

Abstract

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

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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