

THE INFLUENCE OF SOCIAL MEDIA ON STUDENT RELIGIOUS BEHAVIOR

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Abstract: Religious behavior is a form of behavior which reflects the religious values contained therein. In humans there are two elements, namely the physical element and the spiritual element. Physical elements can be obtained through food and drink, while spiritual elements are in the form of religious spiritual values. The development of information technology makes students familiar with smartphones, making them distant from religious values. This research aims to determine the influence of social media on religious behavior in students. The sample in this research was 100 students at the Muhammadiyah University of North Sumatra. This research uses simple regression analysis techniques. The results of this research indicate that there is an influence of social media on religious behavior. The result of the coefficient of determination (R^2) is 0.273. This shows that the influence exerted by the social media usage variable on students' religious behavior is 27.3%.

Keywords: Social Media, Student Religious, Information Technology.

Introduction

Social media is an online media where users can easily participate, share and create content including blogs, social networks, wikis, forums and virtual worlds. Social networking blogs and wikis are the most common forms of social media used by people throughout the world, (Irawan, 2013). Social media describes a medium so that users can easily participate and contribute to that medium. The general characteristic that every social media has is that there is open dialogue between users. Social media can be changed by time and rearranged by its creator or on certain sites it can be changed by a community. Apart from that, social media also provides and forms new ways of communicating. As is known, before the emergence and popularity of social media, most people communicated by SMS or telephone via cellphone. But now with social media, people tend to communicate via chat services or send messages via services available on social media, (Karjaluo, 2008). Social media will influence consumers from searching for information to purchasing behavior (Mangold & Faulds, 2009), there is also a lot of information about religion on social media.

The intensity of social media use among students at the Universitas Muhammadiyah Sumatera Utara (UMSU) appears to be increasing over time. This is reflected in the behavior of these students, where every day, hour or even minute cannot be separated from the use of social media, whether accessed via laptop or smartphone without knowing the time and place. In class, during the learning process students and female students often also use social media. Whether it's to communicate or look for information related to the course being taught or something else. Even inside the mosque, students are often seen busy accessing the internet and playing on social media. This behavior can have a good or bad influence on students. However, so far researchers have seen

that this phenomenon has many negative effects. This can be seen from students' attitudes, social interactions, free manner of appearance and the spirit of worship which is starting to decline.

The religious behavior discussed in this research is Islam. In simple terms, religious behavior is an activity of the human body based on Islamic law or worship in the broadest sense. In other words, religious behavior is a series of a person's behavior that is based on the teachings of the Islamic religion, both in the form of vertical deviation and in the form of horizontal deviation. This is in accordance with the opinion of Drs. H. M. Hafi Anshori states that religious behavior according to religious teachings ranges from acts of worship or good deeds and morals, both vertically towards God and horizontally towards living creatures. In conclusion, religious behavior is the action, way of acting or deeds of a person whose daily life cannot be separated from activities related to the religion they believe in so that there is no chaos in everyday life.

By paying attention to the definition above, it can also be interpreted that this research focuses on the power generated by social media which can influence the religious behavior of students at the Muhammadiyah University of North Sumatra. However, this research will only discuss three forms of religious behavior, namely discipline in carrying out the commandments of worship, attitudes including morals or etiquette and appearance.

Literature Review

Social media is a site where people communicate with friends they know in the real world and in cyberspace, (Aditya, 2015). Social media is a form of media that contains online resources that are generated, explored, utilized and distributed with the intention of educating other people about products, services, brands, topics and other interesting events (Rehmood & Khan, 2011). Social media is a group of internet-based applications built on the ideology and technological foundations of web 2.0 that enable the creation and exchange of user-generated content (Kaplan & Haenlein, 2010). Social media refers to activities, practices and behavior among communities of people who gather online to share information, knowledge and opinions using conversational media (web-based applications) (Jashari, 2017). Social media has changed the way we communicate and how we share information and interests. Around 75% of people have used social media to search for information before making a purchase. This shows the growth in popularity of social media as an information tool (Yogesh & Yesha, 2014). Social media has several indicators, namely (Khatib, 2016): There is interesting content, There is interaction between consumers and sellers, There is interaction between consumers and other consumers, Ease of searching for product information, Ease of communicating information to the public, Level of trust in social media. According to Lometti, Reeves, and Bybee, media use by individuals can be seen from three things, namely; Amount of Time, this is related to the frequency, intensity and duration used in accessing the site, Media Content, namely choosing the right media and method so that the message you want to convey can be communicated well, The relationship between media and individuals in this research is related to the media social (Thea, 2016).

According to the Ministry of Education and Culture, "The Great Indonesian Dictionary". Behavior is an individual's response which is manifested in movements (attitudes) not only body and speech, (Departemen Pendidikan dan Kebudayaan, 1989). Meanwhile, according to Ahmad Amin's opinion, religious behavior is any action that is based on the will, called "behavior", such as telling the truth or lying, generous or miserly actions, (Asep, 2014). In simple terms, religious behavior is an activity of the human body based on Islamic law or worship in the broadest sense. In other words, religious behavior is a series of a person's behavior that is based on the teachings of the Islamic religion. Religious behavior is formed and influenced by two factors, where these two factors can create a person's personality and religious behavior. These two factors are internal factors and external factors. This internal factor states that humans are homo religious (religious

beings), because humans already have the potential to be religious, where every human being born on earth carries a character in their soul, the habit of wanting to be religious, namely wanting to serve and worship something they consider Almighty. This innate desire to be religious has indeed become a human nature created by the Almighty in humans, (Agus, 1979). Meanwhile, external factors are everything that is outside the person and has an influence on a person's personality and religious development, such as family, social friends, and the daily environment which often has a lot of contact. So, apart from instinct and spiritual disposition, there is another thing that encourages humans to be religious, namely the atmosphere of life on this earth. According to C.Y. Glock and R Stark stated that there are five dimensions of religion in humans, namely the dimension of belief (idiological), the dimension of religious worship and practice, the dimension of appreciation, the dimension of practice and the dimension of religious knowledge and practice, (Djamaluddin & Fuat, 1995). However, there are 3 indicators used in this research, namely: 1) Ritualistic Dimension, which refers to religious rites recommended and carried out by religious adherents and is closely related to the observance of adherents of a religion. This dimension includes the basic guidelines for carrying out rites and their implementation, the frequency of procedures and the meaning of religious rites in daily life such as the application of the pillars of Islam, dhikr, five daily prayers and so on. 2) The intellectual dimension, which can refer to knowledge of the teachings of Islam. religious teachings, in this dimension it can be seen how far the level of religious knowledge and the level of relevance to studying religion from religious adherents, in this dimension that various people have at least some knowledge regarding the basics of belief, sacred scriptural rites and traditions. tradition, 3) The social dimension, which includes all the social implications of implementing religious teachings, this dimension provides an idea of the effect of religious teachings on work ethic, interpersonal relationships, concern for the suffering of others and so on.

Method

This research aims to determine the influence of social media on the religious behavior of UMSU students. The population in this study were UMSU students who were active in FY 2023 and 2024. The sample in this study was 100 students consisting of 8 faculties. The analysis technique used is multiple linear regression using SPSS. Validity tests were carried out on 100 respondents. It can be declared valid if the calculated r value is greater than the table r. The result of the validity value of each response received after submitting or distributing a list of questions is greater than 0.1966, so the question item can be declared valid, (Sugiyono, 2017).

Table 1: Validity Test Results

Variable	Item	R-Count	Result
Social Media	X1.1 (time using social media)	0,865	Valid
	X1.2 (social media content)	0,859	Valid
	X1.3 (social media relationships with individuals)	0,773	Valid
Religious Behavior	Y.1 (ritualistic dimension)	0,693	Valid
	Y.2 (intellectual dimension)	0,788	Valid
	Y.3 (social dimension)	0,735	Valid

Source : Data processed by researchers using SPSS, 2023

According to (Sugiyono, 2017), if a variable shows a Cronbach's Alpha value > 0.60, it can be concluded that the variable can be said to be reliable or consistent in measuring.

Table 2: Reliability Test Results

Variable	Cronbach Alpha	N of Items	Result
Social Media	,875	3	Reliabel
Religious Behavior	,751	3	Reliabel

Source : Data processed by researchers using SPSS, 2023

In the table above it can be seen that each variable has a Cronbach Alpha greater than 0.60, so it can be concluded that each variable is consistent/reliable.

Result and Discussion

Based on the results of descriptive statistics, the teacher training and education science, social and political science, engineering, economics and business faculties each have 13 people. The faculties of law, computer science and information technology, agriculture, Islam have 12 people. Most of the respondents were 18 years old (25 people), 19 years old (23 people), 20 years old (19 people), 21 years old (18 people), and 22 years old (15 people). They are the first generation who are truly digital natives, born and raised in the era of social media and smartphones, so it is not surprising that the business they run prioritizes online media rather than offline. In the current era of rapidly developing technology and information, especially social media, many business people use this to promote and introduce their businesses (Arda, et.al, 2022).

Data normality testing is carried out to see whether in the regression model, the dependent variable has a normal distribution or not. If the data spreads around the diagonal line and follows the direction of the diagonal line, the regression model meets the normality assumption. The image below identifies the regression model as meeting the assumptions stated previously, so that the data in this research's regression model tends to be normal.

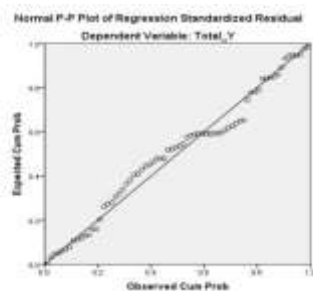


Figure 1: Normality

Source : Data processed by researchers using SPSS, 2023

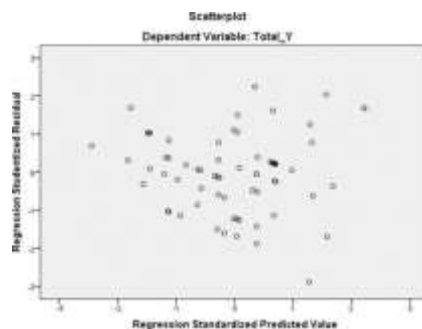


Figure 2: Heteroscedasticity

Source : Data processed by researchers using SPSS, 2023

The heteroscedasticity test aims to determine the error in the statistical model, whether the variance is influenced by other factors or not. Heteroscedasticity occurs when the scatter results of data do not show a clear data pattern and the points will spread above and below the number 0 on the y-axis. Meanwhile, heteroscedasticity occurs if the scatter of data shows a data pattern that is unclear and not spread out. In the scatter plot results above, it can be seen that the data points have a clear pattern and are spread above and below the number 0 on the y-axis, so it can be concluded that this regression model has symptoms of heteroscedasticity.

Table 3: Multicollinearity Test Results

Model	Tolerance	VIF
1 (Constant)		
Social Media	,489	2,876

Source : Data processed by researchers using SPSS, 2023

The multicollinearity test was carried out to test whether there was a significant correlation between the independent variables. Symptoms of multicollinearity are said to not exist if the tolerance value is > 0.1 and the VIF value is < 10. Based on the 'Coefficients' table, the tolerance value for the social media variable (X) is 0.489 and the VIF value is 2.876. It can be seen from the table above that the tolerance value for variable.

Table 4: T-test results

Model	B	Std.Error	T	Sig.
1 (Constant)	21.753	1.778	6.551	.000
Social Media	.397	.148	2.897	.000

Source : Data processed by researchers using SPSS, 2023

Based on partial test results, the influence of social media on purchasing decisions shows that the t-count is 2.897, while the t-table is 1.660 and has a significant number of 0.000 < 0.05. This means that Ha is accepted. This shows that there is a significant influence between social media on religious behavior. The more often students obtain information related to religion on social media, the higher their religious knowledge will be. Social networking has become something that can be said to be a student need, it is difficult to separate it from students, and the way of life in their community. Social media in the use of social media has pluses and minuses depending on the user's ethics or rules when interacting with social media, but it is necessary to provide Islamic religious education solutions that strengthen students in using social media. A systematic and serious method and a comprehensive university is a strong self-protection for students. Teaching staff must be able to access information and communication technology and have excellent skills. Furthermore, building harmonious communication and cooperation with families, and harmonizing supervision and supervision work must be separated so that students can interact using social media in monitoring and controlling, (Desrianti, et. al, 2021). This is in line with the indicator of social media relationships with individuals, which is the answer most frequently answered by respondents. Social media relationships with individuals are also needed in online

purchasing decisions, sellers and marketers are advised to offer products of good quality, affordable product prices, create accounts on various media (Arda & Andriany, 2019).

Table 5: F-test results

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	177.467	1	54.258	8.283	.000 ^a
Residual	338.647	98	4.782		
Total	516.114	99			

Source : Data processed by researchers using SPSS, 2023

Based on the results of the Fcount test in the table above, the value of F-count > F-table 8.283 > 3.14 or can be seen from the results of a significant probability value of 0.000 < 0.05, then Ha is accepted and (Ho is rejected). From the results of the SPSS calculations above, it shows that there was a significant simultaneous influence of social media on religious behavior. Social media is not only a means of socializing in cyberspace, currently we can see that many business fields use social media as a channel to develop their business wings (Arda, et.al, 2023), including spreading news and religious activities. (Madni, 2014) proves that the greatest influence of social media occurs at the information search stage. Instagram social media functions to influence spiritual teenagers through the use of the features presented, so that with the Instagram social media, spiritual teenagers can be influenced in their daily behavior that reflects Islamic values by utilizing the hashtag (#) feature, not only for distributing photos. and videos about Islam, but to search for or access news about Islam on Instagram, such as worshiping Allah SWT, respecting parents, not being excessive in worldly matters and caring for others. Mentions are not only used to call or include sources of information when distributing photos and videos about Islam but to call other users to provide information such as photos and videos or captions that contain respect for parents, moderation in worldly things, caring for others and so on. which we access from other accounts in order to motivate other users or whom we call to do this. Then, following Islamic religious accounts not only increases knowledge of Islamic teachings but is used for preaching, and increases enthusiasm and motivates teenagers to carry out social activities based on information obtained from accessing religious accounts on Instagram, such as promoting social service activities for our brothers and sisters in need. Then likes and comments not only like and provide criticism and suggestions but are used to create ukhuwah Islamiyah by continuing to build relationships between people and inviting people to join in carrying out other useful activities such as forming forums for joint learning within and between schools, conducting studies, not only about Islamic knowledge but general knowledge about school subjects, exchanging opinions and insights so as to help in the development of studies so that achievement becomes the pride of parents, (Ferlitasari, et. al, 2020).

Tabel 6: Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.430 ^a	.273	.398	2.21897	1.542

Source : Data processed by researchers using SPSS, 2023

Through this table, the 'R Square' value or coefficient of determination (KD) is also obtained which shows how good the regression model created is based on the interaction between the independent

variables and the variables. not independent (dependent) being studied. The KD value obtained is 27,3%, which means that the independent variable has a contribution effect of 27,3% on variable Y and the remaining 72,7% is influenced by factors other than the independent variable.

Conclusion

Based on the research results, it is known that social media has a significant influence on the religious behavior of students at UMSU. The more often students obtain information related to religion on social media, the higher their religious knowledge will be. Instagram social media functions to influence the spirituality of teenagers through the use of the features it presents, so that with social media spiritual students can be influenced in their daily behavior that reflects Islamic values by utilizing the hashtag (#) feature to share photos and videos about Islam, Mention is not only used to mention or include sources of information when distributing photos and videos about Islam, but to invite other users to provide information such as photos and videos or captions that contain respect for parents, are not excessive in worldly matters, care for others and etc. Then likes and comments are not just likes and providing criticism and suggestions but are used to create Islamic brotherhood by continuing to build friendship between people and inviting people to take part in other useful activities such as forming joint learning forums.

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Thank-you note

The researcher would like to thank the Muhammadiyah University of North Sumatra for providing assistance so that this article can be presented at the 6th International Seminar of Islamic Studies (INSIS) 2024.