023). Consumers, especially Generation Z, tend to choose products, brands, and services based on the desire to shape their self-image and social existence through consumption (Pohan et al., 2024). This generation, as digital natives, lives in a fast-paced technology ecosystem, relying on digital platforms such as e-commerce, digital wallets, and paylater services in their daily consumption activities (Rukoyah & Susilawati, 2025). Social media such as TikTok and Instagram also strengthen their

consumption patterns through exposure to viral, instant and visual trends (Pohan et al., 2024). The effects of the Fear of Missing Out (FOMO) phenomenon are also a strong driving factor for Generation Z to buy trending products to remain socially relevant and show their existence in the digital space (Yusna, 2024).

## 2. Life Style Variable Indicator

In this study, the Lifestyle (X3) defined as individual consumption patterns that reflect activities, interests, and opinions (AIOs), as well as showing how a person spends their time and money to create a social image or personal satisfaction (Sumi Armi et al., 2024).

### 1) Trend-Based Consumptive Style

Refers to the tendency of individuals to make purchases because they follow trends that are popular on social media, not based on rational needs. Generation Z who are active on TikTok and Instagram are often encouraged to buy viral products because of the fear of missing out effect (Alfian, 2024).

### 2) Self-Esteem and Social Status

Lifestyle is also a tool for self-image. Generation Z tends to buy products to improve their appearance or adjust to the social environment. Branded or exclusive items are often used as a symbol of social status (Nurhasanah & Kesuma, 2023).

### 3) Digital convenience and efficiency

Describing how Gen Z chooses practical and fast ways of consumption, such as using e-commerce applications, cashless payments, and instant services such as food delivery. Efficiency and convenience are the main considerations in shopping (Rukoyah & Susilawati, 2025).

## Life Control

### 1. Definition of Self Control

Self-control or *Self-control* is the ability of individuals to regulate and control thoughts, emotions, and behaviors in accordance with long-term goals and applicable social norms (Dwi Marsela & Supriatna, 2019). These abilities include delaying satisfaction, impulse control, and conscious and rational decision-making (Dwi Marsela & Supriatna, 2019). In the context of financial behavior, self-control is an important determinant of whether a person is able to refrain from impulsive purchases that are emotional or unplanned. According to Tangney, Baumeister, and Boone (2004), self-control is an individual's capacity to direct behavior and emotions to align with desired values, standards, and life goals (Dwi Marsela & Supriatna, 2019).

In the midst of today's consumptive culture and easy access to online shopping, self-control has become more crucial, especially for Generation Z who are highly exposed to social media and digital promotions (Gunawan et al., 2025). A person with good self-control will be better able to make wise financial decisions, weigh between needs and wants, and avoid unnecessary expenses (Maya Komala et al., 2024). With strong self-control, individuals can maintain financial stability and plan for the future more responsibly, especially when combined with Islamic financial values that emphasize awareness, ethics, and responsibility in every financial action (Gunawan et al., 2025).

### 2. Self-Control Indicator

Here are the key indicators relevant to measure Self Control in the context of impulsive buying research:

#### 1) Impulse Control

The ability to control impulses refers to the extent to which an individual is able to resist the desire or urge to immediately fulfill consumptive desires, especially those that arise suddenly (Burton et al., 2019). In the context of impulse buying, individuals with good self-control will be able to resist the temptation to buy items they don't need even if they're offered in the form of attractive promotions, big discounts, or persuasive advertising on social media. They don't necessarily follow a momentary emotional impulse, but rather consider the relevance and benefits of the purchase to their needs. In other words, self-control serves as a psychological "brake" that prevents irrational acts of consumption (Moayery et al., 2019).

## 2) Delayed Gratification

Delaying gratification is the ability of individuals to set aside instant pleasure or gratification in order to obtain greater benefits in the future. A person with high self-control is usually willing to put off buying an item in order to save money for more important needs, such as educational investments, savings, or emergency expenses. This concept is very important in financial behavior because it is closely related to long-term planning and saving habits. In the context of Generation Z living in an instant culture, the ability to delay gratification is a challenge that can only be overcome with strong self-control (Burton et al., 2019).

## 3) Rational Financial Decision Making

Rational financial decisions reflect an individual's ability to make financial choices based on logic, analysis, and careful consideration (Bai, 2023). Individuals with high self-control will

tend to evaluate needs and benefits before spending money, as well as compare prices and quality before making a transaction. They are not easily seduced by social pressures, digital advertising, or trends that are going viral. Decision-making is carried out by taking into account personal financial conditions, priority needs, and the potential long-term impact of the decision (Bai, 2023). In this way, self-control helps individuals to stay consistent on financial goals and avoid unproductive consumptive behavior.

## Impulse Buying Behavior

### 1. Impulsive Buying Behavior *Definition*

*Impulse Buying Behavior* is one of the individual behaviors to make a sudden purchase without careful planning or consideration (Wulandari et al., 2022). These behaviors are often triggered by emotional impulses, such as excitement or situational stress, as well as external stimuli, such as attractive discounts or promotions. According to Uswatun Chasanah & Muhammad Mathori, (2021) quoted from Mowen and Minor (2001), the purchase of *Impulsive* occurs when consumers have no initial intention to buy but decide to transact after seeing the product or promotion on the spot (Uswatun Chasanah & Muhammad Mathori, 2021). According to Chasanah & Muhammad Mathori, (2021), quoted from Solomon (2009), added that spontaneous emotions are the main triggers of this behavior, while Schiffman and Kanuk state that this behavior is often based on sentimental feelings and not logic (Uswatun Chasanah & Muhammad Mathori, 2021). Purchase *Impulsive* It also has negative impacts, such as excessive spending that can disrupt financial stability. Rook and Fisher (1995) explain that these actions tend to be

carried out spontaneously and intensely without thinking about the consequences, often influenced by internal and external factors, including attractive promotions or offers (Uswatun Chasanah & Muhammad Mathori, 2021). Thus, while this behavior can increase profits for businesses, consumers need to be wiser in managing their expenses to avoid long-term financial consequences.

## 2. Impulse Buying Behavior *Indicator*

Impulsive buying behavior is characterized by spontaneous and unplanned purchasing decisions, often triggered by emotional and situational factors (Shrestha, 2024). Some of the key indicators of this behavior include :

### 1) Frequency of *Impulse* Purchases:

An individual's tendency to make unplanned purchases is often reflected in the overall frequency of *impulse* purchases. For example, a person may often buy snacks while in the supermarket, even though they had no previous plans to buy them.

### 2) Motivation Behind Purchase:

Impulse buying is often driven by emotional or situational factors. This drive can come from attractive offers, the influence of discounts, and comes from the influence of friends, or the need to feel better. Understanding the motivations behind these behaviors can help individuals realize when they tend to buy *impulsively*.

### 3) Emotional Impact After Buying :

After making *impulse* purchases, individuals often experience an emotional impact, both positive and negative. Some may feel satisfied shortly after a purchase, but others may feel regret or stress because they realize that

the purchase is not necessary. Understanding these emotional impacts is important to help individuals manage their expenses and avoid financial mistakes in the future.

Of these three points, the motivation behind the purchase is the most important. Understanding why someone makes *impulse* purchases can provide a clearer picture of consumer behavior. When we know what drives us to buy impulsively, we can look for ways to control that impulse. Not only does this help us to make better decisions on spending, but it also reduces the risk of getting stuck in financial trouble due to unplanned purchases.

## **METHOD**

This study uses a quantitative method to analyze the influence of Islamic financial literacy, financial behavior, and lifestyle on *impulsive buying behavior* with *self-control* as a mediating variable in generation Z. The population in this study is students from the Islamic Banking, Management, and Accounting Study Program at the University of Muhammadiyah Surabaya who have taken the Financial Management course. The sample was determined using the saturated sample method, where all students in a population of 250 people were used as research respondents.

Data collection was carried out through a questionnaire using the Likert scale (1–5) for financial behavior (X.2), lifestyle (X.3), self-control (M.1), and impulse buying behavior (Y.1), while for Islamic financial literacy (X.1) knowledge test was used. Islamic financial literacy is measured through an understanding of Islamic economic principles, such as the prohibition of *riba*, *gharar*, and *maysir*, as well as the use of Islamic financial products. Financial behavior is measured based on the habits of

budgeting, saving, and managing expenses. Self-control is measured through an individual's ability to resist consumptive impulses, delay gratification, and make rational financial decisions. Lifestyle is measured based on orientation to trends, social environmental influences, and consumption patterns that reflect modern living preferences and values. Meanwhile, impulse buying behavior is measured based on the frequency of unplanned purchases, triggers, and emotional impact after making a purchase.

Data is collected through the distribution of questionnaires with (Google Forms). The researcher guarantees the confidentiality of the data and encourages the respondents to provide objective answers. After the data is collected, the analysis is carried out using SmartPLS software with the Partial Least Square (PLS) method. This method was chosen because it is able to explain the relationship between latent variables in a more in-depth and systematic manner.

This research aims to provide insight into the importance of Islamic financial literacy in helping students manage their finances better and reduce consumptive behavior. The results of this research are expected to provide benefits for educational institutions and financial institutions in improving Islamic finance education for Generation Z.

**RESULT**

**Characteristics of respondents**

**Table 1. Respondent Characteristics**

Golongan	Subcategories	Number of Respondents	Percentage (%)
Gender	Woman	167	67%
	Man	83	33%
Age	20–21 years old	123	49%
	21–22 years old	68	27%
	Other	59	24%
Employment Status	Not working	184	74%

Income of Working Respondents	Work	66	26%
	> 2 million	32	13%
	1–1.5 million	75	30%
Respondents' Monthly Money Does Not Work	< 2 million	51	20%
	< 1 million	143	7%
	1–1.5 million	52	19,0%
Does Not Work	1.5–2 million	87	15,3%
	> 2 million	37	8,8%

Source: (Researcher, 2025)

The respondents in this study amounted to 250 people with a fairly balanced gender composition, namely 168 respondents (67%) women and 82 respondents (33%) men. Based on age, most of the respondents were in the productive age range, especially 123 respondents (49%) were 20-21 years old and 68 respondents (27%) were 21-22 years old, while the remaining 59 respondents (24%) were outside this range. In terms of employment status, as many as 185 respondents (74%) are not working and 65 respondents (26%) stated that they are working. For the respondents who work, as many as 32 people (13%) have an income of more than 2 million rupiah, while 75 people (30%) have an income between 1 million and 1.5 million, and the remaining 51 people (20%) have an income below 2 million. Meanwhile, for respondents who are not working, most of them earn less than 1 million rupiah per month, namely 143 respondents (57.2%), followed by 52 respondents (20.8%) who earn between 1 million to 1.5 million monthly money, and 38 respondents (15.2%) have monthly money between 1.5 million to 2 million rupiah. Only 17 respondents (6.8%) received monthly money of more than 2 million rupiah. This data shows that most of the respondents are at the lower middle

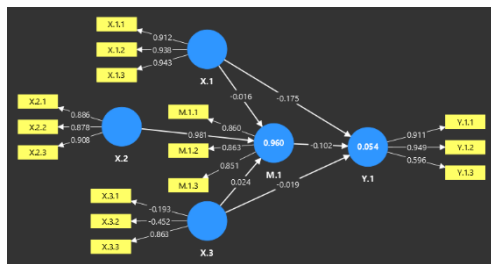
economic level, with limited income that is most likely sourced from parents or other parties.

**EXTERNAL MODEL ANALYSIS**

External Model Review in the (PLS) aims to evaluate the relationship between variabel With Indicators. The main purpose of this analysis is to assess the validity and reliability of the measurements, including *Convergence of Validity*, *Discriminatory validity* and *Reliability* using sizes such as *Average Variance Extracted (AVE)*, *Composite Reliability*, and *Alfa Cronbach*. Outer model is also referred to as Measurement model because it focuses on how indicators form constructs (Rambut et al., 2017).

**Convergence (Convergent Validity)**

Picture 1. Outdoor Models



Source : PLS data processing, 2025

Based on Figure 1 which is the result of PLS-SEM model processing, it can be seen that the X.2 variable (Self-Control) has the most dominant influence on the M.1 variable (Financial Behavior) with a coefficient of 0.981, supported by a high and consistent indicator loading value (0.886–0.908). The X.1 variable (Islamic Financial Literacy) also has a very strong indicator (0.912–0.943), but its influence on M.1 is very small (–0.016) and on Y.1 (Impulsive Buying Behavior) of –0.175, which, although close to significant, remains above the statistical threshold. Meanwhile, the variable X.3 (Lifestyle) shows two indicators with negative loading and only one indicator is valid, so its contribution to M.1 (0.024) and Y.1 (–0.019) is very weak.

The M.1 → Y.1 pathway is also insignificant with a coefficient of –0.102. An R<sup>2</sup> value at M.1 of 0.960 indicates that the model can explain 96% of the variation in Financial Behavior, while the R<sup>2</sup> at Y.1 is only 0.054, indicating that impulsive buying behavior is still heavily influenced by factors outside the model. Although not all pathways show statistical significance, this model remains theoretically relevant because it is able to illustrate the important role of self-control in shaping financial behavior as well as the role of sharia literacy and lifestyle in influencing the consumptive behavior of Generation Z.

**Table 2. External Loading**

Keterangan	M.1	X.1	X.2	X.3	Y.1
M.1.1	0.860				
M.1.2	0.863				
M.1.3	0.851				
X.1.1		0.912			
X.1.2		0.938			
X.1.3		0.943			
X.2.1			0.886		
X.2.2			0.878		
X.2.3			0.908		
X.3.1				-	
				0.195	
X.3.2				-	
				0.452	
X.3.3				0.863	
Y.1.1					0.911
Y.1.2					0.949
Y.1.3					0.596

Source : PLS data processing, 2025

The data shows the outer loading value for each indicator in the latent construct in the model. In the M.1 (Financial Behavior) **construct**, all three indicators have high loading (0.860; 0.863; 0.851), indicating a strong and consistent contribution. For X.1 (Sharia Financial Literacy), the indicators are also very valid with loading 0.912; 0.938; and 0.943. The same goes for X.2 (Self-Control), where the indicators show loadings of 0.886; 0.878; and 0.908, indicating reliable measurements. In the Y.1 (Impulsive

Buying Behavior) construct, the first two indicators have very high loading (0.911 and 0.949), while the third indicator is at 0.596—still above the minimum limit of 0.50 although relatively lower than the other two. The only construct that needs special attention is X.3 (Lifestyle), where the first two indicators have negative loading (−0.195 and −0.452), while the third indicator indicates high loading (0.863). These negative values are likely due to *reverse-coded* items, which are commonly used in psychological surveys to reduce answer bias. Therefore, even though there are two problematic indicators, the Lifestyle construct is still theoretically maintained and can be corrected by editorial revisions in subsequent studies. Overall, the majority of indicators show good convergent validity, so the measurement model is declared valid and ready for further analysis.

**Discriminatory Validity (Discriminant Validity)**

**Table 3. Fornell-larkel**

Variabel	M.1	X.1	X.2	X.3	Y.1
M.1	0.858				
X.1	0.321	0.931			
X.2	0.98	0.341	0.891		
X.3	0.179	0.06	0.159	0.574	
Y.1	-0.161	-0.208	-0.181	-0.047	0.834

Source : PLS data processing, 2025

The table above shows the correlation values between variables in the model as well as the square root values of AVE (shown on the diagonal of the table). Diagonal values (e.g.: M.1 = 0.858; X.1 = 0.931; X.2 = 0.891; X.3 = 0.574; Y.1 = 0.834) indicates that each construct has a higher AVE root than its correlation with the other constructs, which means it meets the criteria of discriminant validity (Fornell-Larcker Criterion). This means that each variable in the model is able to distinguish itself from other constructs. The highest correlation occurred between Self-Control

(X.2) and Financial Behavior (M.1) at 0.980, which indicates a very strong but still accepted relationship because the diagonal value of X.2 (0.891) remains higher. Meanwhile, the correlation between Lifestyle (X.3) and other variables is relatively low, and the relationship between all variables with Y.1 (Impulsive Buying) is negative, such as X.1 → Y.1 (−0.208), which corresponds to the direction of the theory. Overall, these data show that each construct has sufficient uniqueness and discriminant validity.

**Average Variance Extracted (AVE)**

**Table 4. Average Variance Extracted (AVE)**

Variabel	Average variance extracted (AVE)
M.1	0.736
X.1	0.867
X.2	0.794
X.3	0.329
Y.1	0.695

Source : PLS data processing, 2025

The above data shows the Average Variance Extracted (AVE) value of each variable in the model, which is used to measure the validity of the convergence—that is, the extent to which the indicators of a construct actually represent that construct. In general, the minimum recommended AVE value is 0.50. The variable M.1 (Financial Behavior) has an AVE value of 0.736, X.1 (Islamic Financial Literacy) of 0.867, X.2 (Self-Control) of 0.794, and Y.1 (Impulsive Buying Behavior) of 0.695. All four variables meet the criteria of convergent validity because their AVE values are above the minimum threshold, which means that the indicators have been able to explain more than 50% of the variance of their respective constructs consistently. However, the variable X.3 (Lifestyle) only has an AVE value of 0.329, which is below the minimum standard of 0.50. This shows

that the indicators on these variables have not been able to represent the construct optimally. Nevertheless, the Lifestyle variable is still maintained in the model because it has a strong theoretical and contextual meaning in explaining the consumptive behavior of Generation Z. In the context of social research, a low AVE value in a construct is still acceptable if the construct has a conceptually important role and can be further developed through revision of indicators or advanced testing in the structural model.

#### Alfa Cronbach

**Table 5. Alfa Cronbach**

Variabel	Alfa Cronbach
M.1	0.820
X.1	0.924
X.2	0.870
X.3	0.080
Y.1	0.832

Source : PLS data processing, 2025

The results of the reliability test showed that most of the variables in this study had a high level of internal consistency. The variable X.1 has a Cronbach's Alpha value of 0.924 which indicates a very high value, followed by X.2 (0.87), Y.1 (0.832), and M.1 (0.820), all of which are above the threshold of 0.70 and are declared reliable. However, the X.3 variable shows a very low reliability value, which is 0.080, which indicates that the items in the variable are inconsistent in measuring the construct in question. Nevertheless, the X.3 variable is still maintained because it is theoretically still relevant in the research model and can be used as material for evaluating the development of the instrument in the future. In addition, maintaining this weak variable reflects the researcher's openness to objective results, as well as providing an empirical basis for construct improvement in follow-up studies. Therefore, even

though the X.3 reliability value is low, it is still important to maintain this data to maintain completeness, transparency, and continuity of research.

#### Composite reliability (rho\_c)

**Table 6. Composite reliability (rho\_c)**

Variabel	Composite reliability (rho_c)
M.1	0.893
X.1	0.951
X.2	0.920
X.3	0.023
Y.1	0.868

Source : PLS data processing, 2025

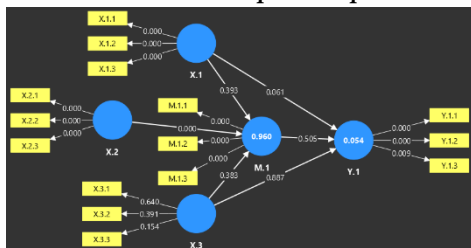
The results of the construct reliability test based on the Composite Reliability value show that most of the variables in the model have an excellent level of reliability. The X.1 variable obtained a value of 0.951, X.2 of 0.920, M.1 of 0.893, and Y.1 of 0.868. All of these values are well above the minimum limit of 0.7, which means that the construct is very consistent in measuring the latent variables of each. However, the X.3 variable shows a very low Composite Reliability value of 0.023, which indicates a serious weakness in the internal consistency between the indicators in the variable. However, X.3 is retained because theoretically this variable is important to support the conceptual framework of research and its role is significant in explaining impulsive behavior. Retaining X.3 gives a clear picture that not all direct constructs can be properly measured, and serves as an empirical evaluation material for the development of more precise instruments in the future. Thus, although X.3 is statistically weak, its existence remains important to maintain the theoretical validity and overall integrity of the research.

#### DEEP MODEL ANALYSIS

Deep model analysis In PLS it is used to evaluate relationships between latent variables through several key indicators.

First *Statistics Colinearitas* (VIVID) is used to ensure that multicollinearity does not occur between constructs, with the VIF value ideally below 5. Second, R Square ( $R^2$ ) indicates how much independent variables are able to explain dependent variables; The higher the value, the better the predictive model. Third, F Persegi ( $F^2$ ) It is used to see how much an influence a construct has on other constructs, with the categories of small ( $\geq 0.02$ ), medium ( $\geq 0.15$ ), and large ( $\geq 0.35$ ). Last Suitable Models Assessed using the SRMR, where a  $<$  value of 0.08 indicates that the model has a good fit (Rambut et al., 2017).

Picture 2. Graphic output



Source : PLS data processing, 2025

Based on the model image above, it can be seen that the variables X.1 (Islamic Financial Literacy), X.2 (Self-Control), and X.3 (Lifestyle) play a role in influencing the mediation variable M.1 (Financial Behavior), with an R-square value of 0.960. This means that the three variables together are able to explain 96% of variance in financial behavior. The X.1  $\rightarrow$  M.1 pathway showed a coefficient of 0.393 and X.3  $\rightarrow$  M.1 of 0.383, both of which showed a positive and quite strong influence on financial behavior. While the X.2  $\rightarrow$  M.1 pathways are shown to be 0.000, which in this context suggests that the direct influence of Self-Control on Financial Behavior was not significantly identified in this model. The path from M.1  $\rightarrow$  Y.1 (Impulsive Buying) shows a coefficient of 0.505, which is a positive and quite strong

influence on impulsive buying behavior. Meanwhile, X.1  $\rightarrow$  Y.1 were only 0.061 and X.3  $\rightarrow$  Y.1 were 0.887, indicating that lifestyle had a dominant contribution to impulsive behavior, while Islamic financial literacy had a weak direct influence. The R-square at Y.1 of 0.054 indicates that only about 5.4% of the variation in impulsive buying behavior can be explained by this model, indicating that impulsive behavior is most likely influenced by other factors that have not been included, such as emotions, social influences, or digital promotions. Overall, the model remains worthy of further analysis because it provides an important theoretical picture of the relationship between financial literacy, self-control, and lifestyle to the financial and consumptive behavior of Generation Z students.

**Model Iner (Statistik Coliinearity)**

Table 7. Model Iner (Statistik Coliinearity)

Variabel	M.1	X.1	X.2	X.3	Y.1
M.1					1.147
X.1	1.132				1.115
X.2	1.157				
X.3	1.026				1.033
Y.1					

Source : PLS data processing, 2025

The results of the multicollinearity test based on the Variance Inflation Factor (VIF) value showed that all constructs in the model were within acceptable tolerance limits. The VIF value in construct X.1 against M.1 is 1,132, X.2 against M.1 is 1,157, and X.3 against M.1 is 1,026, while the VIF in construct X.1 against Y.1 is 1,115, and X.3 against Y.1 is 1,033. Meanwhile, the VIF value on the M.1 line against Y.1 is 1,147. All of these VIF values were well below the maximum general limit of 5.0 and also still below the conservative threshold of 3.3, indicating that there was no multicollinearity between independent

variables in the model. In other words, each construct is free from the influence of cross-distortion between predictors and has an independent contribution to the dependent variable. Therefore, this model is statistically feasible to be further analyzed using the PLS-SEM approach, as there is no indication of violation of the multicollinearity assumption.

**R square**

**Table 8. R square**

Variabel	R-Square	R-square adjustable
M.1	0.960	0.960
Y.1	0.054	0.032

Source : PLS data processing, 2025

The results of the R-square test showed that the M.1 variable had an R-square and R-square adjusted value of 0.960, which means that 96% of the variability in self-control can be strongly explained by the independent variables in the model. This shows that the construct is very relevant and plays a significant role in shaping the respondent's self-control. Meanwhile, the Y.1 variable which represents impulsive buying behavior only has an R-square value of 0.054 and an R-square adjusted value of 0.032. Despite the low value, the Y.1 variable was maintained as it was the main focus of this study. A small R-square value indicates that impulsive behavior in Generation Z is most likely influenced by other factors that have not been covered by current models, such as social pressure, digital media influence, or emotional factors. Therefore, the existence of Y.1 remains important to maintain the direction and objectives of the research, as well as to be the basis for expanding and deepening the model in future research to be more

comprehensive and in accordance with the complex characteristics of generation Z.

**Model FIT**

**Table 9. Model FIT**

Information	Saturated models	Model forecast
SRMR	0.084	0.083
d_ ULS	0.84	0.832
d_ G	1.319	1.32
Chi-square	766.046	766.466
NFI	0.572	0.571

Source : PLS data processing, 2025

Based on the results of the model evaluation using the Goodness of Fit **measure**, the SRMR (Standardized Root Mean Square Residue) value in the saturated model was 0.084 and in the estimated model was 0.083. Both values are below the 0.10 threshold, which indicates that the model has an acceptable level of fit. The d\_ ULS value in the saturated model was 0.840 and in the estimated model 0.832, while the d\_ G were 1.319 and 1.320, respectively, with a very small difference. This shows that the model has a stable structural consistency between the theoretical (saturated) model and the estimation model. The Chi-square value is also relatively balanced, namely 766.046 for the saturated model and 766.466 for the estimated model, supporting the stability and consistency of the model. Meanwhile, the NFI (Normed Fit Index) value of 0.572 for saturated models and 0.571 for estimated models, is still below the ideal threshold of  $\geq 0.90$ . However, in the PLS-SEM approach, the main focus is on the predictive capabilities **of the model**, not on the overall suitability of the model as in the CB-SEM approach. Therefore, even if the NFI value is not yet optimal, it is still worth using and analyzing further, as most fit measures show an adequate level of model fit.

**F square**

**Table 10. F square**

Variabel	M.1	X.1	X.2	X.3	Y.1
M.1					0.010
X.1	0.006				0.029
X.2	20.982				
X.3	0.014				0.000
Y.1					

Source : PLS data processing, 2025

The results of the F Square analysis in the table show the large contribution of each variable to other constructs in the model. The X.2 variable (Self-Control) had the highest F-Square value of 20.982 against M.1 (Financial Behavior), which signifies a very large and significant predictive contribution. Meanwhile, X.1 (Sharia Financial Literacy) has a value of 0.006 against M.1 and 0.029 against Y.1 (Impulsive Buying Behavior), and X.3 (Lifestyle) has a value of 0.014 against M.1 and 0.000 against Y.1. These values are relatively small, but still show a predictive contribution even though they are weak. A positive F-Square value indicates that all variables in the model still have a role in explaining other variables, even though the predictive power varies. Therefore, all variables are retained in the model due to their theoretical relevance, and overall the model remains a predictive force against impulsive behavior even though not all pathways have a strong direct influence.

**HIPOTESIS**

Table 11. Hipotesis

Variabel	Original sample (O)	Statistics T ( O/STDEV )	P value
M.1 -> Y.1	-0.102	0.667	0.505
X.1 -> M.1	-0.016	0.855	0.393
X.1 -> Y.1	-0.175	1.872	0.061
X.2 -> M.1	0.981	95.141	0.000
X.3 -> M.1	0.024	0.873	0.383
X.3 -> Y.1	-0.019	0.142	0.887

X.1 -> M.1 -> Y.1	0.002	0.409	0.683
X.2 -> M.1 -> Y.1	-0.100	0.667	0.505
X.3 -> M.1 -> Y.1	-0.002	0.453	0.650

Source : PLS data processing, 2025

The results of the hypothesis test showed that only the X.2 → M.1 pathway (Self-Control → Financial Behavior) was significant (coefficient 0.981; T = 95.141; p = 0.000), emphasizing that self-control plays a dominant role in shaping student financial behavior. All other direct pathways, namely X.1 → M.1 (coefficient -0.016; p = 0.393), X.1 → Y.1 (coefficient -0.175; p = 0.061), X.3 → M.1 (coefficient 0.024; p = 0.383), X.3 → Y.1 (coefficient -0.019; p = 0.887), and M.1 → Y.1 (coefficient -0.102; p = 0.505) were insignificant (p > 0.05). Similarly, all mediation pathways are through M.1—i.e. X.1 → M.1 → Y.1 (coefficient 0.002; T = 0.409; p = 0.683), X.2 → M.1 → Y.1 (coefficient -0.100; T = 0.667; p = 0.505), and X.3 → M.1 → Y.1 (coefficient -0.002; T = 0.453; p = 0.650)—nor showed significance. Thus, in addition to Self-Control which has been shown to have a strong effect on Financial Behavior, the variables of sharia literacy and lifestyle either directly or through the mediation of financial behavior do not have a significant effect on impulsive buying in this model.

**DISCUSSION**

**The Effect of Self-Control (M.1) on Impulse Buying Behavior (Y.1)**

Based on the results of the study, Self-Control did not have a significant effect on impulse buying behavior with a coefficient value of -0.102 and a p-value of 0.505. Although students exhibit relatively good financial behaviors such as saving,

budgeting, and evaluating expenses, they are not strong enough to reduce impulsive impulses to spend. This means that healthy financial management has not been able to become an effective barrier to consumption behavior triggered by emotions and instant situations.

Generation Z shows a unique character in this aspect. They are able to have financial planning but are still easily tempted to buy impulsively due to exposure to digital advertising, instant shopping systems, and the influence of social media trends. Although rational in planning, the final decision is often influenced by strong external stimuli. Therefore, it is necessary to strengthen emotional control and greater digital awareness so that financial behaviors are not only technical but also adaptive to the reality of their consumption.

In the perspective of *the Theory of Planned Behavior*, Self-Control is closely related to the perceived behavioral *control* component, which describes an individual's perception of his or her ability to control certain behaviors. In this context, insignificant results suggest that although students may have a perception of control, they have not been able to apply actual control to impulsive impulses. This signifies a gap between intentions and actual actions, which are heavily influenced by digital pressure and momentary emotions.

#### **The Effect of Sharia Financial Literacy (X.1) on Self-Control (M.1)**

The findings showed that Islamic financial literacy did not have a significant influence on Self-Control, with a coefficient of -0.016 and a p-value of 0.393. These results indicate that understanding of Islamic financial principles such as *riba*, *gharar*, and *halal* products has not succeeded in encouraging students to form

better financial habits. The gap between knowledge and action is a key issue in this relationship.

This is in line with the characteristics of Generation Z who are able to understand information, but are not always able to apply it consistently in real life. They may know what the prohibition of usury is or the importance of *halal* investment, but it has not made it the basis for active financial behavior. Therefore, the Islamic financial literacy strategy must be directed to be more applicable and adapted to the digital and emotional context of Gen Z.

#### **The Effect of Sharia Financial Literacy (X.1) on Impulse Buying Behavior (Y.1)**

The results showed that Islamic financial literacy had a negative influence on impulsive behavior, with a coefficient value of -0.175 and a p-value of 0.061. Although not statistically significant, the direction of this relationship shows that the higher the students' Islamic financial literacy, their tendency to make impulse purchases tends to decrease. Sharia values are able to provide moral limits on irrational consumption behavior.

Generation Z has a tendency to accept religious values when they are conveyed in a way that suits their lifestyle, such as through social media, visual-based content, or digital apps. Therefore, the delivery of Islamic financial literacy should be made more contextual not only informative, but also able to touch emotional and visual aspects so that it can be applied in real terms in their consumption behavior.

If it is associated with *attitudes towards behavior* from the SDGs, the understanding of sharia literacy should form a positive attitude towards financial management in accordance with sharia. However, these results confirm that attitude formation is

not enough to establish *perceived behavioral control* or actual control over finances. This reinforces the importance of delivering literacy in a contextual and applicative form.

### **Influence of Financial Behavior (X.2) on Self-Control (M.1)**

The test results showed that the effect of financial behavior was very significant on self-control, with a coefficient of 0.981 and a p-value of 0.000. This suggests that college students with high levels of self-control tend to have more regular financial behaviors, such as being able to save consistently, budget, and refrain from unnecessary spending. Thus, self-control is the main foundation in the formation of healthy financial habits.

Generation Z who grew up in a fast-paced digital environment makes self-control crucial, even if it's hard to maintain. They are constantly exposed to the various ease of access to seductive online shopping and promotions. Therefore, building self-control requires not only discipline, but also mental strengthening and increasing awareness of the risks of impulsive consumptive behavior in the midst of the dynamics of the ever-evolving digital world.

This is in accordance with the TPB that *perceived behavioral control* not only reflects perception, but also actual practice. Good financial behavior strengthens self-control as a reflection of the confidence to manage finances with discipline.

### **The Influence of Lifestyle (X.3) on Self-Control (M.1)**

This study found that lifestyle had no significant effect on Self-Control, with a coefficient of 0.024 and a p-value of 0.383. This shows that while college students have a modern lifestyle filled with digital activities, trendy consumption preferences, and self-image needs, this is not always

reflected in the way they manage and manage their daily finances.

Generation Z is very active on social media and is used to trend-based consumption and digital conveniences such as e-wallets and instant services. However, this lifestyle does not necessarily create a systematic pattern of financial management. Therefore, strengthening awareness of the long-term impact of digital lifestyles is important so that their consumption is not only style-oriented, but also on financial sustainability.

Within the framework of the SDGs, lifestyle can be associated with *subjective norms*, because lifestyle is the result of social interactions, community trends, and group norms. Insignificant results indicate that the social norms that shape lifestyle are not strong enough to influence consumptive intentions or behaviors.

### **Influence of Lifestyle (X.3) on Impulse Buying Behavior (Y.1)**

Based on the results of the analysis, lifestyle did not have a significant influence on impulse buying behavior, with a coefficient of -0.019 and a p-value of 0.887. These results show that although students have a trend-based consumptive lifestyle and digital convenience, it does not directly contribute to the increase in impulsive behavior.

Generation Z is known for using consumption activities as a means to express themselves in the digital world. They buy goods not just for function, but as a symbol of status or social existence. Although statistically insignificant, lifestyle still needs to be considered as a factor that reinforces the social and emotional context in the impulse buying process, particularly when combined with environmental pressures and psychological impulses.

TPB explains that lifestyles that represent *subjective norms* should influence behavior through social pressure. However, in this context, lifestyle norms are not strong enough to produce impulsive intentions or behaviors.

#### **The Effect of Sharia Financial Literacy on Impulse Purchase Behavior through Self-control (X.1 → M.1 → Y.1)**

The mediation pathway from Islamic financial literacy to impulsive behavior through Self-Control was not significant (coefficient = 0.002;  $p = 0.683$ ). This means that even though students have good sharia literacy, it does not affect their impulsive behavior indirectly through financial behavior. Knowledge does not automatically lead to practice or habituation.

This shows that in Generation Z, literacy alone is not enough if it is not accompanied by the formation of strong habits and self-control. Sharia education must be designed to facilitate real decision-making in daily life, especially in the face of consumptive pressures based on social media and highly visual digital culture.

According to TPB, this indicates that there are obstacles to *perceived behavioral control* and the possibility of a lack of *intention* formed from subjective attitudes and norms. Although sharia values are understood, without the support of the environment and self-confidence, intention does not develop into action.

#### **The Effect of Financial Behavior on Impulse Buying Behavior through Self-Control (X.2 → M.1 → Y.1)**

The mediating pathway from financial behavior to impulsive behavior through self-control was also not significant (coefficient = -0.100;  $p = 0.505$ ). Although self-control has a strong direct influence on financial behavior, the effect does not pass

on to an indirect reduction in impulsive behavior. This shows that self-control is more effective in managing money, but not in dealing with emotional temptations.

Self-control in Generation Z is often tested by the rapid flow of information and the high appeal of digital content. Even though they are able to budget well, they remain vulnerable to the influence of emotions and social pressures in cyberspace. Therefore, efforts to strengthen self-control need to be accompanied by strategies that focus on impulse management and increasing literacy and awareness in dealing with the digital environment.

This explains that *perceived behavioral control* formed from financial behavior does not automatically change impulsive behavior. This means that even though students are able to manage their finances, emotional factors and external stimuli remain dominant in influencing consumption behavior.

#### **The Influence of Lifestyle on Impulse Buying Behavior through Self-Control (X.3 → M.1 → Y.1)**

The results of the analysis showed that Self-Control did not mediate the relationship between lifestyle and impulse buying behavior (coefficient = -0.002;  $p = 0.650$ ). This means that the trend-oriented lifestyle of students and digital conveniences does not have a significant impact on financial management, so it does not play a role in suppressing impulsive behavior through indirect channels.

This suggests that Gen Z's impulsive consumption is more fueled by social and visual aspects than financial logic. Therefore, impulse buying prevention strategies need to target consumption mindsets and emotional management that are appropriate for the context of Gen Z's

lifestyle, not just improve their financial management patterns.

In the TPB, this shows that lifestyle as a representation of social norms is not strong enough to form *intentions*, and self-control as *perceived behavioral control* is not strong enough to turn intentions into actual behaviors that can resist consumptive impulses.

## CONCLUSION

This study aims to analyze the influence of Islamic financial literacy, financial behavior, lifestyle and self-control as mediating variables on impulse purchase behavior in Generation Z students, with a PLS-SEM structural model approach. Based on the results of the analysis, it was found that of the nine hypothesis pathways tested, only one relationship was statistically significant, namely the influence of self-control on financial behavior. Meanwhile, the other paths, both direct and indirect influence (mediation), do not show significance.

The main results show that Self-Control has a very significant effect on Financial Behavior, which means that the higher the ability of students to control consumptive impulses, the better their financial behavior will be. However, financial behavior has no effect on impulse purchases, suggesting that healthy financial management is not enough to resist spontaneous spending impulses. On the other hand, Islamic financial literacy shows an almost significant negative influence on impulsive buying, which indicates that the higher the understanding of Islamic financial principles, the less likely it is to impulse buy.

Meanwhile, Islamic financial literacy and lifestyle do not have a significant effect on financial behavior, nor does lifestyle affect impulse buying behavior. These findings indicate that social and emotional factors

such as social media trend pressure, instant digital culture, and online promotion are more dominant in influencing Gen Z's consumptive behavior than the technical aspects of finance. The entire mediation pathway through Self-Control was also insignificant, reinforcing that Generation Z's impulsive behavior was influenced by other factors beyond the variables in this model, such as emotions, social environment, and digitalization tendencies.

Theoretically, this study confirms the relevance of the Theory of Planned Behavior in explaining financial intentions and behaviors in the younger generation, but shows that **the perception of self-control** influences financial behavior more than it influences impulsive purchases directly. The novelty contribution of this study is the use of self-control as a mediating variable and the addition of lifestyle variables that represent the emotional and social aspects of Gen Z consumption in the context of sharia.

Thus, the approach to Islamic financial education for Generation Z must be designed to be more concrete, digital-friendly, and not only prioritize information and technical aspects, but also build self-control, emotional awareness, and sensitivity to the pitfalls of digital consumption. Sharia literacy strategies based on social media, microlearning, and practical financial simulations are potential solutions to improve the quality of financial decision-making of this generation.

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