

Justisia Ekonomika

Jurnal Magister Hukum Ekonomi Syariah

Vol 8, No 2 tahun 2024 hal 1226-1237

EISSN: 2614-865X PISSN: 2598-5043 Website: <http://journal.um-surabaya.ac.id/index.php/JE/index>

COFFEE SHOP AND THE CONSUMER BEHAVIOR OF TEENAGERS: A CRITICAL STUDY WITHIN THE FRAMEWORK OF THE SHARIA ECONOMY

Saifuddin¹, Riskiya Dwi Novem Wulandari², Moh Khoirul Anam³

^{1,2} Universitas Nurul Jadid

³ STAI Nahdlatul Ulama Malang

e-mail: sailmuda@unuja.ac.id¹, novemwulandari2020@gmail.com², anam123141@gmail.com³

Submitted: Oct 23, 2024 Accepted: Dec 03, 2024 Published: Dec 20, 2024

Abstract

This research aims to understand the characteristics and patterns of adolescent consumer behavior related to their participation in coffee shop culture and to determine the impact of adolescent consumer behavior on coffee culture from the perspective of Islamic Economics. The phenomenon of the increasing popularity of coffee shops among teenagers indicates a change in consumption patterns, which has the potential to lead to consumerist behavior. Consumerist behavior is considered excessive and inconsistent with the principles of justice and balance in wealth management. This research uses a qualitative method with a case study approach. The data sources consist of primary and secondary data. Data were obtained through in-depth interviews with teenage visitors to Cafe Rooster, observations, and documentation. The results of this study show that: 1) Coffee shops have become a symbol of social status and a popular gathering place among teenagers, driven by peer pressure and the desire for acceptance. Teenagers are driven to spend money at coffee shops to express themselves, seek enjoyment, and follow trends promoted through social media platforms like Instagram, Facebook, and Twitter, which also influence their purchasing decisions. 2) From the perspective of Islamic economics, the consumer behavior of teenagers in coffee shop culture has negative impacts, such as uncontrolled spending and being contrary to the principle of prudence in Islam, which is opposed to the value of blessings in Islam and has the potential to cause financial problems in the future. Therefore, a balance between consumption and saving needs to be maintained.

Keywords: *Consumptive Behavior Of Teenagers, Coffee Shop, Islamic Economics*

A. INTRODUCTION

In this era, many places have emerged as venues for gathering and relaxing. One of them is the "Coffee Shop." A coffee shop is a gathering place for people that quickly serves

tea and various types of coffee. However, as time progresses and the complex needs of customers evolve, coffee shops not only provide drinks but also offer light snacks and heavy meals.

Coffee shops that are increasingly emerging not only in urban areas can also present a business opportunity for investors. In this case, it is also supported by the habit of rural teenagers who enjoy culinary hunting and like new places related to culinary as well.

As time goes by, coffee shops in Probolinggo Regency are increasingly developing, marked by the emergence of many new coffee shops. With the proliferation of coffee shops, people of all ages, both adults and teenagers, spend a lot of time in coffee shops to gather and relax. This has become a habit for the people of Probolinggo Regency, especially the current generation of teenagers. They make coffee shops not only a place to gather and enjoy coffee but also a venue for taking photos, turning it into a wasteful habit known as consumer behavior.¹

From a psychological perspective, coffee shops also become places where teenagers obtain emotional satisfaction. Consumer psychology studies show that individuals tend to seek experiences that provide comfort and a positive mood. Coffee shops, with their relaxed and pleasant atmosphere, offer teenagers the opportunity to unwind, reduce stress, and escape from academic pressures and family demands. This indirectly makes coffee shops a "haven" or a safe place that can provide mental tranquility. Additionally, the consumer behavior of teenagers in this context can also be understood through the theory of social needs. Teenagers are in a phase of life where friendships play a very important role, making coffee shops a strategic place to gather with friends, build new relationships, and

strengthen social bonds. In consumer psychology, this need is referred to as social belonging or the need to feel accepted within a group. Coffee shops allow for intimate interactions and provide opportunities for teenagers to discuss, share stories, and feel supported by their social environment.²

The role of social norms is also important in shaping teenagers' consumer behavior towards coffee shops. When the social environment, especially peers, considers going to coffee shops as common and interesting, teenagers are likely to follow this habit. Social psychology refers to this as conformity, where an individual tends to behave according to group norms to avoid feelings of isolation or exclusion. The presence of supportive friends who frequently visit coffee shops will increase teenagers' tendency to do the same as a form of solidarity and an effort to maintain social status within the group.³

In consumer psychology, the process of making a purchase decision can be understood through several stages involving information search, alternative evaluation, final decision, and post-purchase evaluation. At the initial stage, teenagers' motivation to purchase products or services at coffee shops often arises from the desire to fulfill emotional and social needs. Coffee shops provide them with the opportunity to showcase certain lifestyle preferences, thereby reflecting their identity.⁴ Social factors such as trends on social media or recommendations from peers also influence this decision, where teenagers tend to choose coffee shops that are considered popular or

¹ Nurul Hanifah and Dedi Rianto Rahadi, "Analisis Perilaku Konsumen Dalam Memutuskan Pembelian Secara Online Pada Masa Pandemi COVID-19," *Jurnal Manajemen Dan Keuangan* 7, no. November (2020): 112–22.

² Asrori M, Ali & M, *Psikologi Remaja Perkembangan Peserta Didik, Psikologi Remaja Perkembangan Peserta Didik*, 2011.

³ Nurul Huda et al., "Pengaruh Perilaku Konsumen Dan Minat Konsumen Terhadap Keputusan

Pembelian Pusat Baju Bekas Banjarmasin," *Jurnal Ilmiah Mahasiswa Perbankan Syariah (JIMPA)* 3, no. 1 (2023): 1–12, <https://doi.org/10.36908/jimpa.v3i1.155>.

⁴ Rohmatul Ummat and Kristina Anindita Hayuningtias, "Kualitas Produk, Brand Ambassador Dan Persepsi Harga Terhadap Keputusan Pembelian Nature Republic," *Jurnal Ilmiah Akuntansi Dan Keuangan* 4, no. 6 (2022): 2279–91.

align with the image they want to project. Information search is the next step, where teenagers tend to gather information through social media, online reviews, or testimonials from friends. They look for places that match their aesthetic preferences and desired comfort. Coffee shops that are often seen on social media and have an attractive aesthetic tend to be more chosen because they are considered more 'Instagrammable' and meet the need for existence in the online world.⁵

Alternative assessments at this stage are conducted by comparing several coffee shops based on price, location, ambiance, and product quality. In this context, coffee shops that offer a comfortable atmosphere and a diverse menu have greater appeal. Consumer psychology shows that teenagers tend to consider emotional elements, such as comfort and aesthetics, more than functional factors or price. The final decision to make a purchase is usually influenced by the emotional satisfaction felt. Teenagers tend to choose coffee shops that not only meet their consumption needs but also provide them with satisfaction in social and psychological aspects. They might choose the most popular drinks or follow trends, which allows them to feel a positive impression from the experience.⁶

In Dahlan Lina and Rosyid's view, consumer behavior is characterized by a luxurious and excessive lifestyle. The use of

everything considered the most expensive provides the greatest satisfaction and physical comfort through a lifestyle controlled and driven by all desires to fulfill mere pleasure. This is reinforced by Anggasari, who states that consumer behavior is characterized by the act of buying items whose benefits are not considered or are underestimated, making it excessive.⁷

Meanwhile, according to Tiurma Yustisi Sari, consumer behavior is the tendency of individuals to buy and consume goods that are not overly necessary, driven by the desire to fulfill the pleasure of enjoyment rather than need. Sari formulated the definition by synthesizing several opinions, such as Sachari, who defines consumer behavior as occurring because society has a materialistic tendency, and a strong desire to possess items without considering their needs. As a result, they then spend their money recklessly and irrationally, merely to acquire items that they believe can become symbols of prestige.⁸

Consumer behavior in this study is focused on teenagers in Probolinggo Regency due to the influence of the globalization era, marked by the emergence of many coffee shops in Probolinggo Regency and the presence of many teenagers who are often seen gathering at coffee shops just to spend time outside their homes.⁹

Adolescence is the period of human life when one is in their teenage years. During

⁵ Eric Hermawan, "Literature Review Perilaku Konsumen: Loyalitas Pelanggan, Pembelian Ulang Dan Minat Beli," *Jurnal Greenation Ilmu Akuntansi* 1, no. 1 (2023): 1–13, <https://doi.org/10.38035/jgia.v1i1.6>.

⁶ Riska Sari Melati, "Pengaruh Harga Dan Online Customer Review Terhadap Keputusan Pembelian Case Handphone Pada Marketplace Shopee (Studi Pada Mahasiswa Surabaya)," *Jurnal Pendidikan Tata Niaga (JPTN)* 8, no. 2 (2020): 882–88.

⁷ Ahsan Lodeng, "Pengaruh Gaya Hidup Hedonis Terhadap Perilaku Konsumtif Menurut Ekonomi Islam," *Skripsi UIN Islam Negeri Raden Intan Lampung*, 2018, 24.

⁸ Muhamad Nur Fani Abdullah and Imam Sukwatus Suja'i, "PENGARUH GAYA HIDUP DAN MEDIA SOSIAL TERHADAP PERILAKU KONSUMTIF," *Jurnal Pendidikan DEWANTARA: Media Komunikasi, Kreasi Dan Inovasi Ilmiah Pendidikan* 8, no. 2 (2022): 72–84, <https://doi.org/10.55933/jpd.v8i2.402>.

⁹ Andri Wahyudi and Visca Nur Lailatul Mentari, "TRANSFORMASI GAYA HIDUP DAN PERILAKU DALAM KEHIDUPAN TENAGA KERJA INDONESIA MENYONGSONG ERA MILENIAL," *Jurnal Mediasosian: Jurnal Ilmu Sosial Dan Administrasi Negara* 7, no. 1 (2023): 89–104, <https://doi.org/10.30737/mediasosian.v7i1.4403>.

adolescence, a person cannot be called an adult, but they also cannot be called a child. Adolescence is a transitional period from childhood to adulthood. Adolescents occupy a place between children and adults because they are no longer classified as children but are not yet classified as adults or old. According to Santrock, adolescence is defined as a transitional developmental period between childhood and adulthood that encompasses biological, cognitive, and socio-emotional changes. The age range of adolescence is between 12 and 21 years, which is divided into three phases: early adolescence (12–15 years), middle adolescence (15–18 years), and late adolescence (18–21 years).¹⁰

Changes in adolescent behavior tend to occur easily, one of which is influenced by technological advancements. Consumptive behavior can be experienced by all groups, both young people and teenagers. Especially the lifestyle of today's teenagers, who follow current trends. The use of social media, which is dominated by teenage users, has become one of the factors influencing the emergence of consumerist behavior among teenagers. Besides that, the influence of the environment and peers also affects consumer behavior and contemporary lifestyles. In the modern era, the culture of hanging out is no longer foreign among teenagers. Besides just eliminating boredom, on the other hand, it is also used purely for fun with peers to gather, or what is more commonly known as a meet-up or "Kopitar," which has become a trend nowadays dominated by teenagers. The

development of coffee shops not only offers various types of coffee but also provides a unique coffee-drinking atmosphere with luxurious and impressive interior arrangements, making them particularly appealing to the youth.¹¹

The characteristics of teenagers who tend to act impulsively, enjoy being the center of attention, tend to follow trends, and are sensitive to innovations support the tendency to engage in consumer behavior. Behavior like this is an expression of the experimental behavior that teenagers have to try something new. This experimental behavior is still considered normal as long as it does not lead to a pattern where the enjoyment of life becomes more dominant than studying activities. The message of Islam shows that a life oriented towards the world and neglecting the spiritual is a mistake.¹²

Consumer behavior among teenagers can be interpreted as a tendency to seek identity during adolescence, leading them to want their existence recognized and to strive to be part of their group environment to follow existing trends. This can create problems that they consider normal, even though they are excessive due to a lack of control over their actions. Additionally, for teenagers who are not yet working, their needs may exceed their parents' financial capabilities because they still tend to rely on their parents.¹³

A survey found that more than 50% of teenagers admitted to spending their money at coffee shops due to social pressure from their friends, which influences their consumption

¹⁰ Nasruloh et al., "Pengaruh Kemudahan Berbelanja Pada Masa Society 5.0 Yang Meningkatkan Sifat Konsumtif Pada Kaum Milenial," *Jurnal EMT KITA* 7, no. 3 (2023): 771–75, <https://doi.org/10.35870/emt.v7i3.1062>.

¹¹ Sandra Nadya Tasha Aprillia and Varinia Pura Damaiyanti, "Self-Love and Self-Reward: The Hidden Excuse of Consumptive Behavior On College Students," *Indonesian Journal of Sociology, Education, and Development* 3, no. 2 (2022): 129–36, <https://doi.org/10.52483/ijsed.v3i2.58>.

¹² Nur Suffi Dimiyati, "KOMUNITAS KAFE SEBAGAI GAYA HIDUP (Studi Tentang Motif Mahasiswa Dan Konstruksi Kuliner Kafe Di Yogyakarta)," *UIN Sunan Kalijaga, Yogyakarta*, 2009, 110.

¹³ Ita Merni, "Kopi Menjadi Minuman Pilihan Dan Gaya Hidup Mahasiswa Sebagai Konsumen Di Area Kampus," *Buletin Loupe* 18, no. 1 (2022): 25–30, <https://doi.org/10.51967/buletinloupe.v18i01.991>.

decisions. As a result, sometimes without them realizing it, they have overspent their money.

In the context of Islamic economics, excessive and uncontrolled consumption is considered unhealthy and can lead to behavior that contradicts the principles of Islamic finance. Therefore, it is important to understand how the consumer behavior of teenagers towards coffee shop culture can be assessed from the perspective of Islamic economics.

Social media also plays a significant role in shaping the consumer behavior of teenagers. Photos and stories about experiences in coffee shops often become an attraction for following trends. This phenomenon can exert social pressure that influences teenagers' consumption decisions.¹⁴

Based on the background description above, this research aims to understand the characteristics and patterns of adolescent consumer behavior related to their participation in coffee shop culture and to determine the impact of adolescent consumer behavior on coffee culture from the perspective of Islamic Economics.

B. RESEARCH METHODS

This research is a descriptive qualitative study with a case study approach.¹⁵ The descriptive aspect referred to in this study aims to illustrate the consumptive behavior of teenagers occurring in Coffee Shop roosters. The location of this study is at Coffee Shop Rooster on Jl. Raya Pakuniran, RT.14/RW.06, Dusun Kota Sukodadi, Sukodadi, Kec. Paiton, Kabupaten Probolinggo, East Java 67291. The stages of research consist of the pre-field stage and the research implementation stage. In

qualitative research, the researcher is the main instrument or tool of the study.¹⁶ The data sources for this research consist of primary data and secondary data. Data collection techniques through observation, interviews, and documentation. The data analysis of this research consists of data collection, data reduction, data presentation, and conclusion drawing or verification. Meanwhile, the verification of data validity is triangulation.¹⁷

C. RESULT AND DISCUSSION

RESULT

The consumptive behavior of teenagers is reflected in their participation in coffee shop culture.

Based on the research results through interviews conducted by the researcher regarding the consumptive behavior of teenagers reflected in their participation in coffee shop culture, the researcher found that when purchasing drinks at Cafe Roaster, the informants do not always pay attention to the taste of the drinks. For them, the most important thing is a comfortable hangout spot to gather with friends. They choose cafes that are suitable for relaxing and passing the time, even if they are not always aware of whether the drinks are good or not. Another source also added that if the menu is delicious, whether it's drinks or food, he will come back to spend time with his friends.¹⁸

Additionally, the informant admitted that the drink prices at Cafe Roaster are quite expensive, but he still buys them to keep up with friends who often go there. Although the

¹⁴ Ahmad Syaifullah, "Perubahan Makna Nongkrong (Studi Kasus Interaksi Sosial Mahasiswa Di Kafe Blandongan)," *Universitas Islam Negeri Sunan Kalijaga* (2016).

¹⁵ Rukin, *Metodologi Penelitian Kualitatif*, Rake Sarasin, 2022.

¹⁶ Prof.Dr.Sugiyono, "Metodologi Penelitian Kualitatif. In Metodologi Penelitian Kualitatif," *Rake Sarasin*, 2020.

¹⁷ M. Djunaidi Ghony and Fauzan Almanshur, "Metodologi Penelitian Kualitatif," *Ar-Ruzz Media*, 2012.

¹⁸ Lodeng, "Pengaruh Gaya Hidup Hedonis Terhadap Perilaku Konsumtif Menurut Ekonomi Islam."

price is quite expensive for the customer, they still choose to buy there. The source explained that the drink prices are quite draining on the wallet, but not too expensive compared to other cafes. The trend and culture of coffee shops that are currently popular make many people still buy them even though the prices are high. For them, it's not the menu that is the main reason, but the cozy atmosphere of the café.

Two sources stated that they do not always buy drinks at Cafe Roaster because of a fondness for new and innovative menus. They buy drinks at this cafe because they are already trapped there and have to buy something. When friends choose a place to gather at the café, he also has to buy something. The informant likes the presence of new and innovative menus because of their curiosity about the new flavors. If they don't try the new menu, they worry they will keep thinking about it because they are naturally curious.

On the other hand, the informant admits that he finds happiness when following trends with his peers. Especially when coming with close friends or a partner, it makes it even more comfortable. The interviewee felt happy when buying a drink at Coffee Roaster. If they have money, they are happy to buy a drink, even if it's just one glass. They keep hanging out at the café even if they only buy a little because it's important to keep buying something and not just hang out without buying.

Some informants revealed that they only come to Coffee Roaster to fill their free time or for entertainment, not as a primary need. They

come if they have money or if invited by friends. For other sources, hanging out at the coffee roaster is not a primary need because tuition fees are more important. One of the sources named Umi found it difficult to refuse her friends' invitation to go to the Coffee Roaster, even though it meant spending her savings.¹⁹

They stated that the comfort of the place, spacious area, semi-outdoor setting, quick waiting time, availability of free WiFi, and adequate parking space made them feel at home and stay longer at the café. He also enjoys facilities such as borrowing mini-games, listening to live music, singing live, and requesting songs.

Social media plays a significant role in enhancing the coffee shop culture among young people. Information about interesting coffee shops is quickly updated by young people who don't want to miss out on trends. Social media is used to find comfortable and attractive cafes. According to Gea and Anggun as sources, young people seek information through Instagram, TikTok, and other social media before visiting cafes, so they are not disappointed with the facilities and menu offered. Eva and Mawar also added that social media content featuring nearby cafes often spreads widely and becomes a recommendation for young people. The rapid advancement of information technology has made coffee shop culture easily accessible and conveyed to young people in various regions, making them not want to be left behind even if it's just ordering coffee.

¹⁹ Dede Mustomi and Aprilia Puspasari, "Perilaku Konsumtif Belanja Online Dengan Hashtag Shopeehaul Di Media Sosial Tiktok Pada Mahasiswa

The impact of teenagers' consumer behavior on coffee shop culture is assessed from the perspective of Sharia economics.

From the perspective of Islamic Economics towards the coffee shop culture among teenagers, consumers focus more on service and product quality. That culture provides important information for marketers in making marketing management decisions. This culture is formed through social interactions and consumer behavior. Source 1 buys products according to the budget; if they have extra money, they will buy the more expensive ones, but if not, they choose the cheaper ones to still enjoy the desired menu. Source 2 sometimes gets confused by the many menu options, so they buy spontaneously based on instinct. Source 3 did not feel like they spent a lot of money at the café, but it only hit them after they got home. However, seeing it as a rare opportunity, especially before getting married, Source 4 does not care about the amount of money spent, buying according to their desires even if it means spending more money. Source 5 follows the youth culture of spending time in cafes, whether for discussions or playing games. Source 6 follows the trending culture, especially the popular coffee shop culture.²⁰ Source 7 revealed that the coffee shop culture has both positive and negative aspects. The positive side includes adding relationships and friends and serving as a place for learning and discussion. The negative side includes wasting time and spending money. Meanwhile, Source 8 revealed that the coffee shop culture is not only for young people but also for adults. As long as

the culture is positive and not harmful, it is perfectly fine to follow it.

This culture is related to self-concept and provides complex information about a person. Psychographic segmentation (culture) aims to classify consumers within market segments based on specific cultural patterns, such as the VALS (Value and Life Style) measurement scale by SRI. (Stamford Research Institute). Desires, needs, and wants are part of human life that are always striving to be realized.

Differences in perspectives and perceptions give rise to various ways of life or cultures. For Muslims, trends are regulated by Allah and His Messenger through the Qur'an and Sunnah. Currently, most people adopt a hedonistic lifestyle, which is contrary to the commands of Allah and His Messenger.

The Principles of an Islamic Lifestyle Pleasing to Allah encompasses several important aspects. First, every activity carried out, whether modern or conventional, must be based on the intention of worshiping Allah SWT. This intention makes every action an act of worship and brings one closer to Allah. Second, all aspects of lifestyle must comply with Islamic law, common sense, and prevailing customs, ensuring that actions and life choices meet good and appropriate moral and ethical standards. Third, the trends and lifestyles followed must be halal according to Islamic law and also tayyib, which means good and not harmful or hurtful to anyone. This principle ensures that our actions are religiously valid, beneficial, and do not harm others. Fourth, life in Islam must be based on honesty, emphasizing the importance of

²⁰ Shelaisha Ayu Citra Lestari, Ajeng Nurul Izzah, and Nadilla Putri Agustin, "ONLINE SHOPPING HABIT SEBAGAI BUDAYA MASYARAKAT MODERN (STUDI KASUS MASYARAKAT ERA

DIGITAL)," *Jurnal Sosial Humaniora Sigli* 6, no. 1 (2023): 129–38, <https://doi.org/10.47647/jsh.v6i1.1434>.

integrity in all aspects of life and prohibiting lies. Lastly, Islam prohibits excessive behavior in all matters because it will only harm oneself and others. Allah does not like wasteful people, that is, those who are extravagant and like to squander things. These principles help Muslims live a life according to Islamic teachings and harmoniously with their environment and society.

DISCUSSION

The consumptive behavior of teenagers is reflected in their participation in coffee shop culture.

Budaya Coffee Shop is one of the stages in the overall consumer decision-making process, which includes problem recognition, information search, alternative evaluation, purchase, and post-purchase evaluation. Not all stages are passed by consumers, especially in certain situations such as the first purchase or high-priced items. Consumers tend to make repeat decisions more easily for the same product but will reconsider if the influencing factors change. Consumer decisions include the type, form, brand, quantity of products, time of purchase, and payment method. In the context of a coffee shop, the purchasing decision process also goes through several stages, especially related to branding and sales, which have unique characteristics that can attract loyal customers.

Participation in coffee shop culture often reflects the consumer behavior of teenagers in several ways, such as consumption culture, branding, and identity, social factors, temporary pleasure, social media influence, excessive spending, group influence, the need

for social appearance, and status perception. Teenagers often engage in this culture to express identity, socialize, or seek temporary pleasure. The influence of social media is also significant in strengthening the Coffee Shop culture through promotion, marketing, content creation, collaboration, community, trends, user-generated content, information, reservations, analysis, and innovation. Social media helps Coffee Shop strengthen its brand image, reach a wider audience, and build customer loyalty.²¹

The coffee shop culture has become a popular phenomenon among teenagers, often reflecting the typical consumer behavior of the younger generation. Based on observations and interviews, several aspects show how teenagers' consumer behavior is reflected in their participation in coffee shop culture:

1. Symbols of status and social identity play an important role in the social interactions of teenagers. Coffee shops are not just places to enjoy drinks or socialize but also stages to showcase their social status and identity. For many teenagers, visiting coffee shops is not just about enjoying coffee but also about expressing their identity and social status, following trends, and participating in a lifestyle considered cool among peers.
2. The influence of social media is very significant in driving the consumerist behavior of teenagers related to coffee shop culture. Teenagers often visit coffee shops to take photos that are then uploaded to platforms like Instagram or TikTok. Social media also serves as a tool to strengthen social identity and expand coffee shop

²¹ Tegar Adit Tiawan, Malika Ardhia Hasanah, and Rizqa Amelia, "Analisis Perilaku Konsumtif Masyarakat Terhadap Pinjaman Online Dalam

Perspektif Islam," *JUEB: Jurnal Ekonomi Dan Bisnis* 2, no. 2 (2023): 52–57, <https://doi.org/10.57218/jueb.v2i2.672>.

culture through promotions, collaborations with influencers, and building a loyal online community.

3. The desire of teenagers to gain experiences and comfort is another driving factor in their consumptive behavior at coffee shops. Teenagers are not only looking for products but also enjoyable experiences, comfort, and an attractive atmosphere. Coffee shops offer a comfortable place, additional facilities like free Wi-Fi, and serve as a spot to socialize with friends.
4. Impulsive consumption patterns are often seen when teenagers visit coffee shops without any specific plan, triggered by spontaneous urges or invitations from friends. This consumption pattern shows how coffee shop culture encourages consumption that is not always based on needs but rather on the desire to engage in social experiences.
5. Social and community ties also play a role in shaping the consumer behavior of teenagers. Coffee shops have become popular places for teenagers to gather, discuss, or simply spend time together. This social bonding reinforces the habit of visiting coffee shops as part of their social routine, driven by the desire to feel connected with their peers.
6. The influence of global lifestyles is visible in coffee shop culture, which reflects the adoption of international lifestyles among teenagers. Teenagers who follow this trend often do so as part of their search for global identity and their desire to participate in a broader culture, adopting global trends in

their choice of coffee shops that offer experiences aligned with international standards and expectations.

Overall, the coffee shop culture among teenagers reflects various aspects of consumer behavior influenced by social, cultural, and global factors, which are interconnected and shape their identity and lifestyle.

The impact of teenagers' consumer behavior on coffee shop culture is assessed from the perspective of Sharia economics.

Sharia economy is an economic system based on Islamic principles, such as justice, balance, and sustainability, and rejects all forms of wastefulness and injustice. In coffee shop culture, the consumptive behavior of teenagers can be analyzed through the perspective of Islamic economics by considering several impacts. First, wastefulness, or *israf*, is prohibited in Islam because it does not align with the principle of prudence in wealth management. Excessive consumer behavior, such as frequently visiting coffee shops without a clear reason, is considered *israf* that contradict the teachings of wise and responsible financial management.²²

Secondly, the hedonistic and materialistic lifestyle is often seen in teenagers who visit coffee shops. Islam emphasizes the importance of balance between worldly and spiritual needs and avoiding a lifestyle that solely focuses on the gratification of worldly desires. Third, excessive consumer behavior can negatively impact personal finances, leading to financial imbalances that can result in debt or lack of savings, contrary to Sharia

²² RAMADANTI ALDES, "Pengaruh Penggunaan Fitur Paylater Terhadap Perilaku Konsumtif Mahasiswa Uin Raden Intan Lampung Dalam

Perspektif Ekonomi Islam," *Universitas Islam Negeri Raden Intan Lampung*, 2022.

principles that encourage careful and balanced wealth management.

Fourth, unproductive consumer behavior, such as spending time in coffee shops without a clear purpose, is considered a waste of time that, in Islam, should be utilized productively. Fifth, the consumptive coffee shop culture can also create social injustice or social pressure for other teenagers to follow the trend, which is contrary to the principles of social justice in Islamic economics. Lastly, the influence of coffee shop culture on consumption priorities, where teenagers might neglect more important needs such as saving or investing for the future, is considered inconsistent with Islamic principles that emphasize balance in spending and consumption-oriented towards long-term benefits.²³

D. CONCLUSION

Coffee shops have become a symbol of social status and a popular gathering place among teenagers. Peer pressure and the desire for acceptance often drive teenagers to spend

money at coffee shops. The desire to express oneself, seek momentary pleasure, and follow trends are strong psychological drives for teenagers to visit coffee shops. Social media platforms like Instagram, Facebook, and Twitter play a crucial role in promoting coffee shop culture, creating trends, and influencing teenagers' purchasing decisions. From the perspective of Islamic economics, the consumptive behavior of teenagers in coffee shop culture has several negative impacts. First, uncontrolled spending at coffee shops, such as the purchase of non-essential drinks and food, contradicts the principle of prudence in financial management recommended in Islam. Second, if this consumer behavior leads to social division between affluent and less affluent teenagers, it violates the principle of economic justice in Islam. Dependence on coffee shop consumption can also lead to wastefulness and a lavish lifestyle, which contradicts the value of blessings in Islam. Moreover, the long-term impact of this consumer behavior can lead to financial problems in the future, so it is important to maintain a balance between consumption and savings for a better future.

²³ M. Abdi Azzara, Azwar Azwar, and Elfitra Elfitra, "Masyarakat Konsumsi Dan Simulasi Pengunjung Coffee Shop Janji Jiwa Di Kota Padang," *Jurnal*

REFERENCES

- [1] Abdullah, Muhamad Nur Fani, and Imam Sukwatus Suja'i. "PENGARUH GAYA HIDUP DAN MEDIA SOSIAL TERHADAP PERILAKU KONSUMTIF." *Jurnal Pendidikan DEWANTARA: Media Komunikasi, Kreasi Dan Inovasi Ilmiah Pendidikan* 8, no. 2 (2022): 72–84. <https://doi.org/10.55933/jpd.v8i2.402>.
- [2] Adit Tiawan, Tegar, Malika Ardhia Hasanah, and Rizqa Amelia. "Analisis Perilaku Konsumtif Masyarakat Terhadap Pinjaman Online Dalam Perspektif Islam." *JUEB : Jurnal Ekonomi Dan Bisnis* 2, no. 2 (2023): 52–57. <https://doi.org/10.57218/jueb.v2i2.672>.
- [3] ALDES, RAMADANTI. "Pengaruh Penggunaan Fitur Paylater Terhadap Perilaku Konsumtif Mahasiswa Uin Raden Intan Lampung Dalam Perspektif Ekonomi Islam." *Universitas Islam Negeri Raden Intan Lampung*, 2022.
- [4] Azzara, M. Abdi, Azwar Azwar, and Elfitra Elfitra. "Masyarakat Konsumsi Dan Simulasi Pengunjung Coffee Shop Janji Jiwa Di Kota Padang." *Jurnal Socius: Journal of Sociology Research and Education* 8, no. 2 (2021): 86. <https://doi.org/10.24036/scs.v8i2.366>.
- [5] Dimiyati, Nur Suffi. "KOMUNITAS KAFE SEBAGAI GAYA HIDUP (Studi Tentang Motif Mahasiswa Dan Konstruksi Kuliner Kafe Di Yogyakarta)." *UIN Sunan Kalijaga, Yogyakarta*, 2009, 110.
- [6] Ghony, M. Djunaidi, and Fauzan Almanshur. "Metodologi Penelitian Kualitatif." *Ar-Ruzz Media*, 2012.
- [7] Hanifah, Nurul, and Dedi Rianto Rahadi. "Analisis Perilaku Konsumen Dalam Memutuskan Pembelian Secara Online Pada Masa Pandemi COVID-19." *Jurnal Manajemen Dan Keuangan* 7, no. November (2020): 112–22.
- [8] Hermawan, Eric. "Literature Review Perilaku Konsumen: Loyalitas Pelanggan, Pembelian Ulang Dan Minat Beli." *Jurnal Greenation Ilmu Akuntansi* 1, no. 1 (2023): 1–13. <https://doi.org/10.38035/jgia.v1i1.6>.
- [9] Huda, Nurul, Akhmad Hulaify, Zakiyah Zakiyah, and Parman Komarudin. "Pengaruh Perilaku Konsumen Dan Minat Konsumen Terhadap Keputusan Pembelian Pusat Baju Bekas Banjarmasin." *Jurnal Ilmiah Mahasiswa Perbankan Syariah (JIMPA)* 3, no. 1 (2023): 1–12. <https://doi.org/10.36908/jimpa.v3i1.155>.
- [10] Lestari, Shelaisha Ayu Citra, Ajeng Nurul Izzah, and Nadilla Putri Agustin. "ONLINE SHOPPING HABIT SEBAGAI BUDAYA MASYARAKAT MODERN (STUDI KASUS MASYARAKAT ERA DIGITAL)." *Jurnal Sosial Humaniora Sigli* 6, no. 1 (2023): 129–38. <https://doi.org/10.47647/jsh.v6i1.1434>.
- [11] Lodeng, Ahsan. "Pengaruh Gaya Hidup Hedonis Terhadap Perilaku Konsumtif Menurut Ekonomi Islam." *Skripsi UIN Islam Negeri Raden Intan Lampung*, 2018, 24.
- [12] M, Ali & M, Asrori. *Psikologi Remaja Perkembangan Peserta Didik. Psikologi Remaja Perkembangan Peserta Didik*, 2011.
- [13] Merni, Ita. "Kopi Menjadi Minuman Pilihan Dan Gaya Hidup Mahasiswa Sebagai Konsumen Di Area Kampus." *Buletin Loupe* 18, no. 1 (2022): 25–30. <https://doi.org/10.51967/buletinloupe.v18i01.991>.
- [14] Mustomi, Dede, and Aprilia Puspasari. "Perilaku Konsumtif Belanja Online Dengan Hashtag Shopeehaul Di Media Sosial Tiktok Pada Mahasiswa Sosiologi FISIP Universitas Andalas." *CERMIN: Jurnal Penelitian* 4, no. 1 (2022): 133.
- [15] Nasruloh, Rahma Andriani, Rosmayanti, and Mochamad Whilky Rizkyanfi. "Pengaruh Kemudahan Berbelanja Pada Masa Society 5.0 Yang Meningkatkan Sifat Konsumtif Pada Kaum Milenial." *Jurnal EMT KITA* 7, no. 3 (2023): 771–75.

<https://doi.org/10.35870/emt.v7i3.1062>.

- [16] Prof.Dr.Sugiyono. “Metodologi Penelitian Kualitatif. In Metodologi Penelitian Kualitatif.” *Rake Sarasin*, 2020.
- [17] Riska Sari Melati. “Pengaruh Harga Dan Online Customer Review Terhadap Keputusan Pembelian Case Handphone Pada Marketplace Shopee (Studi Pada Mahasiswa Surabaya).” *Jurnal Pendidikan Tata Niaga (JPTN)* 8, no. 2 (2020): 882–88.
- [18] Rukin. *Metodologi Penelitian Kualitatif*. Rake Sarasin, 2022.
- [19] Syaifullah, Ahmad. “Perubahan Makna Nongkrong (Studi Kasus Interaksi Sosial Mahasiswa Di Kafe Blandongan).” *Universitas Islam Negeri Sunan Kalijaga*, 2016.
- [20] Tasha Aprillia, Sandra Nadya, and Varinia Pura Damaiyanti. “Self-Love and Self-Reward: The Hidden Excuse of Consumptive Behavior On College Students.” *Indonesian Journal of Sociology, Education, and Development* 3, no. 2 (2022): 129–36. <https://doi.org/10.52483/ijsted.v3i2.58>.
- [21] Ummat, Rohmatul, and Kristina Anindita Hayuningtias. “Kualitas Produk,Brand Ambassador Dan Persepsi Harga Terhadap Keputusan Pembelian Nature Republic.” *Jurnal Ilmiah Akuntansi Dan Keuangan* 4, no. 6 (2022): 2279–91.
- [22] Wahyudi, Andri, and Visca Nur Lailatul Mentari. “TRANSFORMASI GAYA HIDUP DAN PERILAKU DALAM KEHIDUPAN TENAGA KERJA INDONESIA MENYONGSONG ERA MILENIAL.” *Jurnal Mediasosian : Jurnal Ilmu Sosial Dan Administrasi Negara* 7, no. 1 (2023): 89–104. <https://doi.org/10.30737/mediasosian.v7i1.4403>.