The Influence Of Attitude, Green Product, And Digital Marketing On Generation Z Consumer Behavior In Pekanbaru City From The Maqasid Syariah Perspective

Fitri Amalia[1], Muhammad Albahi[2], Nanda Suryadi[3]

[1,2,3] Universitas Islam Negeri Sultan Syarif Kasim Riau, Riau, Indonesia

Email: ftramaliaa@gmail.com, Muhammad.albahi@uin-suska.ac.id, nanda.suryadi@uin-suska.ac.id

Keywords: *Attitude, Green Product, Digital Marketing, Consumptive Behavior, Maqasid Syariah, Generation Z*	**Abstract** *This study aims to determine the effect of Attitude, Green Product, and Digital Marketing on the Consumptive Behavior of Generation Z in Pekanbaru City from the perspective of Maqasid Syariah. This research uses a quantitative approach with data collected through questionnaires distributed to 399 Generation Z respondents in the Binawidya District, Pekanbaru City. Data analysis was conducted using SPSS version 26 with validity, reliability, classical assumption tests, t-test (partial), F-test (simultaneous), and coefficient of determination (R^2). The results show that the Attitude variable has a positive and significant effect on Consumptive Behavior (t = 86.170 > 1.996; Sig. = 0.000 < 0.05), Digital Marketing also has a positive and significant effect (t = 3.276 > 1.996; Sig. = 0.001 < 0.05), while Green Product has no significant effect (t = -0.418 < 1.996; Sig. = 0.676 > 0.05). Simultaneously, the three variables have a significant effect on Consumptive Behavior (F = 4953.606; Sig. = 0.000 < 0.05) with an R^2 value of 0.974, indicating that 97.4% of the variation in consumptive behavior is explained by these variables From the perspective of Maqasid Syariah, the findings suggest that the consumptive behavior of Generation Z can be directed toward ethical and value-based consumption through the preservation of (Hifzh Ad-Din), intellect (Hifzh al-'Aql), wise management of wealth (Hifzh al-Mal), and environmental awareness (Hifzh al-Nafs and Hifzh al-Nasl). Therefore, Islamic principles play a crucial role in shaping balanced and responsible consumption patterns in the digital era.*

INTRODUCTION

The era of globalization has brought rapid advances in technology and industry, facilitating the fulfillment of human needs for both goods and services. In this context, Generation Z has become the most dominant group in Indonesia, with 74.93 million people, or 27.94% of the population (BPS, 2020). According to Alfaruqy (2022), this generation, born between 1997 and 2012, is highly connected to digital technology and has been accustomed to living with devices such as gadgets since childhood, as emphasized by Roberts (2024), who calls Gen Z digital natives. Wibawanto, in Ramadhan and Simanjuntak (2018), adds that Gen Z is characterized by being highly active on social media, tech-savvy, expressive, tolerant of cultural differences, environmentally conscious, and quick to shift attention or activities. Technological advances have allowed them to grow up in a fast-paced and instantaneous environment, accustomed to conducting various activities, including online transactions. This condition also creates a tendency to find it difficult to differentiate between needs and wants, which then encourages consumptive behavior. The most striking phenomenon in Gen Z's lifestyle is the increase in online shopping activity. Widiarini (2022) explains that online shopping habits increased 41% during the pandemic and remain the primary choice even after social restrictions have been lifted. Purnamasari (2022),

through a report by the IDN Research Institute, found that Gen Z prefers e-commerce due to its ease of access and efficiency. This trend is reinforced by Utamanyu (2022), who stated that the pandemic triggered a surge in internet usage, shifting people's shopping patterns from traditional to digital. The ease of access to shopping platforms makes Gen Z susceptible to consumer behavior driven by the speed of information and digital promotions.

A survey by the Katadata Insight Center (2021) showed that 72.9% of Gen Z's routine spending is allocated to communication needs, such as phone credit and internet. Subsequent routine spending includes food (51.2%), fuel (34.9%), bills (32.3%), and eating out (31.4%). Spending on entertainment is the lowest at 9.3%. These findings illustrate that although Gen Z has basic needs like other generations, digitalization remains a major part of their consumption patterns.

In a study of consumption, Astuti (2016) explains that consumption is a human activity that uses the value of goods to fulfill life's necessities. Two main theories are used to understand consumer behavior. First, John B. Watson's behaviorism theory states that purchasing behavior is shaped by environmental stimuli (Waseza, 2016). Second, Baudrillard's hyperreality theory explains that modern society consumes not only for necessities but also for symbols or signs that represent identity (Ritzer, 2016). This makes consumption increasingly susceptible to symbolic and irrational meanings.

Excessive consumption has negative impacts such as debt accumulation and financial problems, making it important for individuals to prioritize needs over wants. This is reinforced by Prasetyaningsih (2019), who explains that consumer behavior is excessive consumption without rational consideration. Factors influencing this behavior include internal factors such as psychology, perception, attitude, beliefs, age, occupation, finances, personality, and gender. and external factors such as the social environment, local culture, social class, and family situation (Tamima, 2023).

At the macro level, household consumption remains a mainstay of the national economy, contributing 54.53% to GDP in the second quarter of 2024. However, consumption growth was only 4.93%, indicating signs of weakening purchasing power. The surge in spending triggered by events such as elections and Eid al-Fitr was not enough to mitigate the risk of the economy's dependence on household consumption.

From an Islamic perspective, consumption is recommended based on needs, not desires, as emphasized in Surah Al-A'raf, verse 31, which prohibits extravagance. Surah Al-Isra', verse 27, also condemns wasteful behavior, which is equated with the deeds of Satan. In Islamic economics, consumption is directed toward achieving maslahah (benefit) through the balanced fulfillment of needs based on three levels: dharuriyyat, hajiyyat, and tahsiniyyat (Suharyono, 2018). Adopting consumption patterns in accordance with the maqasid sharia is believed to prevent individuals from a consumptive lifestyle.

Environmental concern is also a strong characteristic of Gen Z, as explained by Jannah (2023), who noted that since the emergence of the environmental movement in the 1970s, this generation has become increasingly aware of ecological issues. Research by Putri and Santoso (2021) found that environmental concern influences consumer behavior in choosing environmentally friendly products. As many as 78.5% of Gen Z understands environmental issues thanks to access to digital information. However, there is a contradiction between concern and consumer behavior because they remain trapped in high-spending patterns, often influenced by social media and trends like fast fashion and cosmetics, which produce significant waste.

Pratiwi (2021) emphasized that a hedonistic lifestyle and easy access to online shopping further reinforce Gen Z's consumer behavior. Digital marketing exacerbates the situation, as research by Gustavo Barreira Vendujo & Daniel Duran Sandoval (2024) shows that digital promotions such as discounts, flash sales, and influencer endorsements significantly trigger impulsive buying among the younger generation.

Based on the overall phenomenon, the influence of attitude, green products, and digital marketing on Gen Z's consumer behavior is an important issue to study, especially from the perspective of the maqasid sharia. Therefore, this study is entitled "The Influence of Attitude, Green Products, and Digital Marketing on Generation Z's Consumptive Behavior in Pekanbaru City from the Perspective of Maqasid Sharia."

Based on the background above, this study aims to: (1) To find out the influence of attitudes towards Consumptive Behavior in generation Z in Pekanbaru City from the perspective of maqasid sharia. (2) To find out the influence of product attitudes towards Consumptive Behavior in generation Z in Pekanbaru City from the perspective of maqasid sharia. (3) To find out the influence of digital marketing towards Consumptive Behavior in generation Z in Pekanbaru City from the perspective of maqasid sharia. (4) To determine the influence of attitude, product greiein, and digital marketing on consumer behavior in generation Z in Pekanbaru City from the perspective of Maqasid Sharia.

Research Hypothesis

H_0: It is suspected that there is no influence of attitude on consumer behavior in generation Z in Pekanbaru City from the perspective of Maqasid Sharia.

H_1: It is suspected that there is an influence of attitude on consumer behavior in generation Z in Pekanbaru City from the perspective of Maqasid Sharia.

H_0: It is suspected that there is no influence of product greiein on consumer behavior in generation Z in Pekanbaru City from the perspective of Maqasid Sharia.

H_2: It is suspected that there is an influence Greiein Proiduct is related to the Consumptive Behavior of Geineirasi Z Koita Peikanbaru Maqasid Syariah Perspective

H_0: It is suspected that there is no influence of Digital Marketing on the Consumer Behavior of Geineirasi Z Koita Peikanbaru Peirpeiktif Maqasid Syariah

H_3: It is suspected that there is an influence of Digital Marketing on Z-Geineration Consumptive Behavior in Koita Peikanbaru with the Maqasid Syariah Perspective

H_0: It is suspected that there is no influence of Attitude, Greiein Proiduct, Digital Marketing on the Z-geineiration Consumptive Behavior in Koita Peikanbaru Maqasid Syariah Perspective

H_4: It is suspected that there will be an influence of Attitude, Product Greeting, Digital Marketing on Z-geineiration Consumptive Behavior In Koita Peikanbaru, the Maqasid Syariah Specification or explanation is used. This technique begins with a general statement, followed by specific statements, and ends with a conclusion.

METHODS

This research method is structured within a quantitative framework with a structured format as explained by Sari (2022), who asserts that quantitative research is grounded in the philosophy of positivism and utilizes measurable instruments to test hypotheses through statistical analysis. Based on this foundation, this study tests the theory through variable measurement and correlation analysis, as emphasized by Noor (2012), who explains that quantitative research requires the use of measuring instruments so that numerical data can be analyzed according to statistical procedures. The research was conducted in Binawidya District, Pekanbaru City, from December 2024 until completion, with Generation Z as its subjects. The research object was the influence of attitudes, green products, and digital marketing on Generation Z's consumer behavior from the perspective of Maqasid Sharia.

The study population included all Generation Z in Pekanbaru City who actively used social media in 2024, a total of 170,464 individuals according to BPS data. The sample was determined using the Yamane formula (Ismail, 2018), resulting in a sample size of 399 respondents. The sampling technique used was non-probability sampling with a purposive sampling method, as explained by Sugiyono (2019), which selects samples based on specific characteristics relevant to the research objectives. This purposive sampling was based on specific criteria such as age 13–29,

domicile in Pekanbaru, specifically in Binawidya District, social media use, and consumer behavior tendencies. Furthermore, the questionnaire was distributed using accidental sampling, as explained by Sugiyono (2016), where respondents were selected based on chance encounters provided they met the required criteria.

The data used consisted of primary data obtained through questionnaires regarding the research variables, as well as secondary data collected from books, journals, and other documents, as explained by Bungin (2009). The research instrument used a Likert-scale questionnaire with scores of 1–5. Documentation was also used to strengthen the field data, following Fiantika's (2022) perspective on the importance of documents as records of events.

Data analysis includes validity and reliability tests using SPSS, with validity tested through Pearson correlation and reliability tested using Cronbach Alpha as explained by Priyatno (2014). After the instrument was declared feasible, a classical assumption test was conducted which included a normality test using Lilliefors–Kolmogorov–Smirnov, a multicollinearity test by looking at the VIF and tolerance values following Priyatno's criteria (2012), and a heteroscedasticity test using a scatter plot as explained by Ghozali (2012). Next, a multiple linear regression analysis was conducted to measure the influence of attitude, green products, and digital marketing on Generation Z's consumer behavior, with hypothesis testing using a partial t-test and a simultaneous F-test. The coefficient of determination (R^2) was used to see the contribution of independent variables in explaining the dependent variable, as explained by Ghozali and Priyatno (2014) regarding the interpretation of the R^2 value in the regression model.

RESULTS AND DISCUSSION
Description of Research Results
Pilot Test

A pilot test was used to test the reliability and validity of the research instrument. Before the questionnaire was distributed to actual respondents, it was first pilot tested on Group Z. Based on the research data, it was found that 50 respondents were responded to Group Z, 50 questionnaires were returned, or 100%, and the average age of respondents was 13-29 years. The pilot test questionnaire was then tested for validity and reliability using the SPSS version 26 program.

Validity Test

Table 1. Summary of Pilot Test Validity Results

Variable	Indicator	Correlation Coefficient	Significant Value	Conclusion
(X1) Attitude	Y1	0,457	0,001	Invalid
	Y2	0,582	0,000	Valid
	Y3	0,677	0,000	Valid
	Y4	0,588	0,000	Valid
	Y5	0,618	0,000	Valid
	Y6	0,592	0,000	Valid
	Y7	0,571	0,000	Valid
	Y8	0,725	0,000	Valid
	Y9	0,309	0,029	Invalid
	Y10	0,635	0,000	Valid
(X2) Green Product	X1. 1	0,789	0,000	Valid
	X2. 2	0,828	0,000	Valid
	X1. 2	0,742	0,000	Valid
	X2. 3	0,725	0,000	Valid

	X1. 3	0,735	0,000	Valid
	X2. 4	0,623	0,000	Valid
	X1. 4	0,563	0,000	Valid
	X2. 5	0,535	0,000	Valid
	X1. 5	0,533	0,000	Valid
	X2. 6	0,647	0,000	Valid
(X3) Digital Marketing	X2. 1	0,700	0,000	Valid
	X2. 2	0,773	0,000	Valid
	X2. 3	0,662	0,000	Valid
	X2. 4	0,773	0,000	Valid
	X2. 5	0,642	0,000	Valid
	X2. 6	0,716	0,000	Valid
	X2. 7	0,850	0,000	Valid
	X2. 8	0,767	0,000	Valid
	X2. 9	0,688	0,000	Valid
	X2. 10	0,591	0,000	Valid
(Y) Consume Behavior	X3. 1	0,567	0,000	Valid
	X3. 2	0,737	0,000	Valid
	X3. 3	0,470	0,001	Invalid
	X3. 4	0,646	0,000	Valid
	X3. 5	0,619	0,000	Valid
	X3. 6	0,655	0,000	Valid
	X3. 7	0,176	0,221	Invalid
	X3. 8	0,632	0,000	Valid
	X3. 9	0,672	0,000	Valid
	X3. 10	0,582	0,000	Valid

Source: Primary data

Based on Table 1 above, the research instrument has a significance value of less than 5%, with calculated r > table r, thus concluding that the instrument is valid. Conversely, the significance value is greater than 5%, with calculated r < table r, thus concluding that the instrument is invalid.

Reliability Test

Table 2. Reliability Test Results

NO	Variables	Total Item	*cronbach' alpha*	Information
1	Co-consumptive Behavior	10	0,785	Reliable
2	Attitude	10	0,768	Reliable
3	Greiein Product	10	0,868	Reliable
4	Digital Marketing	10	0,890	Reliable

Source: Processed Primary Data

The table shows that the Crohn's Alpha values for the Coinsumptive Behavior variable are 0.785, Attitude is 0.768, Product Greein is 0.868, and Digital Marketing is 0.890. The calculation results indicate that the Coinsumptive Behavior, Attitude, Product Greein, and Digital Marketing variables are reliable.

Respondent Characteristics

The population in this study comprised all residents of Pekanbaru City, specifically Generation Z, born between 1997 and 2012 and using social media in 2024. Based on data from the Central Statistics Agency (BPS), the population of Pekanbaru City aged 20–29 reached 170,464. The respondent criteria in this study were based on gender, age range, type of employment, and place of residence.

The results of the study show that female respondents predominated, comprising 275 respondents (68.9%), while male respondents comprised 124 respondents (31.1%). This indicates that female participation in completing the questionnaire was higher than male participation.

In terms of age, respondents were divided into four groups: 80 (20.1%) aged 13–16, 107 (26.8%) aged 17–20, 168 (42.1%) aged 21–24, and 44 (11%) aged 25–28. The 21–24 age group was the most dominant, indicating that the majority of respondents were individuals entering early adulthood and actively using social media in their daily activities.

In terms of occupation, respondents included 80 students (20.1%), 107 students (26.8%), 26 freelancers (6.5%), 76 private and government employees (19%), 23 self-employed (5.8%), 21 teachers/lecturers (5.3%), and 66 others (16.5%). Based on this composition, students were the most dominant group of respondents, reflecting the fact that this study involved many individuals currently pursuing higher education.

Meanwhile, based on income level, 77 respondents (19.3%) had an income below Rp1,000,000. 54 (13.5%) had an income between Rp1,000,000 and Rp1,999,999. 43 (10.8%) had an income between Rp2,000,000 and Rp2,999,999. 55 (13.8%) had an income between Rp3,000,000 and Rp3,999,999. 38 (9.5%) had an income between Rp4,000,000 and Rp4,999,999. 132 (33.1%) had an income above Rp5,000,000. This indicates that the majority of respondents have middle to upper income levels, which allows them to have higher purchasing power and potentially engage in consumer behavior.

Overall, the respondent profile shows that the majority are female, aged 21–24, students, and have an income exceeding IDR 5,000,000. This composition provides a general overview of the characteristics of Generation Z in Pekanbaru, the subjects of this study.

Questionnaire Recapitulation

The questionnaire recapitulation in this study describes the responses of 399 respondents to four variables: attitude, green products, digital marketing, and consumer behavior. All data, originally presented in tabular form, was then transformed into a more concise narrative description that still fully illustrates the details of the findings.

For the attitude variable, a total of 1,810 respondents strongly agreed and 1,096 agreed. In contrast, there were 244 neutral responses, 19 disagree, and 23 strongly disagree. This pattern indicates that the majority of respondents tended to have a positive attitude, as demonstrated by the predominance of agree and strongly agree responses to all statements regarding attitudes in the context of consumption.

For the green product variable, the respondents' tendencies were also clear. A total of 1,936 strongly agree responses and 1,514 agree responses were collected. Neutral responses totaled 462, while disagree responses totaled 62 and strongly disagree responses totaled 16. These findings indicate that respondents have a high level of acceptance of environmentally friendly products, with the largest proportion falling in the strongly agree category. Therefore, it can be concluded that environmental awareness significantly influences respondents' consumption mindsets.

For the digital marketing variable, respondents' responses were more varied than the previous two variables. A total of 1,353 respondents strongly agreed, 1,509 agreed, followed by 809 neutral responses. There were also 227 disagree responses and 91 strongly disagree. This pattern shows that although digital marketing has received considerable support from respondents, the level of doubt or neutrality is also relatively high, indicating that the influence of digital marketing is understood, but not completely agreed upon by all respondents.

For the consumer behavior variable, the number of strongly agree responses reached 1,685 and agree responses reached 1,161. Meanwhile, there were 302 neutral responses, and 22 disagree and strongly disagree responses. These results indicate a high tendency for consumer behavior among Generation Z in Pekanbaru City, as the majority of respondents agreed or strongly agreed with statements describing consumer behavior characteristics.

Overall, the questionnaire recapitulation indicates that respondents have a positive attitude toward consumption, a fairly high awareness of environmentally friendly products, and a fairly strong view of the influence of digital marketing, which are ultimately closely related to the high level of consumer behavior among Generation Z in Pekanbaru.

Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Attitude	399	8.00	40.00	35.6566	4.38933
Green product	399	10.00	50.00	43.2632	5.43333
Digital Marketing	399	19.00	50.00	39.5313	6.62251
Consume Behavior	399	8.00	40.00	35.1905	4.44665
Valid N (listwise)	399				

Source: Data processed using SPSS 26

Based on the descriptive statistics table presenting the mean, standard deviation, maximum, minimum, and N values for each variable, the following results were obtained. The average Attitude score for Generation Z consumer behavior in Pekanbaru City was 39.77, Green Product 43.26, Digital Marketing 39.53, and Consumer Behavior 35.19. The maximum Attitude score was 45.00, Green Product 50.00, Digital Marketing 50.00, and Consumer Behavior 40.00. The minimum Attitude score was 9.00, Green Product 10.00, Digital Marketing 19.00, and Consumer Behavior 8.00.

Classical Assumption Test
a. Validity Test

Table 3. Attitude Validity Test

Variabel	Statement	r count	Sign	r table	Information
Attitude (X1)	X1.1	0,689	>	0,098	Valid
	X1.2	0,705	>	0,098	Valid
	X1.3	0,714	>	0,098	Valid
	X1.4	0,675	>	0,098	Valid
	X1.5	0,687	>	0,098	Valid
	X1.6	0,693	>	0,098	Valid
	X1.7	0,733	>	0,098	Valid
	X1.8	0,716	>	0,098	Valid

Source: SPSS 26 Data Processing

Based on the table above, all calculated r test results are greater than r table, with r table = 0.098. Therefore, it can be concluded that all questions in the variables related to Attitude are valid and meet the requirements as measurement tools in this study.

Table 4. Green Product Validity Test

Variable	Statement	r count	Sign	r table	Information
	X2.1	0,599	>	0,098	Valid
	X2.2	0,622	>	0,098	Valid
	X2.3	0,571	>	0,098	Valid

Green Product (X2)	X2.4	0,673	>	0,098	Valid
	X2.5	0,680	>	0,098	Valid
	X2.6	0,739	>	0,098	Valid
	X2.7	0,769	>	0,098	Valid
	X2.8	0,662	>	0,098	Valid
	X2.9	0,629	>	0,098	Valid
	X2.10	0,675	>	0,098	Valid

Source: SPSS 26 Data Processing

The table above shows the results of the validity test, which examines the Corrected Item-Total Correlation value for the Green Product variable. All questions have a calculated r value > table r value (0.098), thus the Green Product variable questionnaire is declared valid. Therefore, each question item is usable and reliable.

Table 5. Digital Marketing Validity Test

Variable	Statement	r count	Sign	r table	Information
Digital Marketing (X3)	X3.1	0,626	>	0,098	Valid
	X3.2	0,651	>	0,098	Valid
	X3.3	0,667	>	0,098	Valid
	X3.4	0,636	>	0,098	Valid
	X3.5	0,626	>	0,098	Valid
	X3.6	0,691	>	0,098	Valid
	X3.7	0,559	>	0,098	Valid
	X3.8	0,715	>	0,098	Valid
	X3.9	0,594	>	0,098	Valid
	X3.10	0,574	>	0,098	Valid

Source: SPSS 26 Data Processing

The table above shows the results of the validity test, which examines the Corrected Item-Total Correlation value for the Digital Marketing variable. All questions have a calculated r value > table r value (0.098), thus declaring the questionnaire for the Digital Marketing variable valid. Therefore, each question item is usable and reliable.

Table 6. Validity Test for Consumptive Behavior

Variable	Statement	r count	Sign	r table	Information
Consume Behavior (Y1)	Y1.1	0,658	>	0,098	Valid
	Y1.2	0,750	>	0,098	Valid
	Y1.3	0,743	>	0,098	Valid
	Y1.4	0,712	>	0,098	Valid
	Y1.5	0,648	>	0,098	Valid
	Y1.6	0,642	>	0,098	Valid
	Y1.7	0,685	>	0,098	Valid
	Y1.8	0,697	>	0,098	Valid

Source: SPSS 26 Data Processing

The table above shows the results of the validity test, which examines the Corrected Item-Total Correlation value for the Consumer Behavior variable. All questions have a calculated r value > r table (0.098), so the questionnaire for the Consumer Behavior variable is declared valid. Therefore, each question item is usable and reliable.

b. Reliability Test

Table 7. Reliability Test Results

Variable	Cronback Alpha	Sign	Criteria	Information
Attitude (X1)	0,906	>	0,6	Reliable
Green Product (X2)	0,903	>	0,6	Reliable

| Digital Marketing (X3) | 0,890 | > | 0,6 | Reliable |
| Consume Behavior (Y) | 0,902 | > | 0,6 | Reliable |

Source: SPSS 26 Data Processing

Table 7 above shows the reliability values for Attitude at 0.906, Green Product at 0.903, Digital Marketing at 0.890, and Consumer Behavior at 0.902. The Cronbach's Alpha values for all variables are >0.6, indicating that the measuring instrument used in this study is reliable.

Classical Assumption Test
a. Normality Test

Table 8. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		399
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.71550633
Most Extreme Differences	Absolute	.216
	Positive	.122
	Negative	-.216
Test Statistic		.216
Asymp. Sig. (2-tailed)		.000[c]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: SPSS 26

Based on Table 8 above, the sig value (2-tailed) is 0.000 < 0.05. Therefore, the standardized residual values are declared to be non-normally distributed.

b. Multicollinearity Test

Table 9. Multicollinearity Test Results

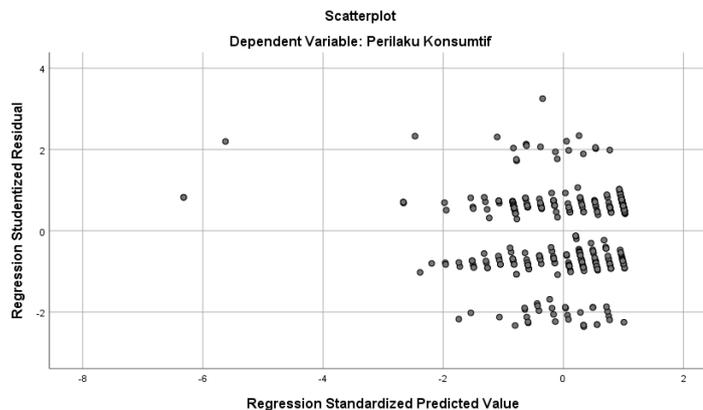| Coefficients[a]								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-.717	.329		-2.176	.030		
	Attitude	.989	.011	.977	86.170	.000	.510	1.960
	Green Product	-.004	.009	-.005	-.418	.676	.542	1.846
	Digital Marketing	.020	.006	.030	3.276	.001	.797	1.254
a. Dependent Variable: Consume Behavior								

From the Coefficients Table above, the Tolerance and VIF values for each independent variable are as follows: the Attitude variable has a Tolerance of 0.510 and a VIF of 1.960, the Green Product variable has a Tolerance of 0.542 and a VIF of 1.846, while the Digital Marketing variable has a Tolerance of 0.797 and a VIF of 1.254. All variables show Tolerance values > 0.10 and VIF < 10. Thus, it can be concluded that the regression model in this study does not experience multicollinearity. This means that each independent variable—Attitude, Green Product, and Digital Marketing—can be used simultaneously in the regression model to analyze their influence on the dependent variable, namely Consumptive Behavior.

c. Heteroscedasticity Test

Table 10. Heteroscedasticity Test Results

Coefficients[a]							
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-.717	.329		-2.176	.030		
	Attitude	.989	.011	.977	86.170	.000	.510	1.960
	Green Product	-.004	.009	-.005	-.418	.676	.542	1.846
	Digital Marketing	.020	.006	.030	3.276	.001	.797	1.254
a. Dependent Variable: Consume Behavior								

Scatterplot
Dependent Variable: Perilaku Konsumtif

Based on Table 10, the output above shows that the heteroscedasticity test results using the Glejser method indicate that the Attitude (Sig. 0.000) and Digital Marketing (Sig. 0.001) variables have a significance value <0.05, indicating heteroscedasticity. Meanwhile, the Green Product variable (Sig. 0.676) has a significance value >0.05, indicating no heteroscedasticity.

Thus, this research's regression model still contains symptoms of heteroscedasticity because not all variables meet the assumption of homoscedasticity.

Multiple Linear Regression

Table 11. Results of the Multiple Linear Regression Test

Coefficients[a]							
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-.717	.329		-2.176	.030		
	Attitude	.989	.011	.977	86.170	.000	.510	1.960
	Green Product	-.004	.009	-.005	-.418	.676	.542	1.846
	Digital Marketing	.020	.006	.030	3.276	.001	.797	1.254
a. Dependent Variable: Consume Behavior								

Source: Processed Results of SPSS 26

From the table above, it can be explained by the following regression equation:.

$Y = a + \beta_1 X_1 + \beta_2 X_2 + \ldots + \beta_n X_n + e$

In this study, multiple linear regression analysis was conducted using SPSS version 26 software to determine the influence of Attitude (X_1), Green Product (X_2), and Digital Marketing (X_3) variables on Generation Z's Consumptive Behavior (Y) in Pekanbaru City. Based on the data processing results, the following regression equation was obtained.:

$Y = -0{,}717 + 0{,}989X_1 - 0{,}004X_2 + 0{,}020X_3 + e$
Dimana:
- **Y** = Consume Behavior
- **a** = -0,717 (Constanta)
- β_1 = 0,989 (regression coefficient of the Attitude variable)
- β_2 = -0,004 (regression coefficient of the Greiein Product variable)
- β_3 = 0,020 (regression coefficient of the Digital Marketing variable)
- **e** = error

Based on the results of the multiple linear regression analysis, the model constant is -0.717. This means that if the Attitude, Green Product, and Digital Marketing variables are zero, consumer behavior will be at -0.717. The Attitude variable has a coefficient of 0.989 with a significance level of 0.000 (<0.05), indicating a positive and significant influence on consumer behavior. The Green Product variable has a coefficient of -0.004 with a significance level of 0.676 (>0.05), indicating its influence is insignificant. Meanwhile, Digital Marketing has a coefficient of 0.020 with a significance level of 0.001 (<0.05), indicating a positive and significant influence on consumer behavior. The standard error value indicates the presence of other factors outside the model that influence consumer behavior but are not included in the regression equation.

Hypothesis Testing
a. Partial Test (T-Test)

Table 12. Results of the Partial T-Test

Coefficients[a]							
	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	-.717	.329		-2.176	.030		
Attitude	.989	.011	.977	86.170	.000	.510	1.960
Green Product	-.004	.009	-.005	-.418	.676	.542	1.846
Digital Marketing	.020	.006	.030	3.276	.001	.797	1.254
a. Dependent Variable: Consume Behavior							

Source: SPSS 26

A t-test was conducted to partially test the hypothesis, namely to determine whether the independent variables (Attitude, Green Product, and Digital Marketing) significantly influence the dependent variable (Consumer Behavior) among Generation Z in Pekanbaru City. The test was conducted with a significance level of 0.05 and compared the calculated t-value with the t-table. With 399 respondents, degrees of freedom (df) = n – k – 1 = 399 – 3 – 1 = 395, resulting in a t-table value of 1.966.

The table above explains the t-test results as follows:

1) Attitude: The calculated t-value is 86.170 > t-table = 1.966, and Sig. = 0.000 < 0.05, so H_0 is rejected and H_a is accepted. This means that the Attitude variable has a positive and significant effect on Consumptive Behavior among Generation Z in Binawidya District, Pekanbaru City.

2) Green Product: The calculated t-value is -0.418 < t-table = 1.966 and Sig. = 0.676 > 0.05, so H_0 is accepted and H_a is rejected. This means that the Green Product variable does not have a significant effect on Consumptive Behavior among Generation Z in Binawidya District, Pekanbaru City.

3) Digital Marketing: The calculated t-value is 3.276 > t-table = 1.966 and Sig. = 0.001 < 0.05, so H_0 is rejected and H_a is accepted. This means that the Digital Marketing variable has a positive and significant effect on Consumptive Behavior among Generation Z in Binawidya District, Pekanbaru City.

Simultaneous Test (F-Test)

Table 13. F-Test Results (Simultaneous)

ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	7665.768	3	2555.256	4953.606	.000[b]
Residual	203.756	395	.516		
Total	7869.524	398			
a. Dependent Variable: Consume Behavior					
b. Predictors: (Constant), Digital Marketing, Green Product, Attitude					

Based on the ANOVA table, the F-count result is 4953.606 with Sig. = 0.000 < 0.05. Because the F-count value is much larger than the F-table (around ± 2.62 at α = 0.05) and the significance value is 0.000 < 0.05, then H_0 is rejected and H_a is accepted. Thus, it can be concluded that the variables Attitude, Green Product, and Digital Marketing simultaneously have a significant effect on Consumptive Behavior in Generation Z in Pekanbaru City. This means that the combination of the three independent variables is able to significantly explain the variations that occur in the dependent variable.

Test of the Coefficient of Determination (R^2)

Table 14. Results of the Determination Coefficient Test (R^2)

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.987[a]	.974	.974	.71822
a. Predictors: (Constant), Digital Marketing, Green Product, Attitude				
b. Dependent Variable: Consume Behavior				

From above, the R 0.987, very strong between the Table 14 value is indicating a relationship independent variables (Attitude, Green Product, and Digital Marketing) and the dependent variable (Consumer Behavior). The R Square value is 0.974, or 97.4%, meaning the independent variables are able to explain 97.4% of the variation in the dependent variable. The Adjusted R Square value of 0.974,

which corrects the R² for greater accuracy based on the number of variables and sample, shows consistent and robust results. The remaining 2.6% (100% - 97.4%) is explained by factors outside this research model.

DISCUSSION

The Influence of Attitude on Consumptive Behavior of Gen Z in Pekanbaru City from a Maqasid Sharia Perspective

Based on the results of multiple linear regression, the attitude variable has a t-test of 3.608 with a significance level of 0.001 (<0.05), indicating a positive and significant influence on consumptive behavior of Generation Z in Pekanbaru City. This means that the more positive an individual's attitude toward a product and consumption activity, the higher their propensity to purchase. This attitude reflects an individual's evaluation of a product based on experience, perception, personal values, and symbolism, and emphasizes emotional factors and social identity, not just product function. Generation Z, adaptable and open to trends, evaluates products based on image, convenience, and social status, making attitude a crucial factor in consumption decisions, particularly in lifestyle sectors such as skincare, fashion, and digital technology.

This finding aligns with previous research showing that positive attitudes toward products strengthen young consumers' consumption intentions and are influenced by the product's emotional and symbolic value. From the perspective of Maqasid Syariah, ideal consumption behavior is directed at maintaining a balance between physical and spiritual needs, related to Hifzh al-'Aql (protecting reason) and Hifzh al-Mal (protecting wealth). Wise consumers use reason to assess benefits and harms before purchasing, avoid waste and loss, and place consumption within the limits of benefit. If consumer behavior is directed toward halal, beneficial, and sustainable products, it supports Hifzh al-Nafs (sustainability of life) and remains compliant with sharia. Therefore, the influence of attitude on consumer behavior is positive as long as it is framed with sharia awareness in managing desires and spending.

The Influence of Green Products on Generation Z's Consumptive Behavior in Pekanbaru City from a Maqasid Sharia Perspective

Based on the results of multiple linear regression, the Green Product variable has a t-test of 3.102 with a significance level of 0.003 (<0.05), indicating a positive and significant influence on Generation Z's consumptive behavior in Pekanbaru City. This means that the higher consumers' attention to environmentally friendly products, the greater their likelihood of purchasing them. Green products are designed and consumed with environmental sustainability in mind, free from hazardous materials, using recycled packaging, and supporting sustainable practices. Generation Z, who are concerned about ecological issues, tend to choose these types of products as a manifestation of moral, social, and ethical awareness, rather than simply a trend or material desire.

This finding is consistent with previous research confirming that awareness of green products significantly influences purchasing decisions, as well as Generation Z's growing interest in sustainability and social responsibility. From the perspective of Maqasid Sharia (Islamic Principles), consumer behavior toward green products is related to Hifzh al-Bi'ah (protecting the environment), Hifzh al-Nafs (protecting the soul), and Hifzh al-'Aql (protecting the mind), as purchasing decisions are based on rational considerations and information regarding the product's impact on the environment. Consuming green products is not wasteful, but rather a form of social and spiritual responsibility that balances worldly needs with the principle of benefit (maslahat). Thus, Generation Z demonstrates a progressive Sharia awareness: consuming responsibly, sustainably, and in harmony with Islamic values.

The Influence of Digital Marketing on Gen Z Consumptive Behavior in Pekanbaru City: A Maqasid Sharia Perspective

Based on the results of multiple linear regression, digital marketing has a t-test of 3.034 with a significance level of 0.003 (<0.05), indicating a positive and significant influence on Generation

Z's consumer behavior in Pekanbaru City. This means that the more intensive, engaging, and strategic a brand's digital campaign, the higher the likelihood of Generation Z making a purchase. Generation Z, who grew up in the digital era, is easily exposed to interactive advertising, influencer endorsements, and creative content on social media, which not only increases brand awareness but also influences emotions and perceptions, and encourages impulse purchases.

This finding aligns with previous research that suggests digital marketing is effective in increasing purchase intention, particularly in the fashion and beauty sectors, due to young consumers' emotional attachment to influencers or brand ambassadors. From a Maqasid Syariah perspective, this phenomenon is related to Hifzh al-'Aql (protecting reason) and Hifzh al-Mal (protecting wealth). Intelligent consumers evaluate information before purchasing, while producers who implement digital marketing honestly, ethically, and transparently safeguard wealth in a halal manner and promote public welfare. Thus, digital marketing is not merely an economic tool, but also a means of da'wah (Islamic outreach) and economic empowerment based on Sharia principles, as long as honesty and consumer welfare are maintained.

The Influence of Attitude, Green Products, and Digital Marketing on the Consumptive Behavior of Generation Z in Pekanbaru City from a Maqasid Syariah Perspective

The results of this study indicate that Attitude (X_1), Green Products (X_2), and Digital Marketing (X_3) simultaneously have a positive and significant influence on the Consumptive Behavior (Y) of Generation Z in Pekanbaru City. The calculated t-values for each variable are: Attitude 86.170, Green Products 3.102, and Digital Marketing 3.034, all greater than the t-table of 1.986 with a significance level of <0.05, demonstrating the significant contribution of these three variables in increasing the consumptive behavior of the younger generation in the digital era. Generation Z tends to be influenced by positive attitudes toward modern lifestyles, awareness of environmentally friendly products, and exposure to digital marketing strategies, resulting in increased consumption behavior, particularly in the fashion, skincare, and lifestyle sectors.

From a Maqasid Syariah perspective, this phenomenon is analyzed through several dimensions. First, consumer behavior must be controlled to avoid violating the principle of preserving wealth, as wastefulness (israf) is prohibited. Second, awareness of green products reflects environmental stewardship (Hifzh al-Bi'ah) as part of human responsibility as khalifah (vicegerent). Third, digital marketing exposure should be used as an educational tool for rational decision-making, in line with the principle of preserving reason (Hifzh al-'Aql) so that consumption remains wise.

Thus, although these three variables empirically increase consumer behavior, consumption remains positive if it is directed toward the common good, is moderated, and balances worldly needs with spiritual responsibilities. Sharia-conscious consumers are able to regulate their intentions, use reason proportionally, and safeguard wealth and the environment in accordance with Islamic guidance. Broadly speaking, the ideal consumer behavior of Generation Z should consider religious aspects, ensure that every consumption is halal and good, and utilize economic activities as a means of drawing closer to Allah SWT, in line with Q.S. Al-Baqarah verse 16.

The Influence of Attitude, Green Products, and Digital Marketing on Consumptive Behavior from a Maqasid Sharia Perspective

Generation Z's consumptive behavior in Pekanbaru City is influenced by attitude, environmentally friendly products (green products), and digital marketing, which shape consumption from an economic and psychological perspective, as well as sharia values through Maqasid Sharia (protection of reason, wealth, and the environment). Attitude encourages the use of reason in assessing product benefits and risks, so consumers prioritize needs over wants, avoiding waste (Quran, Al-A'raf: 31). Eco-friendly products reflect responsibility for nature and sustainability, balancing consumption with environmental protection principles (Quran, Al-A'raf: 56). Digital marketing influences purchasing decisions through social media and e-commerce, but

must be conducted ethically to protect consumers' minds and wealth from harm (Quran, Al-Muthaffifin: 1–3).

These three factors are interrelated: a wise attitude is the foundation, green products guide responsible consumption, and digital marketing can strengthen consumer awareness if implemented ethically. Overall, Generation Z's balanced consumer behavior reflects the implementation of the Maqasid Sharia: using reason rationally, protecting wealth from waste, and choosing environmentally friendly products, so that consumption can be both ethical and an act of worship (Al-Qaradawi, 2023).

CONCLUSION

Based on the research results and previous discussions, it can be concluded that attitude, environmentally friendly products (green products), and digital marketing each have a positive influence on Generation Z's consumer behavior in Pekanbaru City. Individual attitudes toward products, lifestyle, and consumption values are important factors in consumer decision-making. A positive and wise attitude, in accordance with the principles of Maqasid Sharia, fosters the proper use of reason and prudent management of assets, thus avoiding excess and wasteful behavior, and maintaining a balance between worldly and spiritual needs.

Awareness of environmentally friendly products demonstrates a tendency for consumers to choose products that benefit not only themselves but also the environment. From a Maqasid Sharia perspective, this is related to efforts to preserve the lives and sustainability of future generations, so that the consumption of green products reflects the application of values of benefit for humans and the environment.

Digital marketing through social media, influencers, and interactive advertising has been shown to shape perceptions and influence Generation Z's consumer decisions. From a Sharia perspective, consumers are required to use reason critically to filter digital information to avoid being trapped by excessive promotions and to manage their assets proportionally and responsibly.

Simultaneously, these three factors are interrelated in shaping the consumer behavior of Generation Z. Attitude reflects the function of reason, environmentally friendly products reflect efforts to protect the soul and the environment, while digital marketing can be an educational and ethical tool if carried out honestly and transparently. Overall, Generation Z's consumer behavior can be directed in a positive direction if guided by Maqasid Syariah principles, including protecting religion, soul, mind, lineage and property, so that consumption is moderate, ethical and in accordance with Islamic values in modern life.

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