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No: D146-T05P48

Influence of Islamic Consuming Ethics on Happiness: A Study of Higher Education Institutions in Bandung

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ABSTRACT

Happiness or *falah* is a goal that every individual wants to achieve in his/her life. But people sometimes do not know how to achieve their happiness. Happiness seems to be identical with the abundance of wealth, high positions at workplace, power and the fulfillment of personal desires. In fact, all those assumptions might not be directly correlated. The more wealth people own does not mean the happier their life is if material wealth becomes their basis for happiness.

The abundance of material often makes people feel poorer, lonelier, and unhappy. From the results of data processing, it can be concluded that Islamic consumption ethics provide significant positive influence on the happiness of employees of higher-education Institutions in Bandung. In addition, consumptive behaviour significantly strengthens the relationship between Islamic consumption ethics and with happiness of employees of higher-education institutions in Bandung. Feeling enough in their consuming behavior, being modest, simple, and not being extravagant give them a peaceful feeling (physical and mental (happiness). Therefore, making religion as the purpose of life is the key to find the true happiness.

Keywords: *Happiness, Islamic Consuming Ethics, Consuming Behavior*



ICIEF'15



ISSN-2460-6685



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