

THESIS
THE INFLUENCE OF PERCEPTION AND RELIGIOSITY ON
CONSUMER BEHAVIOR AT OTSMANI COFFEE SOLO



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FACULTY OF SHARIA

UNIVERSITY OF DARUSSALAM GONTOR

1446/2025

**THE INFLUENCE OF PERCEPTION AND RELIGIOSITY ON
CONSUMER BEHAVIOR AT OTSMANI COFFEE SOLO**

Presented to University Of Darussalam Gontor in Partial fulfillment of
Requirement for Completing the under graduate Program Department of Islamic
Economics Laws Faculty of Sharia

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Abstract

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Competition in the coffee shop industry is increasingly fierce, with consumers not only considering product quality but also values that are in line with their beliefs. Otsmani Coffee Solo, as an Islamic value-based coffee shop, attracts customers with high levels of religiosity. This study aims to analyze the effect of perception and religiosity on consumer behavior using quantitative methods with 150 respondents and analyzed using PLS-SEM SmartPLS 4.1.9.4.

The results showed that perception has a greater influence on consumer behavior (T-Statistic = 5.332; $f^2 = 0.294$) than religiosity (T-Statistic = 4.569; $f^2 = 0.198$), although both are significant. The R-Square value of 0.763 indicates that 76.3% of the variation in consumer behavior is explained by these two variables.

Otsmani Coffee Solo can strengthen marketing strategies that increase positive perceptions through branding, digital promotion, and improving service quality. In addition, strengthening the value of religiosity can be done through organizing Islamic events and Islamic history education that is relevant to brand identity. Facility development and loyalty programs are also recommended to increase customer convenience and retention.

Keywords: Perception, Religiosity, Consumer Behavior, Otsmani Coffee Solo, PLS-SEM.

Abstract

PENGARUH PERSEPSI DAN RELIGIUSITAS TERHADAP PERILAKU KONSUMEN DI OTSMANI COFFE SOLO

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Persaingan industri kedai kopi semakin ketat, dengan konsumen tidak hanya mempertimbangkan kualitas produk tetapi juga nilai yang sesuai dengan keyakinan mereka. Otsmani Coffee Solo, sebagai kedai kopi berbasis nilai Islami, menarik perhatian pelanggan dengan tingkat religiusitas tinggi. Penelitian ini bertujuan untuk menganalisis pengaruh persepsi dan religiusitas terhadap perilaku konsumen menggunakan metode kuantitatif dengan 150 responden dan dianalisis menggunakan PLS-SEM SmartPLS 4.1.9.4.

Hasil penelitian menunjukkan bahwa persepsi memiliki pengaruh lebih besar terhadap perilaku konsumen ($T\text{-Statistic} = 5,332$; $f^2 = 0,294$) dibandingkan religiusitas ($T\text{-Statistic} = 4,569$; $f^2 = 0,198$), meskipun keduanya signifikan. Nilai R-Square sebesar 0,763 menunjukkan bahwa 76,3% variasi perilaku konsumen dijelaskan oleh kedua variabel ini.

Otsmani Coffee Solo dapat memperkuat strategi pemasaran yang meningkatkan persepsi positif melalui branding, promosi digital, dan peningkatan kualitas layanan. Selain itu, penguatan nilai religiusitas dapat dilakukan melalui penyelenggaraan acara Islami dan edukasi sejarah Islam yang relevan dengan identitas merek. Pengembangan fasilitas dan program loyalitas juga direkomendasikan untuk meningkatkan kenyamanan serta retensi pelanggan.

Kata Kunci: Persepsi, Religiusitas, Perilaku Konsumen, Otsmani Coffee Solo, PLS-SEM

Declaration



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DECLARATION

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I sincerely declare that this thesis belongs to my work and not to other researchers for a different degree. Furthermore, this thesis is never published before, except for some parts with their original references.

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It has been processed and corrected to meet the practical requirement to obtain the Bachelor's Degree (S1) in the Islamic Economic Laws Department, Sharia Faculty University of Darussalam Gontor. Therefore, we hope this thesis could be examined.

Hopefully, this thesis will be useful for religion, nation, and the development of an educational institution

Wassalamu'alaikum Warahmatullahi Wabarakatuh

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THESIS ACCEPTANCE LETTER



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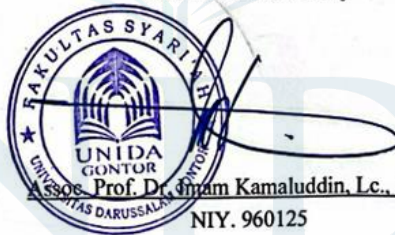
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MOTTO

My father said, “You can be an economist, but don't live economically!”



DEDICATION

This thesis is dedicated

to

University of Darussalam Gontor

to

Mr. Devid Frastiawan Amir Sup, S.H.I., M.E.

to

My father Abdul Chaliq, My mother Hamidah Rachmawati

And my brothers and sisters, Fatia, Zaid, Muad, Mush'ab, Umair, Fatimah,
Usamah, Hana, Hani, Salman, Aisyah



ACKNOWLEDGMENT

Praise be to Allah, the creator of the universe, the Most Compassionate, the Most Merciful. *Shalawat* and salam to the Prophet Muhammad Saw. who has brought light to the whole world.

It is only through the kindness and guidance of Allah SWT that the Researcher was able to complete this thesis. realizing Him inability to complete this thesis, the Researcher feels compelled to express Him gratitude for all the direction, advice, and assistance needed. On this occasion, the researcher would like to express him deepest appreciation to

1. To the honourable leaders of Pondok Pesantren Modern Darussalam Gontor Al-Ustadz KH. Hasan Sahal, Prof. Dr K.H Amal fathullah Zarkasyi, M.A., Drs. K.H. Akrim Mariyat, Dipl. A.Ed.
2. Rector of the University of Darussalam Gontor, Prof. Dr. Hamid Fahmy Zarkasyi, M.A., M.Phil., Assoc. Prof. Dr. Abdul Hafidz bin Zaid, M.A., Assoc. Prof. Dr. Setiawan bin Lahuri, M.A., and Assoc. Prof. Dr. Khoirul Umam, M.Ec.
3. Honourable Dean of the Faculty of Sharia, Assoc. Prof. Dr. Imam Kamaaluddin, Lc., M.Hum. for his valuable advice and recommendations while preparing my thesis.
4. Mr. Muhammad Abdul Aziz, M.Si., as the head of Department Islamic Economic Laws, University of Darussalam Gontor.
5. Mr. Devid Frastiawan Amir Sup, S.H.I., M.E. as a thesis supervisor who given the time and energy to guide and advise researchers to completing this research.
6. All of lecturers in University of Darussalam Gontor who have to tech during college time then supported and motivated the researcher to complete this thesis.
7. My beloved parents Hamidah and Abdul Chaliq who has guided, supported, and prayed for their children in all metters.
8. My brother and Best friend Muad Abdurosyid who always support me in any situation

9. All friends in Department of Islamic Economics Laws, especially grade of 2021.

Researcher realises that this thesis is imperfect because of the limited experience and knowledge. Thus, the Researcher expects all forms of advice and criticism from various parties. Hopefully, this thesis will benefit and increase knowledge for researchers and readers. Aamiin.

Ponorogo, 3 Maret 2025

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