

UNIVERSITI TEKNOLOGIMARA

**A STUDY ON CONSUMERS
UNDERSTANDING TOWARDS THE
APPLICATION OF MAQASID AL-
SHARIAH IN ONLINE
PURCHASING: A STUDY AT KUALA
LUMPUR**

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ABSTRACT

This study was conducted to identify the understanding of consumers around the area of Kuala Lumpur regarding the application of Maqasid al-Shariah in online purchases where it is related to consumer behaviour. The questionnaire was used as a research instrument and distributed using online methods through the application "WhatsApp" which covers users in Kuala Lumpur. A total of 101 users answered the questionnaire. The methodology of this study uses quantitative methods. Descriptive was used to analyze the data in the form of percentage, frequency and mean. The mean value shown in each the variables are at a high level among which is section C has the highest mean of 4.594 while section D has the highest mean of 4.655. Studies have also found there are a significant relationship between independent variables which are religion, education, and social influence in shariah -compliant online purchases among Kuala Lumpur consumers. Moreover, the researcher suggested that other researchers further develop aspects of their research more broadly.

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