

The Effect of Promotion and Addiction Attitudes in the Use of Tiktok on Impulse Buying Behavior Review of *Maslahah* (Empirical Study of the Hamlet Community Butuh Sidowarno Wonosari)

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Keywords:

Addiction Attitude
 Promotion
 Impulse Buying
 Behavior
 Maslahah

Abstract:

The Tiktok application is the application with the most users in the world as well as in Indonesia, which is 106.52 million users in October 2023 and continues to increase. The promotion of the sale of goods and sales techniques that cause most of its users (especially in the Butuh Sidowarno Wonosari Hamlet Community) in the end cannot be separated from the application or in other words addicted to its use. This study mixes methods with The Explanatory Sequential Design method. SPSS 25 application, Sample taken 10% of the population of 100 people. The technique used was quantitative data analysis in the context of empirical studies with multiple linear regression analysis. With the results of 1) Addiction Attitude (X1) has a significant effect on Impulse Buying Behavior. 2) Promotion has a positive influence on impulse buying behavior on the Tiktok application. 3) Addiction and Promotion Attitude Variables can affect Impulse Buying Behavior together. And if we look at the law of *maslahah*, then, the second part of promotion and attitude of addiction does not include *maslahah* because it leads to more *mudharat*. Based on the results of this study, it can be proven that the attitude of addiction or promotion has a significant effect on impulse buying behavior in people in Butuh Hamlet. 2) Promotion and Addiction Attitude that affects Impulse Buying behavior is not part of *Maslahah* because it is not in accordance with the provisions contained in Islam

Kata Kunci:

Sikap Adiksi
 Promosi
 Perilaku Impulse
 Buying
 Maslahah

Abstrak:

Aplikasi Tiktok adalah aplikasi dengan pengguna terbanyak di dunia juga di Indonesia yaitu 106,52 juta pengguna pada Oktober 2023 dan terus meningkat. Promosi penjualan barang dan teknik penjualan yang menyebabkan kebanyakan penggunanya (terkhusus pada Masyarakat Dusun Butuh Sidowarno Wonosari) pada akhirnya tak bisa terlepas dari aplikasi tersebut atau dengan kata lain kecanduan dalam penggunaannya. Penelitian ini Mix Methods dengan metode The Explanatory Sequential Design. Aplikasi SPSS 25, Sampel yang diambil 10% dari populasi 100 orang. Teknik yang digunakan analisis data kuantitatif dalam konteks studi empiris dengan analisis regresi linear berganda. Dengan hasil 1) Sikap Adiksi (X1) berpengaruh signifikan terhadap Perilaku Impulse Buying. 2) promosi memiliki pengaruh positif terhadap perilaku *impulsive buying* pada aplikasi Tiktok. 3) Variabel Sikap Adiksi dan Promosi dapat mempengaruhi Perilaku Impulse Buying secara bersama-sama. Dan apabila ditinjau dari hukum *maslahah* maka, kedua dari promosi dan sikap adiksi tidak termasuk kepada *Maslahah* karena lebih banyak membawa kepada hal *mudharat*. Berdasarkan hasil penelitian ini dapat dibuktikan bahwasanya Sikap adiksi ataupun Promosi berpengaruh secara signifikan terhadap perilaku Impulse buying pada masyarakat yang berada di Dusun Butuh. 2) Promosi dan Sikap Adiksi yang mempengaruhi perilaku Impulse Buying ini bukanlah bagian



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dari Masalah dikarenakan tidak sesuai dengan ketentuan yang terdapat dalam Islam.

Introduction

The world has witnessed rapid developments in digital technology in recent decades. Digitalization, which refers to the process of converting information and manual processes into digital formats, has changed the way we live, work, and interact.(Aurelia, 2021)

The high number of internet users is followed by various increases in various types of social media. One of the social media that is popular with internet users is TikTok, a social media founded in 2016 by a Chinese company called ByteDance. TikTok is a platform created by China with a combination of videos, songs, and stickers with a duration of 15 minutes.(Suswandari et al., 2023) Since its release in 2016, this TikTok has received a lot of attention and also a positive response from cyber surfers. In a very short time, this short video application can attract 100 million users, with video views every day.

Promotion through social media, including advertising, brand ambassadors, and influencer marketing, has become a popular strategy in digital marketing. This has affected people's consumption patterns, by increasing impulse buying behavior, especially on platforms like TikTok. While not all digital promotions aim to create dependability, understanding the potential impact of addiction is essential in designing ethical marketing campaigns and paying attention to consumer well-being.

This view is also supported by the views of contemporary Ulama Muhammad Said Ramadhan Al-Buty in his book entitled "*Dhawabitul Maslahah fi Syariah Al-Islamiyah*". In his book, he stated that *Maslahah* is something useful that is intended by the Shari'a (Allah and His Messenger) for the benefit of His servants, both in maintaining their religion, soul, intellect, descendants and property, according to a certain order contained in the category of maintenance.(Arfan, 2013)

The hamlet of Butuh, Sidowarno Village, Wonosari District is located in the Klaten Regency area with a postal code of 57473 which was once one of the best tourist villages in Indonesia in ADWI 2023. With a population of around 2000 people from various life style and religions. With the development of this village, it is interesting for the author to research the residents of this hamlet and become the object of this research.

Methodology

This thesis uses Mix Methods in its writing, namely The Explanatory Sequential Design. The research design used is in the form of data collection that is carried out sequentially and unparalleled. The stage used is quantitative data collection and

followed by qualitative data. Quantitative methods in empirical studies empirical study refers to a research approach that uses quantitative data to test hypotheses or answer research questions in an empirical way. Empirical studies refer to research based on observations, measurements, and experiences that can be observed or measured in real terms. This method is followed by the Qualitative Method which aims to learn more about a subject and help in understanding it better. And in this writing after observing each independent variable on the dependent variable, followed by connecting all the results to the *Maslahah Qoidah* which is one of the points of Islamic law. The object of research to be carried out is the effect of addiction and promotional attitudes on impulsive buying behavior on the review of *Maslahah Qoidah*.

Results and Discussion

A. Validity Test And Reliability Test

1. Validity Test

The validity test is useful for knowing the validity or suitability of the questionnaire used by researchers in measuring and obtaining research data from respondents. The basis for taking the Pearson Validity Test by comparing the Calculation results with the table

- a. If the value of counting $>$ table = valid
- b. If the value of counting $<$ table = invalid

With the value of table with $N=30$ at a significance of 5% in the distribution of statistical table values and obtained a r_{tabel} value of 0,361. And seen from the significance value, namely,

- a. If the Significance value $<$ 0,05 = valid
- b. If the Significance value $>$ 0,05 = invalid

The method used to validate this questionnaire is to use Pearson's variate or moment product correlation.

Table 4. 1 Validity testing results

Indikator	No Item	r hitung	r tabel	sig	kriteria
Sikap Adiksi	X1.1	0.508	0.361	0.004	valid
	X1.2	0.382	0.361	0.037	valid
	X1.3	0.577	0.361	0.001	valid
	X1.4	0.657	0.361	0	valid
	X1.5	0.635	0.361	0	valid
	X1.6	0.494	0.361	0.006	valid
	X1.7	0.546	0.361	0.002	valid
	X1.8	0.846	0.361	0	valid

Indikator	No Item	r hitung	r tabel	sig	kriteria
Promosi	X2.1	0.743	0.361	0	valid
	X2.2	0.735	0.361	0	valid
	X2.3	0.897	0.361	0	valid
	X2.4	0.484	0.361	0.007	valid
	X2.5	0.697	0.361	0	valid
	X2.6	0.777	0.361	0	valid
	X2.7	0.575	0.361	0.001	valid
Indikator	No Item	r hitung	r tabel	sig	kriteria
PERILAKU IMPULSIVE BUYING	Y.1	0.779	0.361	0	valid
	Y.2	0.433	0.361	0.017	valid
	Y.3	0.519	0.361	0.003	valid
	Y.4	0.778	0.361	0	valid
	Y.5	0.779	0.361	0	valid

Source: SPSS 25 Output, Secondary data has been processed

searchBased on the table above, it shows that 3 variables are the subject of research, of the three variables have different question items. The Addiction Attitude variable has 8 questions, the Promotion variable has 7 questions, and the Impulsive Buying Behavior variable has 5 questions. From each question item on each variable, both independent and dependent, have r hitting greater than r tabel so the data obtained is valid.

With a significance value less than 0.05, then all the questionnaires in the variables X1, X2, and Y are Valid to be used as a questionnaire. In The First Table of Addiction Attitude (X1), it can be seen that the r-tablel has a significant level of 0.05, and the number data = 30, then the r of the table is 0.361. from the validity test data of the X1 variable above, it can be seen that the r calculated on each item is greater than the r of the table. So, it can be concluded that the item of the instrument is said to be valid. This means that the instrument can be used to represent the variables to be studied and can be used in the main research. So, in The Second Table of Promotion (X2), it can be seen that the r-tablel has a significant level of 0.05, and the number data = 30, then the r of the table is 0.361. from the validity test data of the X2 variable above, it can be seen that the r calculated on each item is greater than the r of the table. So, it can be concluded that the item of the instrument is said to be valid. This means that the instrument can be used to represent the variables to be studied and can be used in the main research.

And in The Last Table of Impulsive Buying Behavior (Y), it can be seen that the r-tablel has a significant level of 0.05, and the number data = 30, then the r of the table is 0.361. from the validity test data of the Y variable above, it can be seen that the r calculated on each item is greater than the r of the table. So, it can be concluded that the item of the instrument is said to be valid. This means that the instrument can be used to represent the variables to be studied and can be used in the main re

2. Reliability Test

The reliability test is used to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable if someone's answer to a statement is consistent or stable over time. A variable is said to be variable if it gives a Cronbach Alpha value > 0.60 .

Table 4. 2
Reliability Testing Results

Variable	Cronbach's Alpha	Role of Thumb	Description
Addiction Attitude	0.717	0.6	Relieble
Promotion	0.826	0.6	Relieble
Impulsive Buying Behavior	0.692	0.6	Relieble

Source: SPSS 25 Output, Secondary data has been processed

Based on the table above, it shows that this test is carried out on each variable, not on the question items in each variable. And by looking at the results, the Cronbach's Alpha value reference is greater than 0.6, it can be said that this questionnaire is reliable or consistent.

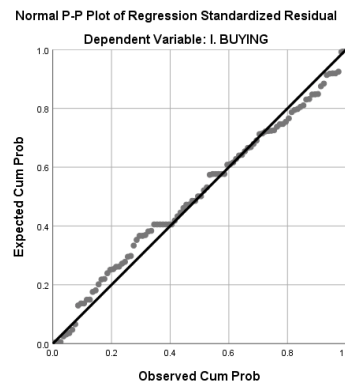
B. Classical Assumption Test

At this level, testing is carried out to be able to see whether the data that can be used has deviations from classical assumptions or not. In this test, 3 stages of testing will be carried out, namely, the Normality Test, the Multicollinearity Test, and finally Heteroscedasticity Test. The results are:

1. Normality Test

The Normality Test can be used to be able to test whether, in the regression model, confounding or residual variables have a normal distribution. This test is done using the P-P Plot graph. Normal data if the data spreads around the diagonal line and follows the direction of the diagonal line which shows a normal distribution, then the regression model fulfills the assumption of normality. Also to determine whether the data on the dependent variable is normal or not, the Kolmogorov-Smirnov (KS) test can be carried out. If the significance value of KS < 0.05 then the distribution is not normal, otherwise if the significance value > 0.05 then the data is normally distributed.

Picture 4. 1
Normality Test P-P Plot



Source: SPSS 25 Output, Secondary data has been processed

The test results show that the points are not far from the diagonal line. This means that the regression model is normally distributed, so the regression model is suitable for use in conducting further tests.

Picture 4. 2
Test Results Kolmogrov-Smirnov

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.48431024
Most Extreme Differences	Absolute	.075
	Positive	.059
	Negative	-.075
Test Statistic		.075
Asymp. Sig. (2-tailed)		.179 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: SPSS 25 Output, Secondary data has been processed

Based on the table above, it can be explained that the Kolmogrov-Smirnov significance value is $0.179 > 0.05$, so the regression model in this study is normally distributed.

2. Multicollinearity Test

This test is conducted to determine the correlation between the independent variables in the regression model. A good regression model should not correlate with the independent variables. A simple diagnosis of the absence of multicollinearity is if the tolerance value is above ($>$) 0.1 and has a VID below ($<$) 10. The results of this test can be seen in the following table:

Table 4. 3
Multicollinearity Test Results

Variabel	Collinearity Statistic		INFORMATION
	Tolerance	VIF	
Constant			
Sikap Adiksi	0.625	1.6	No Multicollinierity Occurs
Promosi	0.625	1.6	No Multicollinierity Occurs

Source: SPSS 25 Output, Secondary data has been processed
Dependent Variable : Impulsive Buying Behavior

The test results show the value:

Addiction Attitude (X1) and Promotion (X2) based on the tolerance result of 0.625 is greater than 0.1 and based on the VIF value of 1.600 or 1.6 less than 10. This shows that it is purely independent and there is no multicollinearity. So, the regression model is suitable for use in testing.

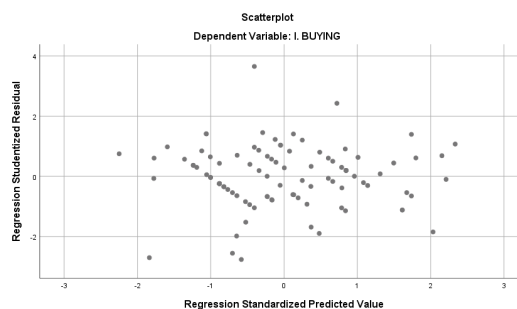
3. Heteroscedasticity Test

The heteroscedasticity test aims to test whether, in the regression model, there is an inequality of variance from the residuals of one observation to another. A good regression model is one where heteroscedasticity does not occur. Based on the following analysis:

- If there is a certain pattern, such as the points forming a certain regular pattern (wavy, widening then narrowing) then this indicates that heteroscedasticity has occurred in the research
- If there is no clear pattern, and the points spread above and below the number 0 on the Y axis, then the research does not have heteroscedasticity.

To find out whether there are symptoms of heteroscedasticity, you can see it more clearly in the following figure:

Picture 4. 3
Heteroscedasticity Test



Source: SPSS 25 Output, Secondary data has been processed

From the scatter plot above, you can see that the points are spread randomly and spread both above and below the number 0 and the Y axis. It can be concluded that heteroscedasticity does not occur in this regression model. So, the regression model is suitable for use in testing. One way to carry out this test is the Gletser Test. If the variance from the residual from one observation to another is constant, it is called homoscedasticity, whereas if it is different, it is called heteroscedasticity. The criteria for no heteroscedasticity problem are if the significant value is greater than 0.05, the conclusion is that heteroscedasticity does not occur and if the significant value is smaller than 0.05, the conclusion is that heteroscedasticity occurs. So, it can be seen from the table as follows:

Picture 4. 4

Heteroscedasticity Test Results

Dependent Variable: Perilaku Impulsive Buying

Source: SPSS 25 Output, Secondary data has been processed

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1.376	.625		.030
	X1	-.016	.026	-.078	.546
	X2	.006	.028	.027	.832

Based on the table above, it shows that this test uses the Glejser test method whose value is seen from t sig. If the Addiction Attitude and Promotion variables have a sig value greater than 0.05, it can be said that the data does not have heteroscedasticity. In Addiction Attitude and promotion has a significant value about 0.546 and 0.832 it's greater than 0.05 then, the data is has no heteroscedasticity.

C. Multiple Linear Regression Analysis

Regression analysis aims to determine whether or not there is an influence of Independent Variables on Dependent Variables. In multiple regression analysis, it is used when the number of independent variables is at least 2 variables. In the processing of this test, there are 2 Independent Variables, namely Addiction and Promotion Attitudes, and 1 Dependent Variable, namely Impulsive Buying Behavior. The scale used in multiple Regression is Interval or ratio (Dependent Variable). For the Output of the T-Test (Hypothesis Test) in the table below:

Table 4. 4 Output of the T-Test (Hypothesis Test)

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.307	.945		2.441	.016
	PROMOSI	.448	.043	.686	10.519	.000
	SIKAP ADIKSI	.152	.040	.250	3.827	.000

a. Dependent Variable: I. BUYING

Source: SPSS 25 output, Secondary data has been processed

In the Hypothesis Test, it can be seen that the Sig. Value of <0.05 concludes that there is a significant influence, and if the Sig. Value is exactly 0.05, then to find out whether or not there is an influence of the Independent Variable on the Dependent Variable. The value of Sig. Variable X1 (Attitude of Addiction) is 0.000 (<0.05), then it is concluded that Variable X1 has a significant effect on Variable Y. And the value of Sig. Variable X2 is 0.000 (<0.05), then it is concluded that Variable X2 has a significant effect on Variable Y.

1. As a result of the calculation of the table above, the Attitude of Addiction (X1) has a significant effect on Impulse Buying Behavior because of the significance value of $0.016 < 0.05$. In this result, Hypothesis 1 means that H_a is accepted and H_0 is rejected, in other words that the Addiction Attitude Variable has a significant influence on Impulsive Buying behavior. And if the Addiction Attitude Variable increases by one, the Impulsive Buying Behavior Variable will also increase by 44%.
2. As a result of the calculation of the table above, Promotion (X2) has a significant effect on Impulse Buying Behavior because the value is $0.000 < 0.05$. In this result, Hypothesis 2 means that H_a is accepted and H_0 is rejected, in other words the Promotion Variable has a significant influence on Impulse Buying behavior. And if the Promotional Behavior Variable increases by one, the Impulsive Buying Behavior Variable will also increase by 15%. And in Test F (simultaneous) in the table below:

Table 4. 5 Test F (simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	628.245	2	314.123	139.697	.000 ^b
	Residual	218.115	97	2.249		
	Total	846.360	99			

a. Dependent Variable: I. BUYING

b. Predictors: (Constant), SIKAP ADIKSI, PROMOSI

Source: SPSS 25 output, Secondary data has been processed

In table F (*Annova*), the purpose is to determine the influence of Addiction Attitude Variables (X1) and promotion (X2), on Impulse Buying Behavior (Y). By comparing the significance with a significant level of 5% (0.05).

It can be stated that the regression model is declared FIT if the significance value is (<0.05). It is known that the value of Sig. is 0.000 (<0.05), so it is concluded that the Independent Variable has a significant effect simultaneously (together) on the Dependent Variable. In other words, the Addiction and Promotion Attitude Variables can affect Impulse Buying Behavior together or it can be concluded that H_a is accepted and H_0 is rejected. The Output of the Coefficient of Determination in the table below

Table 4. 6 Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.862 ^a	.742	.737	1.500

a. Predictors: (Constant), SIKAP ADIKSI, PROMOSI

Source: SPSS 25 output, Secondary data has been processed

The determination coefficient is used to calculate the magnitude of the independent variable of Addiction and Promotion Attitude to the Dependent Variable of Impulse Buying Behavior.

It is known that the *R Square* value is 0.742 or 74% and it can be concluded that the contribution of the influence of the Independent Variable on the Dependent Variable simultaneously (together) is 74% and 26% is influenced by other variables that are not studied in this study.

D. Discussion of Research Results

1. The Effect of Addiction Attitude on Impulse Buying Behavior in the People of Butuh Hamlet

In this study, after looking at the results of partial calculations, Addiction Attitude (X1) had a significant effect on Impulse Buying Behavior because of the significance value of $0.016 < 0.05$. And if the Addiction Attitude Variable increases by one, the Impulsive Buying Behavior Variable will also increase by 44%. In this case, Hypothesis 1 means that H_0 is rejected and H_a is accepted, in other words, the Addiction Attitude Variable has a significant influence on Impulsive Buying behavior in the Tiktok User Community in the Butuh Hamlet.

Research conducted by Yani Satyawati (Setyawati, 2022), A. Andianto (Andianto, 2023), Nanang Hunaif Et. All Said that the excessive use of social media has an intensive impact or influence in encouraging people to buy goods without planning or seeing their needs and benefits. In the research they conducted, they concluded that Addiction to the internet is a behavior that always makes its users dependent and has a very negative impact because it will take a lot of time and cannot control its use. This is supported by the consumptive attitude of many people who use products and services to meet their emotional needs, such as finding their identity or avoiding being left behind by others.

2. The Effect of Promotion on Impulse Buying Behavior in the People of Butuh Hamlet

Promotion through social media, including advertising, brand ambassadors, and influencer marketing, has become a popular strategy in digital marketing. This has affected people's consumption patterns, by increasing impulse buying behavior, especially on platforms like TikTok. While not all digital promotions aim to create dependability, understanding the potential impact of addiction is essential in designing ethical marketing campaigns and paying attention to consumer well-being.

In this study, after partial calculations, Promotion (X2) had a significant effect on Impulse Buying Behavior because the value was $0.000 < 0.05$. In this case, the result of Hypothesis 2 means that H_a is accepted and H_0 is rejected, in other words, the Promotion Variable has a significant influence on Impulse Buying behavior. And if the Promotional Behavior Variable increases by one, the Impulsive Buying Behavior Variable will also increase by 15%.

3. The Effect of Addiction and Promotion Attitudes on Impulse Buying Behavior Simultaneously

Impulse *buying* behavior is an unplanned purchase made by a consumer due to a momentary emotional impulse. This activity often happens to everyone. Most people can do this activity also because they are supported by the people around them, as well as a lack of self-control over their momentary behavior or emotional demands. (Rahmah & Idris, 2018)

After testing the data with SPSS 25, it can be found that Table F (Anova) aims to determine the influence of Addiction Attitude Variables (X1) and promotion (X2), on Impulse Buying Behavior (Y). By comparing the significance with a significant level of 5% (0.05).

It can be stated that the regression model is declared FIT if the significance value is (<0.05). It is known that the value of Sig. is 0.000 (<0.05), so it is concluded that the Independent Variable has a significant effect simultaneously (together) on the Dependent Variable. In other words, the Addiction and Promotion Attitude Variables can affect Impulse Buying Behavior together or it can be concluded that in Hypothesis 3, H_a is accepted and H_0 is rejected. In this study, it can be concluded that Addiction and Promotion attitudes have a significant relationship with *impulse buying behavior* towards the TikTok application.

4. Promotion and Addictive Attitude action on Impulse Buying Behavior in the people of Butuh Hamlet

From all the research and tests that have been carried out by the author, from the results of the research it can be said that promotion and addiction attitudes have a very big impetus in causing impulsive buying attitudes in the people of this needy hamlet.

Promotion and Addictive Attitude that has a positive influence that encourages activities impulse buying behavior among the people of Butuh Hamlet. Promotional strategies, such as discounts, limited-time offers, and persuasive advertising, create a sense of urgency that encourages spontaneous purchasing decisions. Additionally, an addictive attitude towards shopping, driven by emotional gratification and habitual buying tendencies, further amplifies impulsive spending. In Butuh Hamlet, where social and digital influences are growing, people are increasingly exposed to aggressive marketing tactics, leading to heightened impulse buying behavior.

Judging from the results obtained by the researcher, the people who use Tiktok the most to see interesting content and then in the end are addicted to using the offers given and making them do impulse buying activities from the

age of 15-19 years. When viewed from gender, the most come from Men and from education, they come from high school. This activity, if not a concern for the Hamlet Community, will have fatal consequences because it will create the nation's successors who do not understand religious law and are also complacent with the disturbances of this ephemeral world such as the existence of Gadgets and their application in inappropriate activities.

So, researchers can conclude that the Attitude of Addiction caused by Promotion has a positive effect on Impulse Buying Behavior. With the data obtained, it is proven that the people of this hamlet buy goods without planning because of desire and not a necessity.

5. The Law of *Maslahah* in Attitude of Addiction and Promotion that Affects Impulse Buying Behavior

Muhammad Sa'id Ramadhan Al-Buthy is a Muslim scholar and scholar who critically examines the concept of *maslahah* in Islamic law. According to him, *maslahah* (benefit) must always be in accordance with the postulates of sharia and must not contradict the main sources of Islamic law, namely the Qur'an, Hadith, Ijma', and Qiyas. He criticized the view that *maslahah* is an independent source of law without referring to the postulates of shari'i. In his view, *maslahah* can only be used in the determination of law if it is really in line with *maqashid sharia* (the main purpose of sharia), namely protecting religion, soul, intellect, descendants, and property. Therefore, the concept of *maslahah mursalah*, which is a benefit that does not have a specific postulate but does not contradict sharia principles, can be accepted as long as it remains within the framework of valid Islamic law.

The law of *Maslahah* is expected to be an interesting discourse to be discussed by the races who hate Islam to destroy the religion of Islam. They always try to continue to include liberal thoughts or separate what is between the affairs of the world and the hereafter with a modern paradigm approach, including in the understanding of *Maslahah* itself. (Al-Buthy, 1982)

That way, let us Muslims continue to learn and learn about all the laws Islam exists such as the Law of *Maslahah* in the science of *ushul fiqh*. As done by one of the Contemporary Scholars, Muhammad Sa'id Ramadhan al-Buthy in his doctoral dissertation, *Dawabital-Maslahah fii asy-Syariah al-Islamiyyah* studied or discussed the position of *Maslahah* and its limitations.

In the introduction to his writing, he said that *Maslahah* in Islamic sharia has very clear limits in the human mind and no explanation cannot be understood

by Muslims. And it is built on strong foundations and there can be no contradiction of what is set in it. (Ali, 2014)

In the book al-Buthy it is explained that there are 5 limitations in determining the benefit, namely: the first limitation is *Maqashid Sharia*, the second limitation is not contrary to the Qur'an Karim, the third limitation is not contrary to the Sunnah of the Prophet, the fourth limitation is not contrary to the Qiyas Law, and finally the fifth limitation is that the benefit must not negate other benefits whose level is more important or in harmony with it. (Solikhudin, 2019)

a. *Maslahah's* Law on Addiction Attitudes that Affect Impulse Buying Behavior

The attitude of addiction itself when looking at what is within the limits of the law of *Maslahah* itself has not met all the limitations explained. This attitude is not by the existence of the fifth *Maqashid Sharia* and is also not included in primary, secondary, and tertiary needs.

Also, the attitude of addiction or addiction is not by the teachings in the Qur'an and the Sunnah, because addiction will make people forget everything that is more important in their lives and this attitude is a disease of orgasm that will make the heart blind. As in Surah Al-Hajj verse 46 regarding the blindness of the heart,

﴿ أَفَلَمْ يَسِيرُوا فِي الْأَرْضِ فَتَكُونَ لَهُمْ قُلُوبٌ يَعْقِلُونَ بِهَا أَوْ آذَانٌ يَسْمَعُونَ بِهَا فَإِنَّهَا لَا تَعْمَى الْأَبْصَارُ وَلَكِنْ تَعْمَى الْقُلُوبُ الَّتِي فِي الصُّدُورِ ﴾ (الحج/22: 46)

In his Hadith, the Messenger of Allah said, " Paradise is surrounded by things that are not pleasing while Hell is surrounded by things that smell of orgasm." (Hadith Narrated by Bukhari No. 6478 and Muslim No. 7130 with its words).

b. The Law of *Maslahah* in promotions that affect impulse buying behavior

Promotions are offered by many sellers or business actors in terms of offering consumers goods or services at tempting prices, discounts, or price cuts on every purchase or other thing. That way, promotions that can trigger unplanned spending are not included in the *Maslahah Qoidah*.

Judging from the limitations that exist in the Law of *Maslahah* in the Book of al-Buthy, the promotion has not fulfilled what is in the Law of *Maslahah*. Promotion in sales does not necessarily bring a fact about the product being sold. There are a lot of consumers who feel disadvantaged because they buy an item not out of necessity but because of attractive offers in these promotional activities.

From the results of the research conducted by the researcher, it was found that many of the respondents opened the TikTok application only to see the interesting promotions contained in the application so that it could encourage them to make transactions. Continuous promotional activities will bring the current attitude of addiction in opening the Tiktok application and will damage the five pillars of the Law of *Maslahah*, namely *Maqashid Syariah*.

Hifdzu Din, Hifdzu Nafs, Hifdzu Maal, Hifdzu Nasl, and Hifdzu Nerves from these five pillars in promotional activities do not meet what should be a human consideration of all their treatment. Religion is ignored, self is not remembered, wealth is wasted, does not maintain family dignity and makes bad habits for those closest to them, and also does not maintain self-glory as a Muslim. (Al-Buthy, 1982)

The promotion in this case is also not included in the law of *maslahah* because what is in it will cause an addictive attitude in the use of tiktok and will ultimately encourage people to make purchases without careful planning. And only to fulfill what is wanted, not what is needed.

Conclusion

Based on the results of research and statistical tests conducted related to "The Effect of Addiction and Promotion Attitudes on Impulse Buying Behavior on the Tiktok application review of *Maslahah Qoidah* (Empirical Study of the People of Butuh Hamlet, Singosari Wonosari Village). So it can be concluded that:

1. The results of the table calculation above, the Addiction Attitude (X1) has a significant effect on Impulse Buying Behavior because the significance value is $0.016 < 0.05$. In this result, Hypothesis 1 means that H_a is accepted and H_0 is rejected in other words that the Addiction Attitude Variable has a significant effect on Impulsive Buying behavior. And if the Addiction Attitude Variable increases by one, the Impulsive Buying Behavior Variable will also increase by 44%.
2. The results of the calculation of the table above, Promotion (X2) has a significant effect on Impulse Buying Behavior because the value is $0.000 < 0.05$. In this result, Hypothesis 2 means that H_a is accepted and H_0 is rejected in other words that the Promotion Variable has a significant effect on Impulse Buying behavior. And the Promotion Behavior Variable increases by one, the Impulsive Buying Behavior Variable will also increase by 15%.
3. The F (Anova) table aims to determine the effect of the Addiction Attitude Variable (X1), Promotion (X2), on Impulse Buying Behavior (Y). By comparing the significance with a significant level of 5% (0.05). It can be stated that the regression model is declared FIT if the significance value (< 0.05). And it is known that the value

of Sig. As much as 0.000 (<0.05), it concludes that the Independent Variable has a significant effect simultaneously (together) on the Dependent Variable. Or in other words, the Addiction and Promotion Attitude Variables can influence Impulse Buying Behavior together or it can be concluded that in H3 has a value of H_a accepted and H_0 rejected. It is known that the R Square value is 0.742 or 74% and it can be concluded that the contribution of the influence of the Independent Variable on the Dependent Variable simultaneously (together) is 74% and 26% is influenced by other variables not examined in this study.

4. Based on the results of this study, the Addiction and Promotion Attitudes in Impulse Buying behavior in the Tiktok application do not meet the Law of *Maslahah* in the process. Because it does not meet all the limitations and *maqashid sharia* which are the benchmarks for the value of benefit. That way, there are many things that can harm a consumer if he does not consider the things he wants to buy whether they are needs or just wants. And everything must be returned to all the provisions that Allah SWT has determined and ordered so that we can familiarize our lives with His guidance.
5. With the research conducted and reviewed by Qoidah *Maslahah*, the attitude of addiction and promotion in this research does not become *maslahah*, because of the many harms that are caused and this is not the fulfillment of needs but desires so that humans forget about other obligations. And this attitude will lead one to the attitude of *Tabdzir* which is strictly forbidden by Islam in any case. So this behavior is not justified in Islamic Law.

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