

Consumptive Decision-Making of *Santri* in Using Personal Shopping Services (*Jastip*) at Islamic Boarding Schools: A Phenomenological Study

Muhammad Daffa¹, Fawwazy¹, Moh. Riyadi², Noufal Jamil³

^{1,2,3}Affiliation 1, Country; Economy, Nurul Jadid University, Indonesia

* Correspondence e-mail; daffazy99@gmail.com, Mohriyadi551@gmail.com,
noufaljamil27@gmail.com

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Abstract

The emergence of personal shopping services (*jastip*) in Islamic boarding schools (*pesantren*) has become a practical solution to the limited access of students (*santri*) to goods outside the boarding school environment. However, this convenience not only facilitates the fulfillment of daily needs but also has the potential to encourage consumptive behavior. This study aims to analyze how the phenomenon of *jastip* shapes the consumptive behavior of *santri*, examine the decision-making process underlying their use of *jastip* within the context of the simplicity values upheld in *pesantren*, and explore the meaning of *jastip* from the perspective of the students. This study employed a qualitative approach with a phenomenological design. Five *santri* were selected as research informants using purposive sampling. Data were collected through observation, semi-structured interviews, and documentation, and were analyzed using data reduction, data display, and conclusion drawing, while data credibility was ensured through source triangulation. The findings reveal that *jastip* has become the primary alternative for obtaining goods unavailable within the *pesantren*. The ease of access provided by *jastip* also increases the likelihood of consumptive behavior, influenced by peer groups, consumption trends, and the convenience of acquiring products. Nevertheless, most participants considered product usefulness, financial capability, and the values of simplicity before making purchasing decisions. From the perspective of the *Theory of Planned Behavior*, the consumptive decision-making process of *santri* is influenced by attitudes toward the use of *jastip*, subjective norms derived from the social environment, and perceived behavioral control reflected in their ability to regulate spending. This study concludes that *jastip* plays a dual role: it serves as an effective means of fulfilling students' needs while simultaneously creating the potential for consumptive behavior if not accompanied by adequate self-control and the internalization of the values of simplicity promoted within the *pesantren* environment.

Keywords

consumptive behavior; decision-making; Islamic boarding school (*pesantren*); personal shopping service (*jastip*); *santri*; Theory of Planned Behavior.



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INTRODUCTION

Islamic boarding schools (*pesantren*) serve not only as institutions for Islamic education but also as environments that shape the character, lifestyle, and social as well as economic behavior of *santri* (students) (Hasanah & Abrori, 2023). Living in a *pesantren* requires *santri* to adapt to a structured environment characterized by discipline, institutional regulations, and the values of simplicity. Consequently, they are expected to manage their daily needs responsibly and develop prudent consumption practices. However, rapid advancements in information technology, social media, and access to consumer products have transformed consumption patterns across society, including within *pesantren*. As a result, the needs of *santri* have expanded beyond basic necessities to include secondary and even tertiary needs influenced by lifestyle trends, consumer culture, and social interactions (Siddiqi & Sari, 2025).

Consumptive behavior refers to an individual's tendency to purchase goods or services based not only on actual needs but also on desires, emotional satisfaction, lifestyle, and social influences (Hamidah et al., 2024). From the perspective of consumer behavior, purchasing decisions are frequently shaped by psychological and social considerations in addition to rational evaluation. Furthermore, the rapid development of information technology and the increasing accessibility of products through various commercial services have expanded the potential for consumptive behavior across different segments of society, including **santri** living in **pesantren**.

These changes have become increasingly evident with the growing use of personal shopping services (*jastip*) within *pesantren*. Initially, *jastip* emerged as a practical solution to the limited mobility of *santri*, who generally have restricted opportunities to leave the boarding school environment. Through this service, *santri* are able to obtain products from outside the *pesantren* without violating institutional regulations. At first, *jastip* was primarily used to purchase essential items unavailable in the school cooperative, such as toiletries, stationery, medicines, and learning materials. Over time, however, its function has expanded to include the purchase of trending food products, fashion items, skincare products, accessories, and other goods that are more closely associated with personal preferences than with essential needs.

This phenomenon suggests that the convenience provided by *jastip* has the potential to influence the consumptive behavior of *santri*. Consumptive behavior refers to the tendency to make purchasing decisions based primarily on desires rather than rational needs (Agustin, 2023). Within the context of *pesantren*, this issue is particularly significant because the institutional values of simplicity, self-

discipline, and modest living coexist with the growing influence of modern consumer culture, which promotes convenience, efficiency, and a wide variety of consumption choices. Consequently, *santri* are required to balance their actual needs, their desire to follow contemporary trends, and the ethical values that have been cultivated throughout their educational experience in the *pesantren*.

Consumptive decision-making in the use of *jastip* is influenced not only by economic considerations but also by psychological and social factors (Putra & Fadhli, 2025). Easy access to products, peer influence, social media exposure, and the desire to keep up with trends all contribute to shaping purchasing decisions. At the same time, limited financial resources, self-control, and the internalization of the values of simplicity encourage *santri* to reconsider each purchasing decision carefully (Siddiqi & Sari, 2025). Therefore, the decision to use *jastip* reflects the interaction between individual characteristics, social influences, and the cultural values embedded within the *pesantren* environment.

Previous studies have demonstrated that the consumptive behavior of **santri** is influenced by various factors, including peer conformity, lifestyle, social media exposure, and self-control (Suswita et al., 2025). Other studies have also reported that personal shopping services (**jastip**) have emerged as a community adaptation to the increasing convenience of commercial transactions and the limited accessibility of certain products (Siddiqi & Sari, 2025). Nevertheless, existing studies have generally examined the consumptive behavior of **santri** and the phenomenon of **jastip** as separate issues. Research specifically investigating the consumptive decision-making process of **santri** in using **jastip** within the context of **pesantren**, particularly from a phenomenological perspective, remains limited. Therefore, this study addresses this research gap by conceptualizing **jastip** as an integral part of the lived experiences of **santri**, encompassing not only consumption activities but also the decision-making process shaped by the values of simplicity embedded in the **pesantren** environment.

This study adopts a phenomenological approach to explore the subjective experiences of **santri** in using **jastip**. The analysis is grounded in the **Theory of Planned Behavior** (TPB), which posits that individual behavior is determined by behavioral intention, while intention is influenced by three key constructs: **attitude toward the behavior**, **subjective norm**, and **perceived behavioral control** (Sitanggang & Fachira, 2025). Within the context of this study, TPB provides an analytical framework for understanding how **santri** make consumptive purchasing decisions, the factors influencing those decisions, and the meanings they attribute to

the use of **jastip** in fulfilling both their needs and wants during their lives in the **pesantren**.

Accordingly, this study aims to analyze how the phenomenon of **jastip** shapes the consumptive behavior of **santri**, examine the consumptive decision-making process associated with the use of **jastip** within the context of the simplicity values upheld in **pesantren**, and explore the meanings that **santri** attach to the use of **jastip** in meeting their needs and wants. The findings are expected to contribute to the advancement of consumer behavior research, particularly within the context of Islamic education, while also providing practical insights for **pesantren** administrators in promoting more responsible and sustainable consumption literacy among **santri**.

METHODS

This study employed a qualitative research approach using a phenomenological design. A phenomenological approach was chosen because the study focused on understanding the subjective experiences of *santri* in using personal shopping services (*jastip*) and examining how these experiences shaped their consumptive decision-making processes. Through this approach, the study sought to explore the meanings that participants attached to the use of *jastip* in their daily lives within the *pesantren* environment.

The research was conducted at an Islamic boarding school (*pesantren*) and involved five *santri* as research participants. Participants were selected using purposive sampling based on the following criteria: (1) residing in the *pesantren*, (2) having experience using *jastip*, (3) having experience managing personal allowances and making purchasing decisions through *jastip*, and (4) being willing to provide information openly in accordance with the objectives of the study.

Data were collected through observation, semi-structured interviews, and documentation. Observation was conducted to gain an understanding of the *pesantren* environment and the practice of using *jastip* among *santri*. Semi-structured interviews served as the primary data collection technique to obtain in-depth information regarding participants' experiences with *jastip*, the factors influencing their consumptive decision-making, and the meanings they attributed to the use of *jastip* in fulfilling both their needs and wants. Documentation was used as supporting evidence to complement the findings obtained from observations and interviews.

The data were analyzed using an interactive analysis process consisting of data reduction, data display, and conclusion drawing. During the data reduction stage,

the collected information was selected, organized, and refined according to the objectives of the study. The data were subsequently presented in a narrative form to facilitate interpretation of the participants' experiences. Finally, conclusions were drawn by identifying patterns, relationships, and recurring themes emerging from the data.

To ensure the credibility of the findings, source triangulation was employed. Information obtained from each participant was compared to assess data consistency and strengthen the trustworthiness of the findings. In addition, observational and documentary evidence was used to corroborate the interview data, thereby enhancing the credibility and scientific rigor of the study.

FINDINGS AND DISCUSSION

Findings

This study involved five *santri* who were selected through purposive sampling based on the predetermined research criteria. Analysis of the data obtained from observations, in-depth interviews, and documentation revealed three major themes that characterize the experiences of *santri* in using personal shopping services (*jastip*) within the *pesantren* environment: (1) the role of *jastip* in shaping the consumptive behavior of *santri*; (2) the consumptive decision-making process associated with the use of *jastip*; and (3) the meaning attributed to the use of *jastip* in fulfilling the needs and wants of *santri*.

Table 1. Table Description

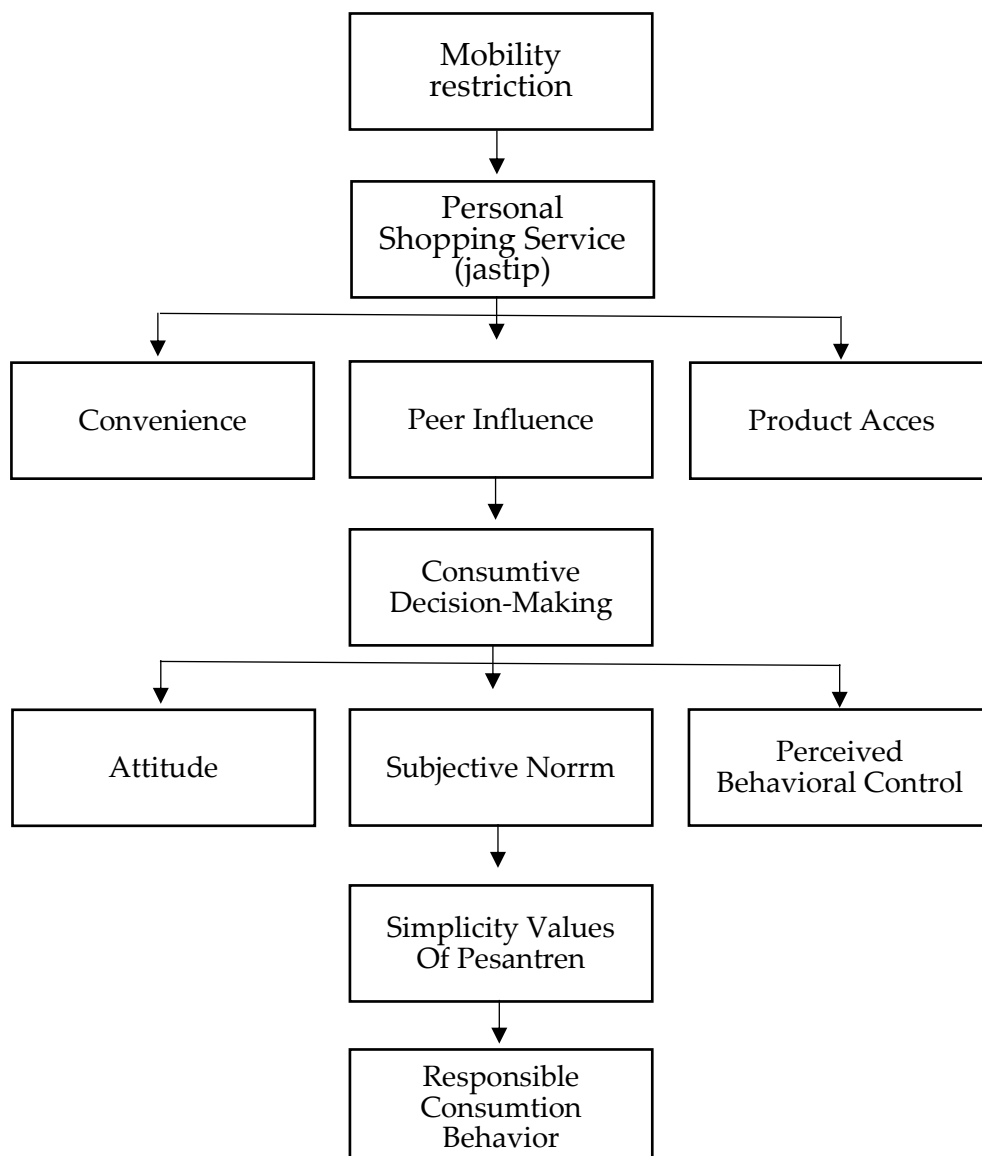
Main Theme	Categories	Key Findings
Role of <i>Jastip</i> in Shaping Consumptive Behavior	Accessibility, Peer Influence, Consumption Trends	<i>Jastip</i> facilitates access to products while increasing the likelihood of consumptive behavior.
Consumptive Decision-Making Process	Information Search, Need Evaluation, Financial Consideration, Simplicity Values, Post-Purchase Evaluation	Purchasing decisions are made through a rational evaluation process rather than impulsive buying.
Meaning of <i>Jastip</i>	Convenience, Mutual Assistance, Self-Control	<i>Jastip</i> is perceived as both a practical solution and a social practice requiring responsible consumption.

Source: source description

The Role of *Jastip* in Shaping the Consumptive Behavior of *Santri*

The findings indicate that *jastip* has become one of the primary alternatives for *santri* to obtain products that are unavailable within the *pesantren*. All participants reported that the restricted mobility imposed by the *pesantren* made *jastip* a practical, efficient, and accessible solution for meeting their daily needs.

Initially, *jastip* was primarily used to obtain essential goods such as toiletries, stationery, over-the-counter medicines, books, and other daily necessities. However, the increasing availability of *jastip* services has also been accompanied by a growing tendency to purchase non-essential products, including trending food and beverages, skincare products, fashion items, accessories, and other products driven primarily by personal preferences rather than actual necessities.



In addition to its convenience, peer influence emerged as a significant factor encouraging the use of *jastip*. Information regarding available products was commonly shared through friends and communication groups among *santri*. When a product became popular within the social circle, several participants acknowledged being encouraged to purchase it despite recognizing that it was not an essential need.

Nevertheless, most participants emphasized that the use of *jastip* should remain aligned with actual needs and financial capability in order to avoid excessive consumption. This finding suggests that although *jastip* facilitates easier access to consumer goods, *santri* continue to exercise self-regulation by considering the usefulness of products and their available financial resources before making purchasing decisions.

The Consumptive Decision-Making Process of *Santri* in Using Personal Shopping Services (*Jastip*)

The findings demonstrate that purchasing decisions through *jastip* were not made impulsively but rather involved a series of deliberate considerations. The decision-making process began with obtaining information about products available through *jastip*. Such information was primarily disseminated by fellow *santri* who had permission to leave the *pesantren* or through communication groups established among students.

After receiving information about the available products, participants evaluated the extent to which the products were necessary. Items that supported academic activities and daily life within the *pesantren* were generally prioritized over products that offered only temporary satisfaction or personal gratification.

Economic considerations constituted the next stage of the decision-making process. All participants emphasized that product prices and the amount of their personal allowances were key determinants of purchasing decisions. When a prospective purchase was considered likely to interfere with more essential financial needs, it was typically postponed or cancelled.

The findings further reveal that the values of simplicity promoted within the *pesantren* served as an important reference in the participants' decision-making process. Before making a purchase, participants consciously reflected on the values they had learned during their time in the *pesantren*. Consequently, purchasing decisions were not solely driven by personal desires but were also influenced by considerations of product usefulness, financial priorities, and the principle of modest living.

The final stage involved evaluating the outcomes of purchasing decisions. Participants expressed satisfaction when purchased products fulfilled their intended purposes and provided tangible benefits. In contrast, purchases motivated primarily by peer influence or consumption trends were frequently followed by feelings of regret, particularly when the products were later perceived as unnecessary. These findings suggest that post-purchase evaluation plays an important role in shaping future consumptive decision-making and reinforces the importance of self-control in regulating consumption behavior among *santri*.

The Meaning of Using Personal Shopping Services (*Jastip*) for *Santri*

Based on the participants' lived experiences, *jastip* was perceived as a practical means of fulfilling daily needs while residing in the *pesantren*. The limited opportunity to leave the boarding school made *jastip* an effective alternative for obtaining products that were unavailable through the *pesantren* cooperative.

Beyond its practical function, *jastip* was also interpreted as a manifestation of mutual support and solidarity among *santri*. The practice evolved through a culture of cooperation, whereby students who were granted permission to leave the *pesantren* voluntarily assisted their peers by purchasing requested items on their behalf. This collaborative practice reflects the strong sense of social connectedness that characterizes the *pesantren* community.

At the same time, participants acknowledged that the convenience of obtaining goods through *jastip* increased the likelihood of purchases driven by personal desires rather than actual needs. Consequently, all participants emphasized the importance of maintaining self-control, managing personal allowances responsibly, and consistently upholding the values of simplicity when making consumption-related decisions.

Overall, the findings indicate that *jastip* holds a dual meaning for *santri*. On the one hand, it serves as an effective solution for meeting daily needs despite the mobility restrictions imposed within the *pesantren*. On the other hand, the convenience it provides may encourage consumptive behavior if it is not accompanied by adequate self-control, prudent financial management, and a strong commitment to the values of simplicity. These findings highlight that the meaning of *jastip* extends beyond its practical function, encompassing both social and behavioral dimensions within the everyday lives of *santri*.

Discussion

The findings indicate that the use of personal shopping services (*jastip*) has become an adaptive strategy employed by *santri* to fulfill their daily needs while

residing in *pesantren*. The mobility restrictions imposed within the *pesantren* environment have positioned *jastip* as an effective alternative for obtaining products without leaving the boarding school. These findings suggest that *jastip* initially emerged as a practical response to limited access; however, its increasing utilization has also influenced the consumption patterns of *santri*.

The convenience of obtaining products through *jastip* not only facilitates the fulfillment of daily needs but also increases the likelihood of consumptive behavior. Information regarding popular products is rapidly disseminated through interactions among *santri*, thereby stimulating purchasing intentions. This finding suggests that the consumptive behavior of *santri* is not solely determined by individual preferences but rather results from the interaction between accessibility, social influence, and the distinctive socio-cultural environment of the *pesantren*.

These findings are consistent with the concept of consumptive behavior, which argues that purchasing decisions are influenced not only by rational needs but also by psychological and social factors (Putra & Fadhli, 2025). In the present study, *jastip* functions as a mechanism that broadens access to consumer goods, thereby increasing the likelihood of purchases motivated by personal desires. Nevertheless, the findings also demonstrate that consumptive behavior among *santri* should not be viewed exclusively as a negative phenomenon. Most participants carefully evaluated product utility, financial capability, and priority needs before making purchasing decisions. This suggests that greater accessibility does not automatically lead to excessive consumption; rather, its effects depend largely on an individual's capacity for self-regulation.

Analysis based on the *Theory of Planned Behavior* (TPB) demonstrates that *santri*'s decisions to use *jastip* are shaped by three interrelated components: *attitude toward the behavior*, *subjective norm*, and *perceived behavioral control*. Together, these components explain the underlying processes that shape consumptive decision-making among *santri*.

From the perspective of *attitude toward the behavior*, participants expressed positive evaluations of *jastip* because it enabled them to obtain products that were otherwise difficult to access while living in the *pesantren*. Perceived usefulness, time efficiency, and ease of access strengthened the belief that *jastip* was an effective solution for fulfilling daily needs. However, these positive attitudes did not necessarily translate into purchasing every available product. Participants continued to assess product utility and necessity before making purchasing decisions. This

finding indicates that favorable attitudes toward *jastip* are accompanied by an awareness of the potential risks associated with excessive consumption.

The *subjective norm* component was reflected in the significant influence of the social environment on participants' purchasing decisions. Peers served as the primary source of information regarding both *jastip* services and trending products. The intensive social interactions characteristic of *pesantren* life facilitated the rapid dissemination of product information, thereby encouraging purchasing intentions. Nevertheless, peer influence did not produce identical consumption decisions among all participants. Several participants reported rejecting their peers' recommendations when the products offered did not correspond to their actual needs or financial circumstances. These findings indicate that while subjective norms encourage purchasing intentions, the final decision remains dependent on individual judgment.

Meanwhile, *perceived behavioral control* emerged as the key factor distinguishing participants' purchasing decisions. The ability to manage personal allowances, establish spending priorities, and differentiate between needs and wants constituted important forms of behavioral control prior to making purchasing decisions. Beyond financial considerations, behavioral control was also strengthened by the internalization of the values of simplicity promoted within the *pesantren*. These values encouraged *santri* to spend their allowances more responsibly and to avoid purchases motivated solely by temporary desires. Accordingly, behavioral control in this study was shaped not only by financial capability but also by the character education embedded in the *pesantren* environment.

The findings further demonstrate that the *pesantren* context provides a distinctive perspective on the application of the *Theory of Planned Behavior*. While TPB generally explains behavior through attitudes, subjective norms, and perceived behavioral control, this study reveals that the values of simplicity cultivated within *pesantren* reinforce the dimension of perceived behavioral control. In other words, *santri*'s ability to regulate their consumption is influenced not only by economic considerations but also by the internalization of religious values, discipline, and personal responsibility that characterize *pesantren* life. Consequently, this study extends the application of TPB to the context of Islamic education, where socio-cultural and religious values play a substantial role in shaping individual behavior.

This study also contributes to the consumer behavior literature by demonstrating the dual role of *jastip*. On the one hand, *jastip* provides a practical, efficient, and accessible solution for meeting the daily needs of *santri*. On the other hand, the convenience it offers may encourage consumptive behavior when not

accompanied by adequate self-control. Therefore, *jastip* should not be understood merely as an economic activity but also as a social phenomenon that influences the consumptive decision-making process of *santri*.

From a practical perspective, these findings highlight the importance of strengthening financial literacy and character education within *pesantren*. The findings may serve as a valuable reference for *pesantren* administrators in designing educational programs that promote responsible financial management, priority-based spending, and the appropriate use of *jastip*. By integrating consumption literacy with the values of simplicity, *santri* are expected to utilize *jastip* as a practical means of fulfilling their needs while avoiding excessive consumptive behavior.

CONCLUSION

This study demonstrates that personal shopping services (*jastip*) have become an important alternative for *santri* in fulfilling their daily needs within the *pesantren*, where access to products from outside the boarding school is limited. While *jastip* facilitates access to essential goods, it also has the potential to encourage consumptive behavior through peer influence, consumption trends, and the convenience of obtaining products. Nevertheless, *santri*'s consumptive decision-making remains strongly influenced by considerations of product utility, financial capability, and the internalization of the values of simplicity promoted within the *pesantren*. These findings highlight the dual role of *jastip*: as a practical solution for meeting daily needs and as a mechanism that requires self-control and responsible consumption to prevent excessive consumptive behavior.

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