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Bibliometric and VOSviewer Analysis of Generation Z Consumption Patterns in the Digital Era: The Perspective of Sharia Economic Law in Consumptive Behavior and Halal Lifestyle

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Abstract

This study aims to analyze research trends on Generation Z consumption patterns in the digital era from the perspective of Sharia Economic Law using bibliometric methods and VOSviewer software. The phenomenon of consumptive behavior among Generation Z is becoming an increasingly complex issue along with the development of digital technology and social media that influence lifestyle and consumption patterns. In this case, the concept of halal lifestyle plays a role in shaping consumption behavior in accordance with sharia principles. In addition, this study also aims to identify key themes, interrelationships between concepts, and opportunities for research development to support Generation Z consumption patterns. The research method uses a bibliometric analysis approach to map topic developments, identify prominent authors, and analyze relationships between concepts and keywords in scientific literature. Data were obtained from Google Scholar with keywords consumptive behavior, Generation Z, and halal lifestyle, then analyzed to determine publication trends, author distribution, and institutional and journal contributions. VOSviewer was used to visualize keyword networks (co-occurrence) and author collaboration (co-authorship). The results show that research developments in the 2021–2026 period experienced fluctuations. The year 2025 saw the highest number of publications, with 80 articles. Conversely, 2021 and 2022 recorded the lowest number of publications, with one article each. Furthermore, the journal with the most publications on this topic was the Journal of Islamic Studies, with eight articles. These findings indicate a concentration of publications and opportunities for further research development.

Keywords

Consumer Behavior; Generation Z; And Halal Lifestyle.

Introduction

The development of technology and the entry of the digital world into almost all aspects of life has brought various changes, including in human behavior.(Ambarsari et al., 2023). The presence of digital technology is no longer merely a tool, but has become an inseparable part of everyday life. Humans and technology now share an interconnected relationship, with both playing a role in meeting life's needs. (Hidayah & Anshar, 2025)In

the economic field, this change is not only seen in the shift of transactions to digital form, but also includes changes in market structure, consumer behavior, and the strategies used by producers in marketing their products.(Susiati et al., 2024).

In today's era, digital technology has become an integral part of people's lives, especially for Generation Z. This condition has given rise to various new phenomena related to how individuals live their daily lives. Various questions have arisen regarding how Generation Z's lifestyles are formed, what considerations they use in making consumption decisions, how they manage their personal finances, and the extent to which technology influences the choices they make. These changes show that the presence of digital technology not only impacts technical aspects, but also shapes individual mindsets and behaviors. (Munggaran & Irwansyah, 2025).

Generation Z is a generation that has been exposed to developments in digital technology since an early age.(Ishlakhatu Sa'idah et al., 2025)This group, born between the mid-1990s and early 2010s, has now entered adulthood and begun to take part in various economic activities. (Ishlakhatu Sa'idah et al., 2025)In Indonesia, Generation Z is one of the largest groups in the population structure, estimated to make up around 32% of the total population. This large number makes Generation Z a group that has influence in various aspects of life, including consumption patterns and lifestyle. (Alifiana et al., 2025).

Generation Z's consumption patterns show differences compared to previous generations. (Ishlakhatu Sa'idah et al., 2025)They grow and develop amidst rapid advances in digital technology, thus developing their own characteristics in consumer behavior. Consumption activities are no longer solely focused on meeting basic needs, but also relate to lifestyle, personal preferences, and social identity. (NM Putri et al., 2024)In many cases, purchasing decisions are influenced by emerging trends on social media. This suggests that digital media plays a role in shaping Generation Z's preferences and consumption behavior.

Consumption is an activity that cannot be separated from human life. (NM Putri et al., 2024)This activity plays a role in maintaining economic activity, as consumption levels are linked to overall economic activity. As time goes by, consumption is driven not only by needs but also by ever-evolving desires. For Generation Z, consumption activities are often linked to lifestyle.(Pohan et al., 2025)One of the most common phenomena is the Fear of Missing Out (FOMO), a condition in which individuals feel the need to always keep up with developments in their social environment. (Ida et al., 2020).

FOMO drives Generation Z to stay connected to circulating information, especially through social media. They have a desire to know and follow the various activities of others, even if they are not directly involved. This condition can influence consumption decisions, where individuals tend to purchase goods or use certain services not because of primary needs, but because of the urge to fit in with their social environment. Furthermore, FOMO can also cause feelings of anxiety or worry if they don't follow trends considered important. This phenomenon shows that consumption among Generation Z is not only related to economic aspects, but also psychological and social aspects.(Hariyani & Prasetyo, 2024).

Generation Z tends to have unique consumption characteristics, such as a preference for speed, convenience, and digital-based experiences. The presence of features like flash sales, paylater, and personalized advertising encourages the formation of consumer behavior that is often impulsive. In many cases, consumption decisions are no longer based on needs, but rather on desires (wants), trends, and social influences from digital media. This phenomenon has the potential to lead to excessive behavior (*israf*) and waste (*tabdzir*), which are prohibited from an Islamic perspective. Halal products now have a large market share due to digitalization through marketplaces, halal product support applications, and even the role of Muslim influencers who have a significant influence. However, despite the many benefits of digitalization for halal products, this digitalization can become a commodification of the halal lifestyle itself, ultimately presenting challenges. This is because halal labeling is now often reduced to a strategy that actually leads Generation Z to a more consumerist lifestyle without being accompanied by deep spiritual meaning even though the products are wrapped in a religious image.(Aliyyah et al., 2025).

Millennials and Gen Z play a central role as the dominant group of internet and digital marketplace users in Indonesia. With their high adaptability to technology and online shopping habits, this young generation is a key driver in driving the growth of halal e-commerce. They not only seek convenience and product variety through digital platforms but also demonstrate a deep concern for halal values in their product selection. This heightened halal awareness encourages businesses to increase the transparency of halal certification and provide products that comply with Sharia principles. In addition to being savvy consumers, millennials and Gen Z also act as innovators and promoters of the halal lifestyle through social media and their digital networks. This growing halal lifestyle trend among young people contributes to strengthening the sustainability of the halal industry, opening up opportunities for the

development of more innovative and inclusive halal products.(Febiola Anggun Tri Setyo et al., 2025).

However, there is a contradiction between the growing trend of halal lifestyles and the still-dominant consumer behavior. This indicates a gap between normative Islamic values and actual consumption practices in the digital age. In the context of Islamic economic law, consumption behavior is not only assessed in terms of legality (permissible or haram), but also in terms of ethics and the objectives of sharia.

Several previous studies have examined Generation Z's consumption behavior in the context of the digital era. (Pohan et al., 2025). Research on consumer lifestyles in the online shopping era shows that several factors influence consumption behavior, such as new media, platform usability, discounts, psychological needs, and financial literacy levels. The research findings suggest that the development of digital technology has opened up broader access for individuals to consume.

Other research by(NM Putri et al., 2024)., which discusses Generation Z's consumption patterns in using e-commerce platforms, shows changes in consumption levels, particularly before and after the COVID-19 pandemic. The results of the study indicate that Generation Z's consumption activity has increased, as indicated by the increasing number of shopping transactions through digital platforms. This condition demonstrates that digital technology not only facilitates consumption activities but also encourages increased consumption intensity.

Although various studies have been conducted, most still use qualitative approaches and focus on direct behavioral analysis. Research using a bibliometric approach to examine Generation Z consumption patterns is still limited. A bibliometric approach can be used to view research developments more broadly, including trends in research topics, relationships between concepts, and evolving research directions over time. Using tools like VOSviewer allows researchers to visualize the interrelationships between studies in the form of network maps, providing a more systematic overview.

This difference in approach forms the basis for the research to be conducted. This research focuses on bibliometric analysis using VOSviewer as a tool to examine Generation Z consumption patterns in the digital era. This approach was chosen due to the limited research that combines bibliometric analysis with the topic of Generation Z consumption patterns, particularly in the context of digital technology developments. This approach is expected to provide an overview of the development of scientific studies that have been conducted and research

opportunities that can be further developed.

On the other hand, the development of economic digitalization presents not only opportunities but also increasingly complex challenges, particularly in the context of Generation Z's consumption behavior. These challenges relate not only to the use of technology but also to the readiness of human resources to manage consumption wisely in accordance with the values of Islamic economic law. Generation Z, as a group very familiar with digital technology, has great potential in utilizing easy access to information and transactions, but on the other hand, is also vulnerable to excessive consumer behavior.(Susiati et al., 2024).

From the perspective of Islamic economic law, consumption patterns are not only assessed from the aspect of fulfilling needs, but also considering the principles of halal (permissible), thayyib (good), and the prohibition of excess (israf). Therefore, changes in consumption patterns in the digital era need to be understood not only from a technological perspective, but also from the perspective of education, religious values, and halal lifestyle culture. Consumption in the digital era is no longer merely an economic activity but also a means of self-expression and identity formation in the digital space. This is evident in Generation Z, where consumption activities are often influenced by trends, social media, and the desire for social recognition, which can potentially conflict with Islamic consumption principles.

Based on this description, understanding Generation Z's consumption patterns in the digital era is important for further study, particularly from the perspective of Islamic economic law, which emphasizes the balance between needs and spiritual values. This research is urgent because it attempts to analyze the development of scientific studies related to Generation Z's consumption patterns, consumer behavior, and halal lifestyle through a bibliometric approach. Using the VOSviewer application, this study aims to map research trends, identify relationships between topics, and identify research gaps related to Generation Z consumption from the perspective of Islamic economic law. The analysis focuses not only on digital consumption aspects, but also on the integration of sharia values in consumer behavior and the implementation of a halal lifestyle among Generation Z.

The results of this study are expected to contribute to various parties. For academics, this research can serve as a reference in developing interdisciplinary studies between the digital economy and Islamic economic law. For business actors, the findings of this study can be used to understand the characteristics of Generation Z consumers in the

context of a halal lifestyle so that they can design marketing strategies that are not only effective but also in accordance with Islamic principles. Therefore, a bibliometric analysis using VOSviewer on Generation Z consumption patterns from the perspective of Islamic economic law is important, considering the ever-evolving dynamics of digital consumption and the need for the integration of halal values into modern life.

Method

This study uses a bibliometric analysis method with a focus on data taken exclusively from the Google Scholar database. The selection of Google Scholar as a data source was based on the richness and relevance of the available literature, particularly on the topic of Generation Z behavior and consumption patterns in the digital era. Data were collected between 2021 and 2026 to ensure that the analysis reflects the latest developments in the scientific literature.(Rahman Hakim et al., 2025)The approach used in this research is bibliometrics combined with content analysis to explore scientific literature comprehensively.(Albana et al., 2023). Bibliometric methods utilize bibliographic data to identify trends, patterns, and research dynamics in a scientific discipline.(Sahara, 2024)Conceptually, bibliometrics is the study of academic publications using a statistical approach to describe publishing trends and analyze the relationships between published studies.

The research process was carried out with the help of Publish or Perish software developed by Harzing to access various academic sources using the keyword “Generation Z consumption”.(Ananda et al., 2024). The articles obtained are then selected based on relevance and database sources, especially from Google Scholar.(Nathasya, 2024). Additionally, additional searches were conducted through the Dimensions database using the same keywords and publication year filters to enrich the research data. The obtained data were then exported in CSV format for data processing purposes in the form of tables and graphs, and in RIS format for network mapping. The data validation and enrichment process was carried out using Mendeley Desktop, specifically to complete the author keyword attributes that were not fully recorded.

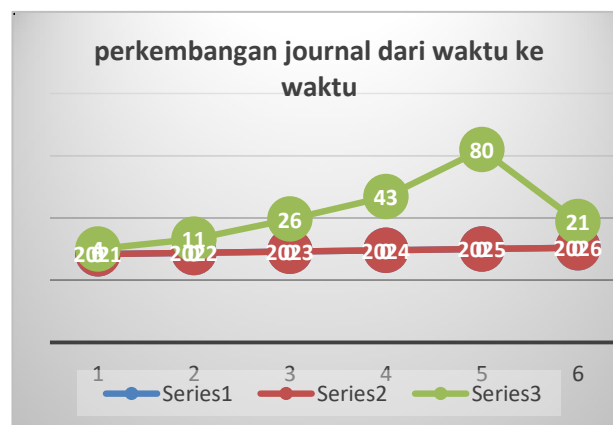
Data analysis in this study uses two main instruments, namely Microsoft Excel for performance analysis, especially in measuring the productivity of authors and affiliates, and VOSviewer for science mapping.(Ghauts et al., 2026)The results of data processing are visualized in three main forms: network visualization, overlay visualization, and density visualization. Network visualization is used to identify relationships and clusters of research themes based on keywords. Overlay visualization is used to understand the temporal development of research themes and identify specific time periods in which relevant topics are developing.

Result and Discussion

Meanwhile, density visualization is used to identify the saturation level of a research theme and identify areas that still have opportunities for further development.(Kurniawan et al., 2024).

This discussion presents an in-depth analysis of research trends related to bibliometric analysis using VOSviewer software on Generation Z consumption patterns in the digital era, specifically from the perspective of Islamic Economic Law, which highlights aspects of consumer behavior and the concept of halal lifestyle. This study is based on data processing of 200 scientific articles indexed in Google Scholar between 2021 and 2026. The search results show that all articles consistently contain the keywords, namely consumer behavior, Generation Z, and halal lifestyle, indicating a strong thematic link in the development of research in this field. Temporally, the publication trend shows a gradual increase from year to year. The number of publications in 2021 and 2022 was still relatively low, then began to increase in 2023, reaching a peak in 2024 and 2025. This condition reflects the increasing academic attention to the issue of Generation Z consumption within the framework of Islamic economics in the digital era. However, in 2026 there was a decrease in the number of publications. This decline is likely due to the early stages of 2026, so the number of indexed articles has not yet been fully compiled. This dynamic can be visualized through a graph of annual publication trends that depicts the development of the number of articles over time, thus providing a clear picture of the pattern of increase and decrease in research during the period under review. Top of Form Bottom of Form

Figure 1



Data. Processed, 2026

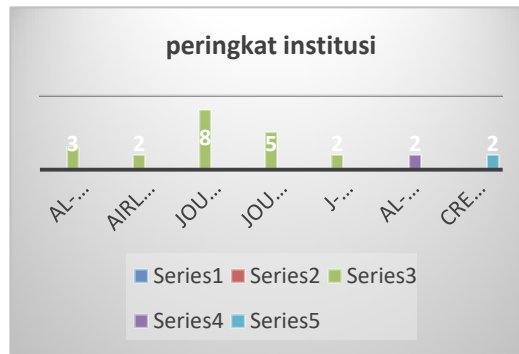
All articles in this study specifically used the keywords consumer behavior, Generation Z, and halal lifestyle. Based on the analysis, publication trends show a year-on-year increase from 2021 to 2025. The lowest number of publications was recorded in 2021 and 2022, with 1 and

11 articles, respectively. After that, the number of publications began to increase gradually in the following years, reaching a peak in 2025. This indicates that research interest in this topic is growing over time, despite being relatively low at the beginning of the period.

Ranking of Scientific Publication Institutions

The distribution of scientific journals illustrates the distribution of publications that play a role in the development of science, particularly in the study of bibliometric analysis using VOSviewer on Generation Z consumption patterns in the digital era from the perspective of Sharia Economic Law, which highlights consumptive behavior and halal lifestyle. In bibliometric analysis, understanding the distribution of journals is crucial for identifying primary sources and contributors to the research field. This is because journals are a medium for publishing scientific works that also influence the direction and development of related studies

Figure 2



Data. Processed, 2026

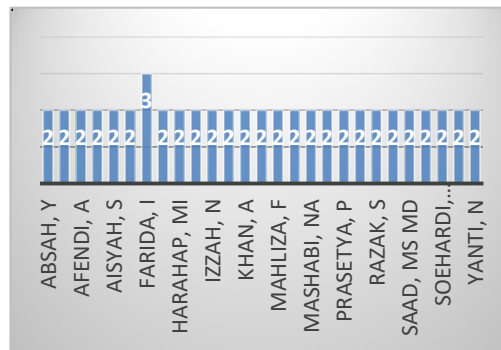
Based on journal publication data indexed in Scopus from 2021 to 2026, 200 scientific articles were found discussing consumer behavior, Generation Z, and halal lifestyle from the perspective of Islamic economic law. All of these articles consistently use the keywords consumer behavior, Generation Z, and halal lifestyle. Publication trends indicate a dynamic number of articles from year to year. In 2021, the highest number of publications was recorded, with 8 articles. After that, the number of publications tended to decline, with the lowest number of publications in 2021 and 2022, with only 2 articles each. The distribution of scientific journals illustrates the distribution of publications within a field of study. In bibliometric analysis, understanding the distribution of journals is necessary to identify primary sources and contributors to a particular research field. Journals serve as a medium for publishing scientific works, which also influences the direction and development of studies within a discipline. Based on the analysis of publication data indexed in Google Scholar during the period 2021 to 2026, it is known that

the Journal of Islamic dominates with a total of 8 articles, followed by Al-Kharaj Journal with 3 articles, and Al-Intaj Journal with 2 articles on the same research topic.

RESEARCH BASED ON CO-AUTHOR COLLABORATION

Researcher productivity refers to the quantity of scientific work produced by an individual in a particular field of study within a given time period. This term is also known as scientific productivity. Scientific productivity encompasses the total research output produced by scientists in a given field. Thus, the level of researcher productivity can be measured based on the number of scientific contributions produced in that field of study during a specified time period.(AR Putri et al., 2025).

Figure 3



Data. Processed, 2026

Based on the results of the collection, selection, and processing of publication data related to Generation Z consumption patterns in the digital era sourced from Google Scholar, not only can we present the distribution of the number of publications during the period 2021–2026, but we can also identify the parties with the most publications. This information is presented in a table containing a list based on the number of published works. Based on the table, Farida et al. is the party with the most publications, with a total of 3 publications.

In producing scientific works, authors often collaborate with other authors, both nationally and internationally. In this study, we analyzed the collaborative network between authors in producing scientific works on the topic of children's digital literacy using the VOSviewer application. Based on the analysis using VOSviewer, three forms of visualization were obtained: network visualization, overlay visualization, and density visualization.

Figure 4

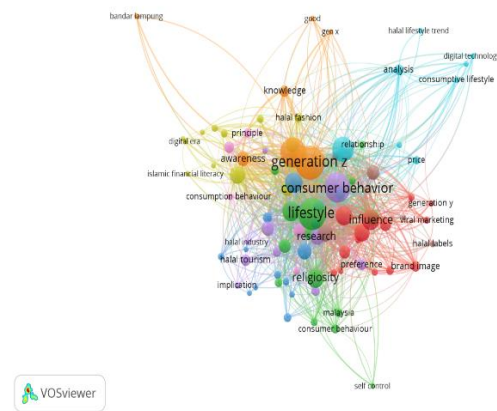


Mapping research trends on forced marriage and gender violence

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publications, but also on the relationships and developments of research themes in the field. The results of the network visualization of the co-word map that illustrates the development of research related to Generation Z consumption patterns in the digital era from the perspective of Islamic economic law, particularly in the aspects of consumptive behavior and halal lifestyle, are presented in the following figure to provide a clearer picture of the structure and relationships between developing research topics.

Figure 5



Data. Processed, 2026

The presented image is the result of a bibliometric analysis using VOSviewer software, which displays a network visualization of the relationships between keywords in research on Generation Z consumption patterns in the digital era from the perspective of Islamic economic law, particularly those related to consumer behavior and halal lifestyle. This visualization is built based on publication data indexed in Google Scholar, thus providing an overview of the conceptual structure and interrelationships between developing topics in the field of study. In the network visualization map, each keyword is represented as a node or point, where the size of the node reflects the frequency of the keyword's appearance in all the publications analyzed. The larger the node, the more frequently the keyword is used, indicating that the term has an important role or is a primary focus in the related research. Meanwhile, the connecting lines (links) between nodes indicate a co-occurrence relationship, namely the simultaneous appearance of two or more keywords in a single document or scientific publication, indicating a thematic relationship between concepts.

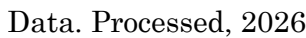
Furthermore, the color differences in the visualization map indicate the clustering of keywords into several clusters based on their level of

proximity and interrelationship. Each cluster represents a specific theme or subfield of study that naturally forms from the pattern of keyword occurrences in the literature. Based on the analysis results, six main clusters were identified, each depicting a different focus of study, yet remaining interconnected within the broader context of research on Generation Z consumer behavior and the application of halal lifestyle within the framework of Islamic economic law. Overall, this visualization not only shows the distribution and frequency of keywords but also provides a deeper understanding of the structure of knowledge, patterns of relationships between concepts, and the direction of research development in the studied field of study. Thus, the results of this analysis can serve as a basis for identifying research trends, research gaps, and opportunities for further research development.

Publication Overlay Visualization Map

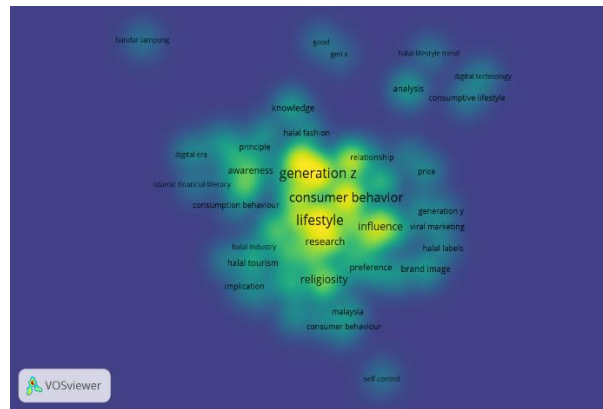
In bibliometric analysis using VOSviewer software, an overlay visualization map is used to identify the level of publication intensity and density on a research topic. The color representation in the map illustrates the development of studies, where lighter colors indicate a high frequency of topic occurrence and dominance in the scientific literature. Conversely, areas with darker colors reflect the limited number of publications, thus indicating the existence of research gaps and opportunities for further research development. In the context of Bibliometric Analysis and VOSviewer on Generation Z Consumption Patterns in the Digital Era from the Perspective of Sharia Economic Law in Consumptive Behavior and Halal Lifestyle, this visualization serves to map the development of topics related to Generation Z consumption patterns, consumptive behavior, and the concept of halal lifestyle from the perspective of sharia economic law. Thus, the overlay map serves not only as a descriptive tool, but also as an analytical basis for identifying study trends, research concentrations, and directions for future research development.

Figure 6



Furthermore, in the current phase marked in yellow, the research focus has shifted towards more applicable and contextual issues. The research no longer merely discusses concepts, but also highlights practical dimensions, including cultural aspects and the real implications of Generation Z's consumer behavior in everyday life related to halal lifestyle. Thus, this visualization not only represents the conceptual relationship between topics, but also illustrates the systematic scientific evolution in the study of consumer behavior, Generation Z, and halal lifestyle from a theoretical approach to a more empirical study.

Figure 7



Data. Processed, 2026

Figure 5 presents important information related to trend mapping in consumer behavior studies, Generation Z characteristics, and the concept of halal lifestyle through a density visualization approach. In this visualization, color intensity serves as a primary indicator for identifying the popularity and frequency of a topic's appearance in scientific publications. Brighter colors represent keywords with a high occurrence rate, thus interpreting them as trending topics that are widely researched by academics. Conversely, keywords displayed in dimmer colors indicate a relatively low frequency of appearance in the scientific literature. This condition indicates that the topic is still rarely explored, thus opening up significant opportunities for further research development. Thus, Figure 5 serves not only as a descriptive tool but also has strategic value as an analytical instrument in helping researchers identify research gaps.

Furthermore, this visualization can be used by prospective researchers to determine the elements of novelty in their upcoming research. By paying attention to color distribution, researchers can avoid duplication of widely studied topics and identify research areas that have received minimal attention. This approach provides a comprehensive overview of the scope of previous research, both those that have developed rapidly and those that still have ample room for exploration. Therefore, the use of density visualization in bibliometric analysis is highly relevant in supporting more focused and innovative research planning, and contributing to the development of science, particularly in studies of consumer behavior, Generation Z, and the halal lifestyle.

Conclusion

Based on the results of bibliometric analysis of research on Generation Z consumption patterns in the digital era from the perspective of Sharia Economic Law with a focus on consumptive behavior and halal lifestyle, in the field of consumptive behavior, Generation Z, and halal lifestyle during the last five years, namely from 2021-2026. The data is sourced from the Google Scholar database, it can be concluded that the development of this study shows an increasing trend in recent years, especially in the period

2021-2025. The year 2025 was recorded as the most productive period in that period with the highest number of publications reaching 80 articles that comprehensively discuss consumptive behavior, Generation Z, and halal lifestyle. This indicates that the issue of Generation Z consumption is becoming a topic that is increasingly being considered by academics, along with the rapid development of digital technology and changes in people's behavior patterns. The results of mapping using VOSviewer show a relationship between three main themes, namely consumptive behavior, Generation Z, and halal lifestyle. These three concepts form interconnected research clusters, illustrating that studies focus not only on economic aspects but also on social, psychological, and sharia-based values. Network, overlay, and density visualizations demonstrate that research in this area has evolved from conceptual to more applied and contextual.

Furthermore, temporal analysis indicates an increase in the number of publications, peaking in 2024-2025, although there was a decrease in 2026, likely due to ongoing data limitations. In terms of publication sources, several specific journals served as primary references in this study, although the general distribution of publications remained concentrated in journals focused on Islamic economics and sharia studies. In terms of author collaboration, this study demonstrates the existence of scientific collaboration between researchers, although individual productivity remains limited and uneven. In terms of the institutions and journals most actively publishing scientific articles on this topic, the Journal of Islamic Studies ranked first with a total of eight articles published. This indicates that research in this field still has ample room for strengthening more intensive academic collaboration, both at the national and international levels.

Overall, the results of this study confirm that Generation Z's consumption patterns in the digital era are not only influenced by economic needs, but also by social and psychological factors, as well as the strong influence of digital media. Phenomena such as FOMO, digital lifestyles, and the ease of transactions through e-commerce contribute to the formation of consumptive behavior that has the potential to be inconsistent with the principles of efficiency and values in Islamic economic law. On the other hand, the development of the halal lifestyle shows an opportunity for integration between Islamic values and the development of the digital economy. This opens up space for strengthening halal literacy and the development of a more innovative halal industry that is in accordance with the characteristics of Generation Z as the main consumers in the digital era. Thus, this study not only provides an overview of the

development of scientific studies through a bibliometric approach, but also identifies research gaps that can still be developed, especially in integrating the digital consumption behavior of Generation Z with the principles of Islamic economic law in more depth.

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