

## ABSTRAK

Tujuan penelitian ini untuk mengetahui pengaruh dari pendapatan dan gaya hidup terhadap perilaku konsumsi rumah tangga di Desa Muara Emil Kecamatan Tanjung Agung Kabupaten Muara Enim dalam perspektif ekonomi islam. Jenis penelitian yang dilakukan kuantitatif dan sumber data primer, dengan populasi yaitu 618 kepala keluarga dan sampel sebanyak 86 responden. Sampel diambil menggunakan rumus slovin dan dipilih sesuai kriteria dan tujuan peneliti yaitu menggunakan teknik non probability sampling (purposive sampling). Metode pengumpulan data observasi, kuesioner dan dokumentasi. Teknik analisis data menggunakan uji validitas dan uji reliabilitas, uji asumsi klasik, uji analisis linear berganda dan uji hipotesis melalui bantuan program computer SPSS versi 25. Hasil penelitian menunjukkan keseluruhan variabel independen yaitu pendapatan berpengaruh positif signifikan secara parsial terhadap perilaku konsumsi rumah tangga dan sesuai dengan prinsip ekonomi islam yaitu pendapatan yang diperoleh dengan usaha dan upaya yang halal. Gaya hidup berpengaruh positif signifikan secara parsial terhadap perilaku konsumsi rumah tangga dan sesuai dengan prinsip ekonomi islam yaitu gaya hidup yang dilakukan semata untuk memperoleh fahlah. Pendapatan dan gaya hidup berpengaruh positif signifikan secara simultan (bersama-sama) terhadap perilaku konsumsi rumah tangga dan sesuai dengan prinsip ekonomi islam yaitu perilaku konsumsi yang dilakukan tidak melampaui batas atau berlebihan.

**Kata Kunci:** Pendapatan, Gaya Hidup, Perilaku Konsumsi

## **ABSTRACT**

*The aim of this research is to determine the influence of income and lifestyle on household consumption behavior in Muara Emil Village, Tanjung Agung District, Muara Enim Regency from an Islamic economic perspective. The type of research carried out was quantitative and primary data sources, with a population of 618 heads of families and a sample of 86 respondents. Samples were taken using the Slovin formula and selected according to the researchers' criteria and objectives, namely using non-probability sampling techniques (purposive sampling). Data collection methods include observation, questionnaires, and documentation. Data analysis techniques use validity and reliability tests, classical assumption tests, multiple linear analysis tests, and hypothesis tests with the help of the SPSS version 25 computer program. The results of the research show that the entire independent variable, income, has a partially significant positive effect on household consumption behavior and is in accordance with Islamic economic principles, namely income obtained through halal business and efforts. Lifestyle has a partially significant positive effect on household consumption behavior and is in accordance with Islamic economic principles, namely a lifestyle that is carried out solely to obtain faith. Income and lifestyle have a significant positive effect simultaneously (together) on household consumption behavior and are in accordance with Islamic economic principles, namely that consumption behavior is not excessive or excessive.*

**Keywords:** *Income, Lifestyle, Consumption Behavior*