

3rd Global Conference on Business and Social Science-2015, GCBSS-2015, 16-17 December 2015, Kuala Lumpur, Malaysia

## The influence of religiosity values on happiness with Islamic consuming ethics as moderator variable

Ima Amalia<sup>a\*</sup>, Westi Riani<sup>b</sup>, Aaan Julia<sup>c</sup>

<sup>a,b,c</sup> Bandung Islamic University, Tamansari Street, no. 1, Bandung, 40116, Indonesia

---

### Abstract

Happiness is the goal that any human wants to achieve. Therefore, people are always trying to find the source of happiness. The previous studies found there was a positive correlation between religiosity value and quality of life. This research is necessary to conduct because there are only a few studies about this topic. The aim of the research is to determine the influence of religiosity value on happiness through Islamic consuming ethics. Type of research is field survey with SEM as a method of analysis. The research has found Islamic consuming ethics strengthen the influence of religiosity value on happiness.

© 2016 The Authors. Published by Elsevier Ltd. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

Peer-review under responsibility of the Organizing Committee of the 3rd GCBSS-2015

*Keywords:* Religiosity Values, Islamic Consuming Ethics, Happiness, Employee, Higher Education Institution

---

### 1. Introduction

#### 1.1 Background of the research

The development of communication technology has caused people to become very consumptive. Many on line and off line shopping services have been provided to attract many consumers. The effect is that consumers have many choices to fulfill their desire. The fulfillment of unlimited desire causes economy problems such as inflation and scarcity of resources. Therefore, religiosity value and ethical consumption have important roles in solving the problem.

---

\* Corresponding author. Tel.: +81322360570  
E-mail address: [amalia.razi@gmail.com](mailto:amalia.razi@gmail.com)