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The Influence of Shopee Promotions and Discounts on Purchasing Considerations of Islamic Dormitory Students with Islamic Moral-Spiritual Moderation

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ABSTRACT

Introduction: *This study aims to analyze the influence of promotions and discounts on the Shopee e-commerce platform on the purchasing considerations of Islamic boarding school students (santri), incorporating Islamic moral values and spirituality into the consumer evaluation process.*

Methods: *This research applies a quantitative approach using Partial Least Squares Structural Equation Modeling (PLS-SEM) executed via SmartPLS software. Data was collected through structured online questionnaires distributed to 400 santri who have experience transacting on Shopee to evaluate path coefficients and statistical significance levels.*

Results: *The findings indicate that discounts have a positive and significant effect on Islamic moral values ($\beta = 0.680;\ p < 0.05$), Islamic spirituality ($\beta = 0.483;\ p < 0.05$), and purchasing considerations ($\beta = 0.438;\ p < 0.05$). Similarly, promotions exert a positive and significant effect on Islamic moral values ($\beta = 0.209;\ p < 0.05$), Islamic spirituality ($\beta = 0.378;\ p < 0.05$), and purchasing considerations ($\beta = 0.204;\ p < 0.05$). Furthermore, Islamic moral values ($\beta = 0.430;\ p < 0.05$) and Islamic spirituality ($\beta = 0.301;\ p < 0.05$) both show significant positive effects on purchasing considerations.*

Conclusion and suggestion: *This demonstrates that students' purchasing decisions are driven not only by price incentives and digital promotions, but are also filtered through Islamic morality and spirituality, prioritizing halal, utility, and self-control to prevent excessive behavior.*

Keywords: *Discount; Islamic Moral Values; Purchase Considerations; Islamic Spirituality; Shopee*

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INTRODUCTION

The development of digital technology has driven changes in trading activities through the use of online trading platforms or marketplaces (DSN-MUI, 2021). Marketplaces are platforms that facilitate online buying and selling activities between merchants and customers (DSN-MUI, 2021). In marketing activities, promotions and prices are elements that can influence consumer assessment of a product (Zeithaml, 1988). Lower prices through discounts can influence consumer perceptions of the value obtained from a product (Zeithaml, 1988). Thus, promotions and discounts become stimuli that consumers can consider in the evaluation process before making a purchase (Grewal et al., 1998). Promotions and discounts are not only related to the final decision to purchase, but can also be part of the consumer's evaluation process of a product (Zeithaml, 1988). Consumers can consider the relationship between the price paid and the benefits obtained in assessing the value of a product (Zeithaml, 1988). Stimuli in the shopping environment can also trigger the urge to make spontaneous or impulsive purchases (Beatty & Ferrell, 1998). Impulse buying is related to the emergence of buying urges that occur in shopping situations and can result in actual purchase actions (Beatty & Ferrell, 1998). This condition is relevant to study in consumers who have different educational environments and value characteristics.

Islamic boarding school students are a consumer group within an educational environment that also provides religious guidance. Religious values can be a relevant context in examining consumption behavior because consumption in Islam considers not only economic aspects but also halal and thayyib aspects (Insani et al., 2019). The concepts of halal and thayyib in consumption encompass goods that do not contain haram elements, provide benefits, and do not harm the body and mind (Insani et al., 2019). Consumption from an Islamic perspective is also related to fulfilling needs and benefits in accordance with sharia principles (Insani et al., 2019). Therefore, the attractiveness of promotions and discounts can be one consideration in purchasing, while Islamic values can be a context in evaluating the benefits and appropriateness of consumption (Insani et al., 2019). Islamic moral and spiritual values are also related to the principles of halal and thayyib in Muslim consumption (Insani et al., 2019). The principles of halal and thayyib direct consumers to consider the halal status, benefits, and potential harms of the objects they consume (Insani et al., 2019). In online buying and selling transactions, information regarding goods, prices, shipping costs, and delivery times must also be clearly explained in accordance with Sharia provisions (DSN-MUI, 2021b). These provisions indicate that online transactions based on Sharia principles not only consider the exchange of goods and payment but also the clarity of information within the transaction (DSN-MUI, 2021b). Thus, promotions and discounts can be viewed as external stimuli in purchasing considerations, while Islamic moral and spiritual values can be part of the context of consumer evaluation.

From an Islamic economic law perspective, marketplace transactions are guided by Sharia principles, as outlined in DSN-MUI Fatwa No. 144/DSN-MUI/XII/2021 concerning Marketplaces Based on Sharia Principles (DSN-MUI, 2021a). This fatwa is one of the guidelines issued by DSN-MUI to regulate marketplaces based on Sharia principles (DSN-MUI, 2021a). Meanwhile, DSN-MUI Fatwa No. 146/DSN-MUI/XII/2021 specifically regulates Sharia-Based Online Shops (DSN-MUI, 2021b). These provisions require merchants to clearly explain the product criteria, price, shipping costs, if any, and estimated delivery time (DSN-MUI, 2021b). Merchants are also prohibited from engaging in actions that violate Sharia, such as tadlis, tanajusy or najsy, and ghisysy in offering goods (DSN-MUI, 2021b). Meanwhile, DSN-MUI Fatwa No. 16/DSN-MUI/IX/2000 specifically addresses discounts in murabahah transactions (DSN-MUI, 2000). The discount provisions in the fatwa relate to

murabahah transactions and therefore cannot be directly equated with all forms of discounts found in the marketplace (DSN-MUI, 2000).

Consumer considerations before making a purchase can be explained through the Theory of Planned Behavior (TPB), which states that the intention to perform a behavior is influenced by attitudes toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). In the context of e-commerce purchases, promotions and discounts can be information that shapes consumers' evaluations of a purchase, thereby influencing considerations and intentions to make a purchase (Ajzen, 1991). For Muslim consumers, this process can also be influenced by values and adherence to sharia principles because responses to promotions are not only related to economic benefits, but also to the suitability of promotions and transactions with Islamic values (Farrag, 2017). Farrag (2017) specifically found that sharia adherence can act as a moderating variable in the relationship between several sales promotion tools and the behavioral responses of Muslim consumers, thus indicating that religious values can influence how Muslim consumers respond to promotional stimuli (Farrag, 2017). Based on this perspective, Islamic moral-spirituality in this study is placed as a moderating variable that can influence the strength of the relationship between Shopee promotions and discounts with the purchasing considerations of Islamic boarding school students (Ajzen, 1991; Farrag, 2017).

Previous research has shown that discounts and promotions can be related to Shopee user purchasing behavior (Lestari & Dwijayanti, 2022; Qur'an et al., 2023). Lestari and Dwijayanti (2022) found that discounts have a positive effect on Shopee user purchasing decisions among students at the Faculty of Economics and Business, Surabaya State University (Lestari & Dwijayanti, 2022). Qur'an et al. (2023) found that discounts, promotions, and consumer trust simultaneously influence Shopee user purchasing decisions among students at STIE AMM Mataram (Qur`an et al., 2023). Differences in respondent characteristics and research context can be considered in understanding the relationship between marketing stimuli and purchasing behavior (Lestari & Dwijayanti, 2022; Qur'an et al., 2023). Previous research on promotions and discounts in marketplaces has often been used by consumers or students as respondents (Lestari & Dwijayanti, 2022; Qur'an et al., 2023). Research specifically examining Islamic boarding school students, incorporating Islamic moral and spiritual values into their purchasing decisions, has not been a focus of the research used in this introduction (Lestari & Dwijayanti, 2022; Qur'an et al., 2023). This situation provides scope for examining consumer behavior in marketplaces within the context of an Islamic educational environment. Therefore, this study was conducted to analyze the effect of Shopee promotions and discounts on purchasing decisions of Islamic boarding school students, with Islamic moral and spiritual values as moderating variables.

In this study, each variable is operationalized through a number of indicators that are adapted to the concept and characteristics of each variable. The promotion variable (X_1) is measured through the reach and frequency of promotions, the attractiveness of promotional messages, and the clarity of information conveyed to consumers. Variable discount (X_2) is measured through the amount of the discount, the discount period, and consumer perception of the savings obtained. Moral value variable (Z_1) includes self-control, honesty and critical attitude, as well as a sense of responsibility in making purchases. The Islamic spiritual variable (Z_2) includes the principles of benefit and necessity, prohibitions on israf and tabdzir, the suitability of halal and thayyib, and the balance (tawazun) between fulfilling worldly needs and religious responsibilities. Meanwhile, the purchasing consideration variable (Y) includes the evaluation of price and benefits, the search for alternatives before purchasing, and the alignment of personal values with the purchasing decision.

Based on the above description, this study aims to analyze the influence of Shopee promotions and discounts on purchasing decisions of Islamic boarding school students, using Islamic moral and spiritual values as moderating variables. The use of Islamic moral and spiritual values in this study relates to consumption principles that prioritize halal (permissible) and thayyib (good) consumption, benefits, and the avoidance of harmful factors (Insani et al., 2019). Therefore, this study is expected to provide insight into the relationship between digital marketing stimuli and purchasing decisions in the context of consumption based on Islamic values

LITERATURE REVIEW

Digital Marketing Stimuli: Promotions and Discounts

In digital marketing and e-commerce activities, promotions and prices represent essential elements that shape consumer evaluations of a product (Zeithaml, 1988; Kotler & Keller, 2016). Price discounts serve as direct financial incentives that enhance perceived product value and overall transaction benefits (Zeithaml, 1988; Grewal et al., 1998). Meanwhile, promotions act as effective communication channels that deliver detailed product information, expand market reach, and stimulate purchasing interest (Grewal et al., 1998; Kotler & Keller, 2016). On platforms such as Shopee, promotional stimuli can also trigger immediate buying urges or impulse purchases, making them prominent factors in pre-purchase evaluation processes (Beatty & Ferrell, 1998; Lestari & Dwijayanti, 2022; Qur'an et al., 2023).

Theory of Planned Behavior and Islamic Consumer Behavior

Consumer decision-making processes can be explained through the Theory of Planned Behavior (TPB), which posits that behavioral intentions are driven by attitudes toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). In the context of Muslim consumers, promotional stimuli are further filtered through religious values and adherence to Islamic principles (Farrag, 2017). From an Islamic economic perspective, consumption extends beyond material utility to incorporate the principles of halal (permissible) and thayyib (wholesome/good) (Chapra, 2000; Insani et al., 2019). Islamic consumption guidelines mandate that purchases must bring genuine benefit (maslahah) while strictly avoiding excessive behavior (israf) and wasteful spending (tabdzir) (Chapra, 2000; Insani et al., 2019).

Islamic Moral Values, Spirituality, and Sharia Guidelines

Islamic moral values—encompassing self-control, honesty, critical reasoning, and moral responsibility interact with external marketing offers during consumer evaluation (Insani et al., 2019). Similarly, Islamic spirituality emphasizes a balanced approach (tawazun) between satisfying worldly needs and fulfilling religious obligations (Chapra, 2000). In online transactions, sharia regulatory compliance requires explicit disclosure regarding product criteria, prices, shipping costs, and delivery estimates, while strictly prohibiting deceptive practices such as tadlis, najsy, and ghisysy (DSN-MUI, 2021a; DSN-MUI, 2021b). Furthermore, specific guidelines govern transaction discounts in sharia framework (DSN-MUI, 2000). Consequently, religious adherence and sharia compliance can function as key evaluative filters that moderate how Muslim consumers respond to sales promotions and discount incentives (Farrag, 2017).

METHOD

This study uses a quantitative approach with an exploratory research design, aiming to explain the influence of Shopee promotions and discounts on Islamic boarding school students' purchasing decisions based on Islamic moral and spiritual values. This approach is suitable for testing causal relationships between variables using statistical analysis. The population of this study consisted of Islamic boarding school students who use the Shopee e-commerce platform. Purposive sampling was conducted with the following criteria:(1) students currently studying at Islamic boarding schools, and (2) students who have made transactions on Shopee. The sample size was 400 respondents, which meets the minimum requirements for quantitative research involving instrument testing and regression analysis. Research data was collected using a closed-ended questionnaire distributed online. The research instrument consisted of 16 items measured on a five-point Likert scale ranging from strongly disagree to strongly agree. These statements were designed to gauge respondents' perceptions of Shopee promotions and discounts, as well as their purchasing decisions based on Islamic moral and spiritual values.

The data analysis technique in this study used the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS software, which was chosen to test complex causal relationships and the influence of intervening variables in the research model. The analysis stage began with the evaluation of the measurement model (outer model) through convergent validity tests (outer loading > 0.70 and AVE > 0.50), discriminant validity (Fornell-Larcker criterion and HTMT), and reliability tests (composite reliability and Cronbach's alpha > 0.70) to ensure all indicator instruments were valid and reliable. Next, an evaluation of the structural model (inner model) was conducted using the bootstrapping method to test the research hypothesis by assessing the magnitude of the path coefficient, the value to measure the explained variance, as well as the T-statistic value (> 1.96) and P-values (< 0.05) to determine the statistical significance of the direct influence of promotions and discounts on Islamic moral values, Islamic spirituality, and students' purchasing considerations R^2.

RESULT AND ANALYSIS

The table below displays the results of the Outer Loading test (convergent validity) and the significance of the relationship between the indicators and their latent variables.

Table 1. Convergent Validity

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (| O/STDEV |)	P Values
X1_1 <- Promotion	0.880	0.879	0.018	48,020	**0,000**
X1_2 <- Promotion	0.937	0.937	0.007	136,241	**0,000**
X1_3 <- Promotion	0.853	0.852	0.016	52,069	**0,000**
X2_1 <- Discount	0.772	0.773	0.025	31,052	**0,000**
X2_2 <- Discount	0.863	0.860	0.027	32,462	**0,000**
X2_3 <- Discount	0.816	0.815	0.022	36,868	**0,000**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (| O/STDEV |)	P Values
Y_1 <- Purchase Consideration	0.897	0.897	0.012	73,329	**0,000**
Y_2 <- Purchase Consideration	0.906	0.906	0.010	88,841	**0,000**
Y_3 <- Purchase Consideration	0.904	0.904	0.012	74,034	**0,000**
Z1_1 <- Islamic Moral Values	0.795	0.793	0.029	27,399	**0,000**
Z1_2 <- Islamic Moral Values	0.926	0.926	0.007	135,568	**0,000**
Z1_3 <- Islamic Moral Values	0.867	0.866	0.015	59,693	**0,000**
Z2)4 <- Islamic Spirituality_	0.865	0.865	0.010	83,410	**0,000**
Z2_1 <- Islamic Spirituality_	0.816	0.815	0.022	37,423	**0,000**
Z2_2 <- Islamic Spirituality_	0.807	0.807	0.018	43,753	**0,000**
Z2_3 <- Islamic Spirituality_	0.854	0.854	0.019	45,684	**0,000**

Data source: Processed by the author, 2026

Based on the results of the outer model evaluation in the table above, all indicators of the Promotion, Discount, Purchase Consideration, Islamic Moral Values, and Islamic Spirituality variables have outer loading values above 0.70. The highest outer loading value for the Promotion variable is indicated by the indicator (), for the Discount variable by the indicator (), for the Purchase Consideration variable by the indicator (), for the Islamic Moral Values variable by the indicator (), and for the Islamic Spirituality variable by the indicator (). In addition, all indicators have values and (), which indicate that all indicators are valid and significantly able to measure their respective latent variables.

X_1_20,937X_2_20,863Y_20,906$Z1$_20,926$Z2$_40,865T-statistik $> 1{,}96$ P-value $= 0{,}000$ $p < 0{,}05$

Table 2. Test Reliability

Construct	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Discount (X2)	0.756	0.767	0.858	0.668
Islamic Moral Values (Z1)	0.828	0.852	0.897	0.745
Islamic Spirituality (Z2)	0.858	0.861	0.904	0.702

Construct	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Promotion (X1)	0.867	0.883	0.919	0.792
Purchase Consideration (Y)	0.883	0.884	0.928	0.811

Data source: Processed by the author, 2026

The results of the reliability test show that all variables in this study—namely Discount (X2), Islamic Moral Values (Z1), Islamic Spirituality (Z2), Promotion (X1), and Purchase Consideration (Y)—have a very good level of internal consistency and reliability. This is evidenced by the Cronbach's Alpha value which is in the range of 0.756 to 0.883 and the Composite Reliability value which ranges from 0.858 to 0.928, where all of these values have exceeded the minimum required threshold of 0.70. In addition, the rho_A value for each construct (0.767 to 0.884) is also consistently between the Cronbach's Alpha and Composite Reliability values, so it can be concluded that all measuring instruments used in this study are proven to be reliable and consistent in measuring the variables studied.v The results of the path coefficient estimation along with the statistical significance values (T-statistic and P-values) for each variable relationship in detail can be seen in the table.

Table 3. T-statistic and P-values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (| O/STDEV |)	P Values
Discount -> Islamic Moral Values	**0.680**	**0.680**	**0.037**	**18,352**	**0,000**
Discount -> Islamic Spirituality_	**0.483**	**0.481**	**0.038**	**12,654**	**0,000**
Discount -> Purchase Consideration	**0.438**	**0.436**	**0.028**	**15,649**	**0,000**
Islamic Moral Values -> Purchase Consideration	**0.430**	**0.429**	**0.067**	**6,373**	**0,000**
Islamic Spirituality_ -> Purchase Consideration	**0.301**	**0.303**	**0.063**	**4,760**	**0,000**
Promotion -> Islamic Moral Values	**0.209**	**0.209**	**0.047**	**4,478**	**0,000**
Promotion -> Islamic Spirituality_	**0.378**	**0.381**	**0.034**	**11,172**	**0,000**
Promotion -> Purchase Consideration	**0.204**	**0.207**	**0.029**	**6,911**	**0,000**

Data source: Processed by the author, 2026

DISCUSSION

The Influence of Discounts on Islamic Moral Values

The results showed that discounts had a positive and significant effect on Islamic moral values, with a coefficient of 0.680, a t-statistic of 18.352, and a p-value of 0.000. These results indicate that the stronger students' perceptions of discounts on Shopee, the higher the response to Islamic moral values that emerged in the purchase consideration process. This relationship is one of the relationships with the largest coefficients in the research model. These findings suggest that discounts are not merely perceived as an economic incentive in the form of lower prices. In the context of students in an Islamic educational environment, information about discounts can encourage consumers to make informed judgments before making a purchase. This judgment relates to the ability to control desires, consider needs, and assess whether the economic benefits of the discount are truly relevant to the consumer's needs. The Islamic concept of consumption places the fulfillment of needs and the benefit of the public as crucial components of consumption behavior, while also preventing consumers from excessive behavior (israf) and waste (tabdzir). These findings reinforce the view that price stimuli in digital marketing do not always elicit the same consumer response. Moral values can be part of the evaluation process of these stimuli. Thus, discounts in the Muslim consumer environment can be understood not only as an instrument to increase product appeal but also as information that can be considered based on consumer needs, benefits, and responsibilities.

The Influence of Discounts on Islamic Spirituality

The test results show that discounts have a positive and significant effect on Islamic spirituality, with a coefficient of 0.483, a t-statistic of 12.654, and a p-value of 0.000. These results indicate that perceptions of discounts have a significant relationship with the spiritual aspects of Islam in respondents' purchasing behavior. This relationship can be explained through Islamic consumption principles, which position economic activity beyond merely fulfilling material needs. Muslim consumption also concerns considerations of halal (permissible) and thayyib (good) values, the benefits of goods, and efforts to avoid excessive consumption. Previous research used in this study explains that the concepts of halal and thayyib relate to halal status, benefits, and the avoidance of anything that could cause harm. Thus, the presence of discounts does not automatically eliminate spiritual considerations in purchases. Conversely, among respondents in Islamic educational settings, price stimuli may remain part of an evaluation process that considers the suitability of consumption to religious values. This finding suggests that economic appeal and spiritual considerations can coexist in Muslim consumer behavior.

The Effect of Discounts on Purchase Considerations

Discounts have been shown to have a positive and significant effect on purchase considerations. This is demonstrated by a coefficient of 0.438, a t-statistic of 15.649, and a p-value of 0.000. This means that the respondents' stronger perceptions of Shopee discounts, the stronger their considerations before making a purchase. This finding aligns with consumer value theory, which explains that consumers consider the relationship between the price paid and the benefits received. Discounts can provide information about savings, making them a factor considered in the pre-purchase evaluation process. In this study, purchase consideration is understood not only as the act of buying, but also includes evaluating price and benefits, exploring alternatives, and aligning with the consumer's

personal values. The results of this study also support Lestari and Dwijayanti's research, which found a positive influence of discounts on Shopee users' purchasing decisions. Furthermore, Qur'an et al. also showed that discounts and promotions are related to Shopee users' purchasing decisions. The differences in this study lie in the characteristics of the respondents and the inclusion of Islamic moral and spiritual values in the context of purchasing behavior.

The Influence of Islamic Moral Values on Purchasing Considerations

Islamic moral values showed a positive and significant influence on purchasing considerations, with a coefficient of 0.430, a t-statistic of 6.373, and a p-value of 0.000. This finding indicates that the stronger the respondents' Islamic moral values, the stronger the considerations before purchasing products through Shopee. The moral values in this study include self-control, honesty and critical thinking, and responsibility in making purchases. Therefore, this positive influence can be interpreted as meaning that the purchasing process is influenced not only by product attractiveness and price, but also by considerations regarding whether the purchase aligns with the consumer's needs and values. From the perspective of Islamic economic law, consumer behavior has an ethical dimension. Consumers are not only oriented towards economic gain but are also required to consider the public interest and avoid excessive consumption. This demonstrates that moral values can serve as a basis for evaluation when consumers receive marketing stimuli from the marketplace.

The Influence of Islamic Spirituality on Purchasing Considerations

The results of the study indicate that Islamic spirituality has a positive and significant effect on purchasing considerations. A correlation coefficient of 0.301, a t-statistic of 4.760, and a p-value of 0.000 indicate a significant relationship between Islamic spirituality and purchasing considerations. Islamic spirituality in this study relates to the principles of benefit and necessity, the prohibitions of israf and tabdzir, the conformity of halal and thayyib, and the balance (tawazun) between fulfilling worldly needs and religious responsibilities. Therefore, a consumer's decision to consider a product can be influenced by broader questions than simply "cheap or expensive," namely whether the item is halal, beneficial, necessary, and in accordance with Islamic consumption principles. This finding is important in the marketplace context because digital transactions provide consumers with a variety of immediate stimuli, ranging from prices, discounts, promotions, shipping costs, and product information. Sharia principles also require clear disclosure of information regarding goods, prices, shipping costs, and delivery times. Thus, spirituality can be part of the information-screening process before consumers make a purchase.

The Influence of Promotion on Islamic Moral Values

Promotion has a positive and significant effect on Islamic moral values with a coefficient of 0.209, a t-statistic of 4.478, and a p-value of 0.000. These results indicate that the more intensive and attractive the promotion received by consumers, the more closely it is associated with the emergence of moral considerations in purchasing behavior.

In this study, promotion was measured through its reach and frequency, the appeal of the promotional message, and the clarity of the information conveyed to consumers. Promotions received by consumers can be a source of information in evaluating a product. However, from an Islamic perspective, promotional information is assessed not only based on its appeal but also on its honesty and clarity. This is relevant to Sharia provisions regarding

marketplace transactions. DSN-MUI Fatwa no. 146/DSN-MUI/XII/2021 concerning Online Shopping Based on Sharia Principles emphasizes clarity regarding product criteria, pricing, shipping costs, and estimated delivery times, and prohibits practices such as tadlis, tanajusy/najsy, and ghisysy. Thus, promotions in marketplaces can remain a marketing stimulus, but their acceptance must be within a framework of moral considerations.

The Influence of Promotion on Islamic Spirituality

The test results show that promotion has a positive and significant effect on Islamic spirituality with a coefficient of 0.378, a t-statistic of 11.172, and a p-value of 0.000. These findings indicate a significant relationship between promotional stimuli and the spiritual aspects of Islam in respondents' behavior. Promotions in the marketplace essentially provide external stimuli to consumers. In the context of Islamic boarding school students, these stimuli occur within the consumer environment, where they also receive religious guidance. Therefore, responses to promotions can involve considerations of benefits, needs, halal (permissible) and thayyib (good) standards, and the suitability of consumption to religious values. This principle has been explained in research, demonstrating that Islamic consumption is not solely oriented toward economic aspects, but also toward the benefits and compliance with Sharia principles. These results also relate to Farrag's research, which served as the basis for this study. Farrag demonstrated that Sharia compliance can play a role in the relationship between sales promotion tools and the behavioral responses of Muslim consumers. Therefore, promotions in the context of Muslim consumers need to be understood as stimuli that can interact with consumers' value systems.

The Influence of Promotion on Purchase Considerations

Promotions were shown to have a positive and significant effect on purchase considerations, with a coefficient of 0.204, a t-statistic of 6.911, and a p-value of 0.000. These results indicate that promotions are one of the pieces of information students consider when evaluating purchases through Shopee. These findings align with the theoretical framework used in this study. Promotions can provide product information and create stimuli that influence consumer evaluations. In the theory of planned behavior, intentions to perform a behavior are related to attitudes, subjective norms, and perceived behavioral control. In the context of this study, promotions can be part of the external information consumers use to form purchase evaluations. However, the promotion coefficient of 0.204 on purchase consideration needs to be interpreted contextually. While promotions do have a significant relationship with purchase consideration, consumer consideration is not solely shaped by promotional stimuli. The relationship between Islamic moral and spiritual values and purchase considerations suggests that the consumer evaluation process also has value and ethical dimensions

CONCLUSION

The results indicate that Shopee discounts and promotions have a positive and statistically significant effect on purchasing decisions among students at Islamic boarding schools. Discounts have a stronger effect (0.438) than promotions (0.204), with both variables reporting $p < 0.001$. These findings suggest that price reductions and promotional activities encourage students to make online purchases by increasing product attractiveness and perceived affordability. Furthermore, promotions and discounts are positively associated with Islamic moral and spiritual values, which also have a positive and significant influence

on purchasing decisions. This indicates that students' consumption behavior is shaped not only by marketing strategies but also by Islamic ethical considerations. These include prioritizing needs, assessing product benefits, ensuring compliance with halal and thayyib principles, and exercising self-control in consumption. From the perspective of Islamic economics, these findings highlight the interaction between digital marketing stimuli and religious values in shaping consumer behavior. Purchasing decisions should therefore balance economic benefits with ethical responsibility, moderation, and the pursuit of maslahah (welfare). Consequently, responsible online consumption among Islamic boarding school students requires not only consideration of attractive prices and promotions but also adherence to Islamic moral and spiritual principles.

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