

# Peran religiusitas umat Islam di Indonesia sebagai moderator hubungan empati dan konsumsi etis pada perusahaan Starbucks = The role of religiosity among Indonesian muslims as a moderator in the relationship between empathy and ethical consumption towards Starbucks

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## Abstrak

Di Indonesia, umat Islam melakukan perilaku konsumsi etis pada perusahaan Starbucks hingga mengalami penurunan penjualan. Penelitian ini bertujuan untuk melihat peran religiusitas umat Islam di Indonesia sebagai moderasi dalam hubungan empati dan konsumsi etis pada perusahaan Starbucks. Variabel empati diukur menggunakan dimensi empathic concern dari Interpersonal Reactivity Index, konsumsi etis menggunakan Ethically Minded Consumer Behavior dan Ethical Consumption Scale, dan religiusitas diukur menggunakan Religious Belief Scale. Desain penelitian ini kuantitatif non- eksperimental. Data diperoleh melalui google forms yang disebarakan secara daring. Jumlah partisipan sebanyak 260 umat Islam dengan kriteria berkewarganegaraan Indonesia, berusia 18 tahun ke atas, dan konsumen Starbucks yang pernah melakukan boikot pada perusahaan Starbucks. Hasil penelitian diolah menggunakan teknik analisis regresi moderasi. Hasil penelitian ini menunjukkan bahwa tidak terdapat interaksi antara empati dan religiusitas dalam memprediksi konsumsi etis. Akan tetapi, terdapat interaksi pada conditional effects (-1SD, Mean, +SD) dengan effect = 0,161,  $p < 0.05$ . Interaksi kedua variabel tersebut dapat menjelaskan 16,1% dari total varians konsumsi etis. Hasil ini menjelaskan bahwa konsumsi etis pada perusahaan Starbucks, cenderung dilakukan umat Islam dengan religiusitas yang tinggi dan berempati terhadap warga Palestina.

.....In Indonesia, Muslims engage in ethical consumption practices towards Starbucks, resulting in a decline in sales. This study aims to examine the role of religiosity among Indonesian Muslims as a moderator in the relationship between empathy and ethical consumption towards Starbucks. Empathy is measured using the empathic concern dimension of the Interpersonal Reactivity Index, ethical consumption is measured using the Ethically Minded Consumer Behavior and Ethical Consumption Scale, and religiosity is measured using the Religious Belief Scale. Design of this study is quantitative non- experimental. Data were obtained through online Google Forms distribution. Participants consisted of 260 Muslims who are Indonesian, aged 18 years and above, and Starbucks consumers who have previously boycotted Starbucks. Data were analyzed using a moderation regression technique. The results of this study indicate that there is no interaction between empathy and religiosity in predicting ethical consumption. However, there is an interaction in the conditional effects (-1SD, Mean, +1SD) with an effect of 0.161,  $p < 0.05$ . This interaction between the two variables can explain 16.1% of the total variance in ethical consumption. These findings suggest that ethical consumption towards Starbucks is more likely to be carried out by Muslims with high religiosity and empathy towards Palestinians.