

CHAPTER I

INTRODUCTION

1.1. Background Of Study

Nowadays, many businesses have emerged that are generally very popular and cultivated by young people, businesses that focus on the *F&B* field, one of which is a coffee shop.

This coffee shop provides various menus in it, especially coffee which is the main source, there are also several other snacks and pastries provided by several coffee shops. Consumers who come to enjoy it, they are from various circles, ages, and occupations. Some come just to enjoy the coffee, some come to exchange stories with their friends, some make coffee shops a meeting of business colleagues to discuss future projects.

With so many consumers coming, it certainly creates a pattern of consumer behaviour. The term "consumer behaviour" refers to the way a person buys and uses goods and services. In essence, the field of consumer behaviour research includes a number of important elements such as: who buys the goods? What do consumers buy? Why should the customer buy? When to buy it? Where to buy it? What makes him interested in buying the product? What is the decision-making process? How often does the customer buy the product? ¹

Consumption is clearly linked to the role of religion as a benchmark for how to view the world, which tends to influence lifestyle, behaviour and tastes. As an ideology, religion influences consumer behaviour directly and indirectly by providing rules for such behaviour. In , religion the influences formation of attitudes and values. Religion is an important factor in consumption behaviour because faith provides rules for behaviour. The relationship between consumption and faith in Islam is inseparable; the faith is a benchmark in determining how a person sees the world, and how they consume to fulfil spiritual satisfaction in addition to satisfaction material. The

¹ M.Ag. Rahmawaty, anita, *Perilaku Konsumen Dalam Perspektif Islam*, 1st ed. (Yogyakarta: Idea Press Yogyakarta, 2021), 11.

Qur'an, Hadith and Ijma' of scholars inform us about the laws of halal and haram ².

Stimuli received by the human senses are the basis of the perception process. Consumer perception had influenced by many things, such as previous experience, available information, culture, principles, and attitudes. For example, people who have a good experience with a particular brand tend to have a favourable perception of any brand or service, which makes them more likely to purchase products from that brand or service in the future. Available information can also affect consumers' perceptions; good information about a product or brand can improve their perceptions, while poor information can make their perceptions poor.³

Izek Ajzen, an expert in social psychology, has created a very important theory for understanding the relationship between attitudes and behaviour. The theory of "Theory Of Planned Behaviour" also known as "Theory Of Planned Behaviour" was created by Icek Ajzen in 1985 in his article "From Intention To Action: A Theory of Planned Behaviour". Theory Of Planned Behaviour (TPB) is based on various attitude theories, including attribution theory, value expectancy theory, and consistency theory. The theory of planned behaviour in psychology addresses the relationship between beliefs and behaviour.⁴

Otsmani coffee is one of the coffee shops in the Sukoharjo area, precisely at Arafat Square, Gg. Lurik Kampung Santri No.17 Lt.4, Ngruki, Cemani, Grogol, Sukoharjo, Central Java 57552. Otsmani coffee began to open in July 2019, and since then it has been operating until now.⁵

Otmani coffee is currently the only coffee shop that carries an Islamic theme in Soloraya, starting from the interior design, the menus available, the

² Arif Rahmat, Asyari Asyari, and Hesi Eka Puteri, "Pengaruh Hedonisme Dan Religiusitas Terhadap Perilaku Konsumtif Mahasiswa," *EKONOMIKA SYARIAH : Journal of Economic Studies* 4, no. 1 (2020): 40, <https://doi.org/10.30983/es.v4i1.3198>.

³ Tifany, "Pengaruh Persepsi Konsumen Dan Perilaku Konsumen Terhadap Kepuasan Pelanggan Di PT Brani Lintas Samudra" (Universitas Putra Batam, 2023), 28.

⁴ Rizky Windar Amelia and Syska Lady Sulistyowatie, "Analisis Theory of Planned Behavior Terhadap Niat Berwirausaha Mahasiswa Universitas Widya Dharma Klaten," *Jurnal Akuntansi* 14 no 1 (2022): 37.

⁵ "Https://Otsmanicoffee.Com/,".

events organised, the strategic location, to the division of special rooms muslimah. The inspiration that made the owner when building Otsmani coffee was when one day travelling to a city in Tebet, he visited a small coffee shop on the side of the road where people gathered and discussed about science with Islamic nuances provided.

Based on the background above, the Researcher wants to identify the relationship between perception and religiosity on consumer behaviour at Otsmani Coffee Solo, the identify whether perception and religiosity have a significant influence on consumer behaviour patterns at Otsmani Coffee, therefore the Researcher wants to conduct a research with the title : "**THE INFLUENCE OF PERCEPTION AND RELIGION ON CONSUMER BEHAVIOUR AT OTSMANI COFFEE SOLO**"

1.2. Problem Formulation

Based on the background above, the Researcher formulates at least 2 problem formulations:

- a. How far does the perception influence consumer behaviour at Otsmani Coffee Solo?
- b. How far does the religiosity influence consumer behaviour at Otsmani coffee Solo?

1.3. Research Objective

As for the research objectives:

- a. To find out how far of perception on consumer behaviour.
- b. To find out how far of religiosity on consumer behaviour.

1.4. Research Benefits

1.4.1. Theoretical Benefits

- a. Improved the understanding of consumer preferences, with a deeper understanding of the factors that influence consumer behaviour.
- b. This research can contribute to understand of consumer behaviour in the context of sharia values-based on businesses.

1.4.2. Practical Benefits

- a. Business model and marketing strategy development: by considering

the influence of religiosity and perception on consumer behaviour patterns, otsmani coffee can develop a more effective marketing strategy that is in line with Muslim consumption values.

- b. Increasing customer satisfaction: by knowing customer preferences and values based on the influence of perception and religiosity, otsmani coffee can improve the quality of their products and services to increase customer satisfaction.

1.5. Systematisation of Discussion

Systematic writing is a series of sequences of several descriptions of a discussion system in a Research. In relation to the writing of this thesis as a whole, it consists of 5 (five) chapters, each of which consists of several sub-chapters that are arranged and related to one another, thus forming a systematic description in a single unit. The systematic writing of this thesis can be described as follows:

1. Chapter 1 Introduction

contains the background of the problem that the examines the title "The influence of perception and religiosity on consumer behaviour at Otsmani coffee Solo", which includes the background of the study, problem formulation, research objectives, research benefits, literature review, framework of thought, research methodology, systematic discussion.

2. Chapter 2 Literature Review

This chapter includes a review of research which contains the results of previous studies related to the research conducted, theoretical foundation containing perceptions and religiosity, consumer behavior patterns, which form the basis for formulating hypotheses and assisting in the analysis of research results, a framework of thought, a scheme of thought and also a hypothesis which is a temporary conjecture of the researcher on the problem to be studied.

3. Chapter 3 Research Methodology

This chapter discusses research methods in the development of information systems, and contains the type of research used, population and samples, sampling techniques, data collection techniques, operational definitions of research variables, and data analysis methods used.

4. Chapter 4 Data Analysis

This chapter discusses data analysis resulting from the research. This data analysis includes statistical analysis used to test the research hypothesis.

5. Chapter 5 Closure

This chapter contains conclusions, suggestions, and an afterword, and finally a bibliography.

