

**THE INFLUENCE OF ALTRUISM TOWARDS BRAND ATTITUDE
MODERATED BY RELIGIOSITY**

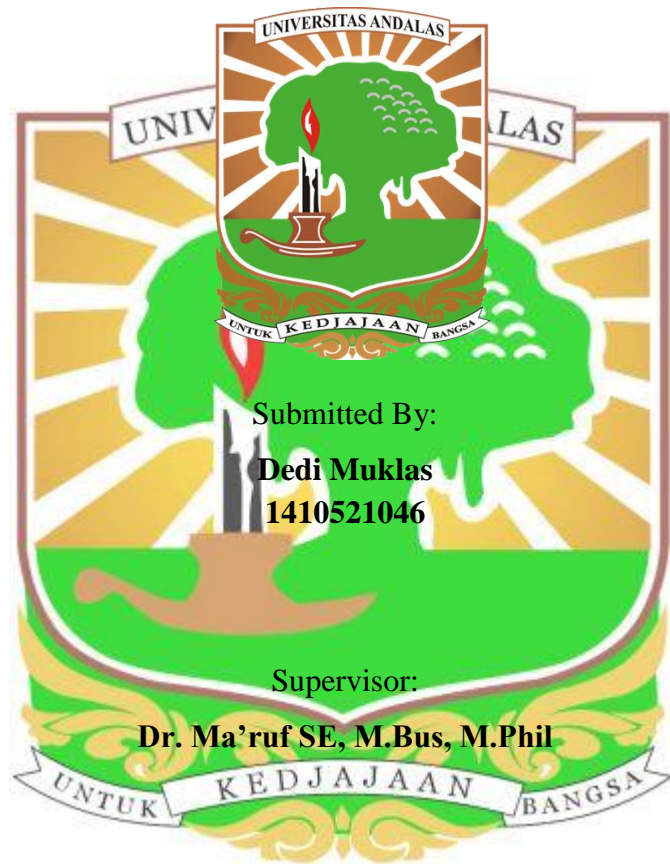
(STUDY ON MUSLIM CUSTOMERS OF DAYAMART PADANG)

THESIS

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Management Department Faculty of Economics

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**THE INFLUENCE OF ALTRUISM TOWARDS BRAND ATTITUDE MODERATED BY RELIGIOSITY
(STUDY ON MUSLIM CUSTOMERS OF DAYAMART PADANG)**

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ABSTRACT

Egoism has always been the foci of studies in understanding consumer's motivation in the research of consumer behavior. Insufficient studies, however, have attempted to investigate whether it's other humane quality, namely altruism, to has significancies toward consumer's overarching evaluation on a brand. Particularly in regard to consumers who possess a credence on Islamic teachings, referred to as Muslim. This study intend for examining the moderating role of religiosity towards causal-relationship of altruism (Independent Variable) upon brand attitude (Dependent Variable). Quantitative approach was applied to study muslim customer's of Dayamart in Padang, Indonesia. Captured response of 110 random customers were handled using Ms. Excel 2010 and SPSS 23. Key findings of the research had revealed that religiosity didn't has the moderation effect, notwithstanding it still significantly affecting favorable brand attitude. As for altruism found to has significant impact on the generation of positive brand attitude.

Keywords: *Religiosity, Muslim, Altruism, Brand Attitude*

This thesis has already passed and been examined on January 15th, 2019. This abstract has already approved by supervisor and examiners:

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