

TABLE OF CONTENTS

Abstract	iv
Abstract	v
Declaration	vi
Supervisor Decision Letter	vii
MOTTO.....	viii
DEDICATION	xi
ACKNOWLEDGMENT	xii
TABLE OF CONTENTS.....	xiv
LIST OF TABLES	xvii
LIST OF PICTURES	xviii
CHAPTER I INTRODUCTION	1
1.1. Background Of Study.....	1
1.2. Problem Formulation	3
1.3. Research Objective.....	3
1.4. Research Benefits.....	3
1.4.1. Theoretical Benefits	3
1.4.2. Practical Benefits	3
1.5. Systematisation of Discussion.....	4
CHAPTER 2 THEORITICAL OF FRAMEWORK	6
2.1. Literature Review.....	6
2.2. Theory Plan Behaviour	9
2.2.1. Definition of Theory Plan Behavior.....	9
2.2.2. Objectives of plan behaviour theory	10

2.2.3. Factors influencing the relationship between intention and behaviour in plan behaviour	10
2.3. Research Variables.....	11
2.3.1. Perseption.....	11
2.3.2. Religiosity	13
2.3.3. Consumer Behaviour.....	15
2.4. Development of research variables	20
2.5. Research Framework.....	21
2.6. Hypothesis.....	22
CHAPTER III RESEARCH METHOD.....	24
3.1. Type of Research.....	24
3.2. Object of Research	25
3.3. Population and Sample.....	25
3.4. Data Source	27
3.4.1. Primary Data Source	27
3.4.2. Source of Secondary Data.....	27
3.5. Data Collection Methods.....	27
4.2.1. Observation	27
4.2.2. Interview	28
4.2.3. Questionnaire	28
4.2.4. Documentation	28
3.6. Research Instruments - Likert scale	29
3.7. Data Analysis Method.....	30
3.7.1. Outer model measurement	31
3.7.2. Inner model measurement	33

CHAPTER 4 ANALYSIS OF THE INFLUENCE OF PERCEPTION AND RELIGIOSITY ON CONSUMER BEHAVIOUR	37
4.1. Research Overview	37
4.1.1. Location of Otsmani Coffee Solo	37
4.1.2. Operating hours.....	37
4.1.3. History of Otsmani Coffee Solo.....	38
4.1.4. Otsmani coffee management.....	40
4.1.5. Otsmani Coffee Facilities.....	41
4.1.6. Products and Services	44
4.1.7. Respondent Descriptions.....	45
4.2. Quantitative Test Test Results	48
4.2.1. Assessment of Measurement Model (Outer Model)	48
4.2.2. Assessment of Structural Model (Inner Model).....	55
4.2.3. Hypothesis.....	60
4.3. Analysis of the Effect of Perception on Consumer Behaviour	61
4.4. Analysis of the Effect of Religiosity on Consumer Behaviour.....	63
CHAPTER V CONCLUSION AND SUGGESTION.....	65
5.1. Result of Study	65
5.2. Suggestion.....	65
BIBLIOGRAPY	67
APPENDIX	73