

ABSTRACT

This research is motivated by the different results from previous studies on the influence of religiosity related to the purchasing decision. The results obtained in previous research, Esso (2004) prove that religiosity has positive influence on purchase decision. While in other research, Scoot (2003) proved that religiosity gives only a low influence on purchase decisions. This fact is the reason, to examine further issues about the influence of religiosity on purchasing decisions.

This research was conducted at the RSU PKU Muhammadiyah Semarang Roemani. In this study, data were collected through questionnaires to the 100 respondents using accidental sampling method. Analysis tools used in this study include the validity and reliability test, the classic assumption test, simple regression analysis, hypothesis testing through the F and t test, and analyzes the coefficient of determination (R^2).

Results showed that all dimensions of religiosity has a significant positive towards the use of decision services. Based on the results, companies can pay more attention to the dimensions of religiosity as a highly influential factors in consumer decision.

Keywords: religiosity, the decision to use services