Journal of Child, Family, and Consumer Studies Vol. 3, No. 2
Jun 2024, p:95-106, e-ISSN: 2829 – 650 DOI: https://doi.org/10.29244/jcfcs.3.2.95-106

THE INFLUENCE OF LIFESTYLE AND BRAND IMAGE ON COFFEE PURCHASE BEHAVIOUR AT COFFEE-TO-GO SHOP

Siti Nadira Nurdiyanti, Irni Rahmayani Johan*)

Departement of Family and Consumer Sciences, Faculty of Human Ecology,
IPB University, Dramaga, Bogor 16680, Indonesia

*) *Email: irni_johan@apps.ipb.ac.id*

Abstract

The COVID-19 pandemic causes some changes on consumer behavior in buying products, including buying coffee at coffee-to-go shops. Moreover, lifestyle changes also occur in purchasing coffee. This study aims to analyze the influence of lifestyle and brand image on coffee buying behavior in coffee-to-go shops. The method used in this research was cross sectional design. The population in this study was Generation Z in the DKI Jakarta area, and the number of respondents were 146 respondents. Respondents were obtained by voluntary sampling technique. Data were collected through an online questionnaire using a Google form. The data obtained were analyzed using SPSS 25.0. The results show that there is a positive relationship between income per month, brand image and lifestyle. Moreover, income per month, lifestyle and brand image has a positive and significant relationship with coffee purchasing behavior. The results of multiple linear regression test indicate that lifestyle and brand image has a positive and significant effect on coffee purchasing behavior at coffee-to-go shops.

Keywords : Brand image, coffee-to-go shops, lifestyle, generation Z, purchase behaviour

PENGARUH GAYA HIDUP DAN CITRA MEREK TERHADAP PERILAKU PEMBELIAN KOPI DI KEDAI COFFEE-TO-GO

Abstrak

Pandemi COVID-19 menyebabkan telah menyebabkan perubahan perilaku konsumen, antara lain dalam hal gaya hidup dan aktivitas pembelian termasuk pembelian minuman kopi. Penelitian ini bertujuan untuk menganalisis pengaruh gaya hidup dan citra merek terhadap perilaku pembelian kopi di kedai *coffee-to-go.* Penelitian ini menggunakan desain *cross sectional study*, dengan populasi penelitian yaitu generasi Z di wilayah DKI Jakarta, dan jumlah responden sebanyak 146 orang. Responden dipilih secara *purposive* melalui teknik *voluntary sampling.* Data dikumpulkan melalui kuesioner *online* menggunakan *Google form*, dan di analisis menggunakan SPSS 25.0. Hasil penelitian menunjukkan bahwa pendapatan per bulan, gaya hidup dan citra merek memiliki hubungan positif dan signifikan dengan perilaku pembelian kopi, selain itu pendapatan per bulan dan citra merek memiliki hubungan positif dan signifikan dengan gaya hidup. Hasil uji regresi linear berganda menunjukkan bahwa gaya hidup dan citra merek berpengaruh positif dan signifikan terhadap perilaku pembelian kopi di kedai *coffee-to-go*.

Kata kunci : Citra merek, gaya hidup, generasi Z, kedai *coffee-to-go*, perilaku pembelian

INTRODUCTION

The COVID-19 pandemic has led to limitations that have changed consumer behavior in purchasing products or services (Abdullah & Suliyanthini, 2021). Large-Scale Social Restrictions (PSBB) during COVID-19 resulted in changes in consumer purchasing behavior, including buying coffee at coffee shops. Consumer visits to coffee shops decreased, with a preference for drinking coffee at home due to the COVID-19 pandemic. The Ministry of Health (2020) explained that current efforts to prevent and control COVID-19 involve regulations to prevent crowding and maintain social distancing or staying at home, supported by Large-Scale Social Restrictions (PSBB) regulations in various regions.

Nielsen (2020) reported that during the pandemic, instant coffee sales in several countries, such as the United States and the United Kingdom, increased by 30 percent, while home coffee consumption increased by 7,6 percent, and coffee demand in restaurants decreased by 14 percent. This trend is also expected in the Southeast Asian market. The decline in sales in the food and beverage industry during the pandemic, ranging from 70 to 80 percent, led to the closure of several coffee shop outlets, especially in shopping malls. Additionally, there was a decrease of about 50 to 60 percent in consumers drinking coffee at coffee shops (Burhanudin, 2020). To address these issues, coffee shop owners made various innovations, one of which was utilizing food delivery applications such as Gofood and Grabfood to boost sales. Food delivery applications saw increased usage during the COVID-19 pandemic, with Grabfood transactions rising by 53 percent and Gofood by 47 percent (Setyowati, 2021).

The number of coffee shops in Indonesia has been increasing. Research by Toffin in 2019 showed that there were approximately 2.950 coffee shop outlets spread across Indonesia. The growth of coffee shops in Indonesia is also driven by the increasing population of young people who have adopted a new lifestyle in consuming coffee, similar to urban lifestyles influenced by globalization, creating new needs (Toffin 2020). In 2016, coffee shops in Indonesia began to feature coffee-to-go concepts (take away), including brands like Kopi Kenangan, Kopi Soe, Fore, Janji Jiwa, Kulo, and Tuku. Innovations in these coffee shops include easier purchasing methods (ordering through applications, delivery via ride-hailing, and payment using e-money), good quality, and affordable prices for consumers, innovative product variants such as milk coffee, and progressive retail and influencer marketing strategies (Toffin & Mix, 2020). The Top Brand Index (2024) survey results showed that various coffee-to-go brands like Kopi Kenangan, Janji Jiwa, Kulo, and Fore competed to be the top favorite brands, with Janji Jiwa emerging as the most favored. Different research by Inventure and Avara found that sachet coffee was the most preferred by consumers during the pandemic at 48,4 percent, followed by packaged coffee at 36,3 percent, and manual brew at 16,7 percent (Yuswohady, 2020).

Coffee shops have become prestigious gathering places. Drinking coffee is not just about staying awake but has become a new lifestyle for its enthusiasts (Widiyanti & Harti, 2021). Generation Z is one of the main coffee enthusiasts and has made coffee a part of their lifestyle (Anzelia, 2020). According to Wijayanti et al. (2013), lifestyle influences consumer behavior in purchasing products. Mustika (2019) explained that reasons for visiting coffee shops include their attractive design and innovations, serving as places to work, especially for freelancers and students, proximity to home, and sources of inspiration.

Consumer behavior in purchasing products and services is significantly influenced by cultural, social, personal, and psychological characteristics (Kotler & Amstrong, 2008). Socio-demographic characteristics, such as age, gender, income, and education, lead to differences in purchasing and consumption behavior (Samoggia, 2018). Lifestyle is one of the personal factors influencing purchasing behavior, with consumer purchases largely driven by lifestyle (Hawkins & Mothersbaugh, 2010). Lifestyle expresses how people live and activate their self-concept, shaped by past experiences, internal characteristics, and current conditions, and it plays a role in determining consumption (Utama et al., 2021). Rahmah et al. (2018) stated that the lifestyle in a coffee shop follows the current consumer lifestyle perception of wanting to enhance prestige and image in their surroundings.

Another factor influencing consumer purchases is brand image. A good brand image can positively influence consumers and encourage them to buy products (Albari & Safitri, 2018). Brand image represents the overall perception of a brand, formed from information and past experiences with the brand (Firmansyah, 2018). Hafni's (2020) study on the brand image of Janji Jiwa coffee showed positive results due to its supportive, strong, and unique brand. A strong brand image remains vivid in the consumer's memory (Gumilang, 2021). Consumers prefer to buy and pay attention to products with a good brand image (Ali et al., 2017). Research by Wowor et al. (2021) found that brand image affects the purchase of Janji Jiwa coffee in Manado. A positive brand image of coffee shops makes consumers more confident in buying. Based on this background, this research aims to (1) identify respondent characteristics (gender, age, income, education, occupation), lifestyle, brand image, and coffee purchasing behavior at coffee-to-go shops, (2) analyze the relationship between lifestyle, brand image, and coffee purchasing behavior at coffee-to-go shops, and (3) analyze the influence of lifestyle and brand image on coffee purchasing behavior at coffee-to-go shops.

METHOD

This research is a quantitative study using descriptive methods and employs a cross-sectional study design. A cross-sectional study can describe the relationship between one variable and another within the studied population (Nurdini, 2006). Moreover, a cross-sectional study is conducted at a specific point in time and is not continuous. This study is located in the DKI Jakarta area and was conducted from January to August 2022, covering the preparation of the research proposal, data collection, data processing and information presentation, data analysis and interpretation, and the writing of the research results. The population in this study consists of Generation Z in the DKI Jakarta area. Generation Z, as an example in this study, ranges in age from 17 to 25 years and has purchased coffee beverages sold at coffee-to-go shops at least once in the last three months. The sampling technique used in this study is non-probability sampling with a purposive sampling technique. Purposive sampling is a sampling technique specifically chosen based on the research objectives (Hardagni et al., 2020). The sample size was determined using voluntary sampling, where participants voluntarily became respondents by filling out the distributed questionnaire. The total number of respondents in this study was 146.

This study consists of two variables: independent variables and dependent variables. The independent variables include respondent characteristics (gender, age, education, income, occupation), lifestyle, and brand image. The dependent variable is purchasing behavior. Lifestyle in this research is measured using the psychographic concept. The lifestyle instrument consists of 13 questions, modified and compiled by the researcher from various sources, referring to Permatahati (2013) and Kesic and Piri-Rajh (2003). Brand image in the study consists of the strength of brand association, favorability of brand association, and uniqueness of brand association (Keller, 2013). The brand image instrument consists of 6 questions, modified and compiled by the researcher from various sources, referring to Keller (2013), Ferrinadewi (2008), and Gumilang (2021). The scale used for the lifestyle and brand image instruments is a Likert scale of 1-4, with 1 (Strongly Disagree), 2 (Disagree), 3 (Agree), and 4 (Strongly Agree). The measured variables will be totaled to produce a total score, which will then be converted into an index. The calculated index score will be categorized into several categories. The cut-off points used are low (<60), medium (60-80), and high (>80). Purchasing behavior is measured through the frequency of purchases, the amount of purchases, the amount of money spent on purchases, and the place of purchase, compiled by the researcher. The data obtained by the researcher will be processed using Microsoft Excel 2019, and data analysis will be performed using the Statistical Package for Social Science (SPSS) 25.0. The statistical analyses used in this research include descriptive analysis, K-Mean cluster analysis, correlation test, and multiple linear regression test.

RESULTS

Respondent Characteristics

The respondents in this study are Generation Z individuals who have purchased coffee at coffee-to-go shops within the past three months. The total number of respondents in this study is 146. The majority of respondents are female, accounting for 83,6%, while males make up 16,4%. Most respondents are aged 21-25 years, constituting 88,4%, while those aged 18-20 years represent 11,6%. Over three-quarters of the respondents have completed high school education, accounting for 78,8%, and a small proportion have completed a Diploma (D1/D2/D3/D4), which is 4,1%. Nearly half of the respondents have a monthly income of less than Rp1,000,000, accounting for 45,2%, while a smaller proportion have a monthly income of Rp5,000,001-Rp10,000,000, accounting for 8,9%. The majority of respondents are students, making up 87,7%. The detailed characteristics of the respondents are presented in Table 1.

Table 1 Respondent characteristics

Respondent characteristics	**Total (n)**	**Percentage (%)**
Gender		
Male	24	16,4
Female	122	83,6
Age		
18-20 years	17	11,6
21-25 years old	129	88,4
Last education		
Up to high school graduation	115	78,8
Up to diploma (D1/D2/D3/D4)	6	4,1
Up to Bachelor's degree	25	17,1
Income per month		
<IDR1,000,000	66	45,2
IDR1.000.001-IDR2.500.000	39	26,7
IDR2.500.001-IDR5.000.000	28	19,2
IDR5.000.001-IDR10.000.000	13	8,9
Occupation		
Student	128	87,7
Private/national government employee	8	5,5
Freelance	5	3,4
Honorary teacher/lecturer	1	0,7
Barista	1	0,7
Entrepreneur/Merchant	2	1,4
Not Employed	1	0,7
Total	146	100

The supporting characteristics of the respondents in this study are analyzed based on the brand of coffee-to-go shop where they purchased their coffee. More than a quarter of the respondents bought coffee from Janji Jiwa and Kopi Kenangan, accounting for 26%. Less than a quarter of the respondents bought coffee only from Janji Jiwa, accounting for 19,9%. Other respondents purchased from brands such as Kopi Soe, Fore, Kulo, and Tuku. Overall, respondents bought coffee from various coffee-to-go shop brands. The distribution of respondents based on the brand of coffee-to-go shops is presented in Table 2.

Table 2 Distribution of respondents by brand of place of purchase at coffee-to-go shops

Coffee-To-Go shop brand	**Distribution (n)**	**Percentage (%)**
Janji Jiwa	29	19,9
Kopi Kenangan	9	6,2
Kopi Soe	1	0,7
Fore	1	0,7
Kulo	1	0,7
Janji Jiwa, Fore	3	2,1
Janji Jiwa, Kopi Kenangan	38	26,0
Janji Jiwa, Kulo	2	1,4
Janji Jiwa, Kopi Soe	1	0,7
Janji Jiwa, Tuku	2	1,4
Kopi Kenangan, Fore	3	2,1
Kopi Kenangan, Tuku	1	0,7
Fore, Kulo	1	0,7
Fore, Tuku	1	0,7
Janji Jiwa, Kopi Kenangan, Fore	16	11,0
Janji Jiwa, Kopi Kenangan, Kopi Soe	3	2,1
Janji Jiwa, Kopi Kenangan, Kulo	5	3,4
Janji Jiwa, Kopi Kenangan, Fore, Kopi Soe	7	4,8
Janji Jiwa, Kopi Kenangan, Fore, Kulo	6	4,1
Janji Jiwa, Kopi Kenangan, Kulo, Kopi Soe	4	2,7

Table 2 Distribution of respondents by brand of place of purchase at coffee-to-go shops

Coffee-To-Go shop brand	Distribution (n)	Percentage (%)
Janji Jiwa, Kopi Kenangan, Fore, Kopi Soe, Kulo	12	8,2
Total	146	100

Notes: Janji jiwa, Kopi kenangan, Kopi soe, Fore, Kulo, and Tuku are the pioneers of coffee-to-go shop brands

Lifestyle

Lifestyle is defined as the activities of individuals in utilizing their money and time (Sumarwan, 2015). In this study, the lifestyle variable is divided into three dimensions: activities, interests, and opinions, and is further classified into two groups: hedonistic lifestyle and frugal lifestyle. The distribution of respondents based on lifestyle in the activity dimension shows that half of the respondents agree to spend money for personal enjoyment (49,3%), visit coffee-to-go shops (52,1%), invite close ones to buy coffee at coffee-to-go shops (58,2%), purchase coffee at coffee-to-go shops through food delivery applications (52,1%), and compare prices between different coffee-to-go shop brands (44,5%).

The distribution of respondents based on lifestyle in the interest dimension shows that more than half of the respondents agree to like things that are practical and easy, including consuming coffee (59,6%), enjoy buying coffee drinks at coffee-to-go shops (62,3%), and prefer making their own coffee drinks compared to buying at coffee-to-go shops (53,4%). Additionally, nearly half of the respondents disagree with always trying the latest coffee drinks at coffee-to-go shops (41,1%).

The distribution of respondents based on lifestyle in the opinion dimension shows that more than half of the respondents agree that the quality of coffee drinks at coffee-to-go shops is the most important (54,1%), the location of coffee-to-go shops is easily accessible (54,1%), the taste of coffee drinks at coffee-to-go shops is more varied (61,6%), and coffee-to-go shops are customer-friendly due to promotions (62,3%).

Lifestyle is classified using the K-Mean Cluster, where respondents are classified into several groups based on similarities or shared characteristics. In this study, lifestyle is classified into two types: hedonistic lifestyle and frugal lifestyle. More than half of the respondents are categorized under frugal lifestyle (64,4%), while more than a quarter are categorized under hedonistic lifestyle (35,6%). A hedonistic lifestyle prioritizes personal enjoyment, likes practical and easy things, always tries the latest coffee drinks at coffee-to-go shops, and prioritizes quality and taste. In contrast, a frugal lifestyle involves planning before purchasing, always comparing prices before buying coffee at coffee-to-go shops, preferring to make coffee drinks themselves rather than buying at coffee-to-go shops, and prioritizing promotions during purchases.

Respondent characteristics based on gender are dominated by females with a frugal lifestyle (82,7%). Based on age, the dominant group is 21 to 25 years old with a hedonistic lifestyle (94,2%). Respondent characteristics based on the last education level are dominated by those who have completed high school with a frugal lifestyle (81,9%). Based on monthly income, most have an income of less than Rp1,000,000 with a frugal lifestyle (48%). Based on occupation, the dominant group is students with a frugal lifestyle (89,3%).

The majority of respondents fall into the frugal lifestyle category, with characteristics dominated by females, having completed high school education, a monthly income of less than IDR1.000.000, and being students. In contrast, based on age, respondents are categorized under the hedonistic lifestyle. The distribution of respondents based on characteristics and lifestyle is presented in Table 3.

Table 3 Distribution of respondents based on characteristics and lifestyle

Characteristics	Lifestyle category	
	Hedonic lifestyle (n=52)	Frugal lifestyle (n=94)
	percentage (%)	Percentage (%)
Gender		
Male	17,3	16
Female	82,7	84
Age		
18-20 years	5,8	14,9
21-25 years old	94,2	85,1

Table 3 Distribution of respondents based on characteristics and lifestyle (constinue)

Characteristics	**Lifestyle category**	
	Hedonic lifestyle (n=52)	**Frugal lifestyle (n=94)**
	percentage (%)	**Percentage (%)**
Last education		
Up to high school graduation	73,1	81,9
Up to diploma (D1/D2/D3/D4)	3,8	4,3
Up to Bachelor's degree	23,1	13,8
Income per month		
<IDR1,000,000	34,6	48
IDR1.000.001-IDR2.500.000	25	26
IDR2.500.001-IDR5.000.000	28,9	13
IDR5.000.001-IDR10.000.000	11,5	7
Occupation		
Student	84,6	89,3
Private/national government employee	7,6	4,2
Freelance	3,8	3,2
Honorary teacher/lecturer	0	1,1
Barista	0	1,1
Entrepreneur/Merchant	2	1,1
Not Employed	2	0

Brand Image

Brand image is the consumer's perception of the coffee-to-go shop brand. In this study, the brand image variable is divided into three dimensions: strength of brand association, favorability of brand association, and uniqueness of brand association (Keller, 2013). Strength of brand association refers to the robustness of brand associations determined by consumers' direct experiences with the brand, encompassing product attributes such as logos, brand names, and brand promotions. Favorability of brand association pertains to the brand's ability to satisfy consumer needs and desires, with distinctive features compared to other brands, such as innovative flavor variations and ease of purchase. Uniqueness of brand association involves the brand's distinctiveness that compels consumers to purchase it, like appealing menu names and attractive packaging.

The strength of brand association dimension shows that more than half of the respondents agree that the logo and brand of coffee-to-go shops are easy to remember (65,1%) and that the brand promotions are attractive (72,6%). The favorability of brand association dimension indicates that more than half of the respondents agree that purchasing from coffee-to-go shop brands is very convenient (62,3%). The uniqueness of brand association dimension reveals that more than half of the respondents agree that the menu names are appealing (62,3%) and that the packaging of coffee-to-go shop brands is attractive (63,7%).

Brand image is categorized into three levels: low (< 60), medium (60-79,9), and high (≥ 80). More than half of the respondents (67,1%) fall into the medium category for brand image, indicating that over half of the respondents agree that brand image is moderately important for consumers when choosing a coffee shop. A more positive brand image makes consumers more confident in their purchases. Almost a quarter of the respondents (24,7%) are in the high category, meaning that nearly a quarter of the respondents agree that brand image is very important. A smaller portion of respondents (8,2%) fall into the low category, suggesting that they consider brand image to be less important in choosing a coffee shop. The average index score for the brand image variable falls into the medium category, with a value of 73,85. The distribution of respondents based on brand image category is presented in Table 4.

Table 4 Distribution of respondents based on brand image categories, min-max values, mean values and standard deviations deviation

Brand image category	**Total (n)**	**Percentage (%)**
Low	12	8,2
Medium	98	67,1
High	36	24,7
Total	146	100

Table 4 Distribution of respondents based on brand image categories, min-max values, mean values and standard deviations deviation (continue)

Brand image category	Total (n)	Percentage (%)
Min-Max	38,89-100	
Mean ± SD	73,85 ± 13,08	

Purchasing Behaviour

Purchasing behavior refers to consumer behavior in buying coffee at coffee-to-go shops, considering the frequency of purchases, the quantity purchased, the budget for purchasing, and the place of purchase. The majority of respondents buy coffee at coffee-to-go shops 1-4 times per week (82,2%), while a small proportion of respondents buy coffee more than 8 times per week (2,1%). Most respondents purchase 1-4 cups of coffee at coffee-to-go shops (82,9%), while a few respondents buy more than 8 cups (2,7%). More than half of the respondents spend between Rp50,000-Rp150,000 on coffee at coffee-to-go shops (56,2%), and a smaller portion spends more than Rp150,000 (8,9%). Nearly half of the respondents purchase coffee at coffee-to-go shops through food delivery applications like Gofood, Grabfood, and Shopeefood (42,5%), while others buy coffee directly at the coffee-to-go shops (24%).

Purchasing behavior is categorized into three levels: low (< 60), medium (60-79,9), and high (≥ 80). The majority of respondents (90,4%) fall into the low category for purchasing behavior, indicating that respondents rarely buy coffee at coffee-to-go shops, with a purchasing frequency of only one to four times a week. A smaller portion of respondents (7,5%) fall into the medium category, and a very small portion (2,1%) fall into the high category. Respondents in the high category can be said to have a high purchasing frequency, both in terms of quantity and the amount of money spent. The average index score for the purchasing behavior variable is in the low category, with a value of 1,11. The distribution of respondents based on purchasing behavior categories is presented in Table 5.

Table 5 Distribution of respondents by category of coffee purchasing behaviour in coffee-to-go shops, min-max values, mean values and standard deviations

Purchasing behavior category	Total (n)	Percentage (%)
Low	132	90,4
Medium	11	7,5
High	3	2,1
Total	146	100
Min-Max	1-3	
Mean ± SD	1,11 ± 0,38	

The relationship between respondent characteristics, lifestyle, brand image, and coffee purchase behaviour at coffee-to-go shops

This study employs Pearson correlation and Spearman correlation tests to explore the relationships between respondent characteristics, lifestyle, brand image, and purchasing behavior of coffee at coffee-to-go shops (Table 6). Respondent characteristics, specifically monthly income, exhibit a significant positive correlation with purchasing behavior, indicating that as monthly income increases, so does the purchasing behavior at coffee-to-go shops (r=0,233). Lifestyle demonstrates a significant positive correlation with purchasing behavior, suggesting that an increase in hedonistic lifestyle corresponds to increased coffee purchasing at coffee-to-go shops (r=0,565). Additionally, brand image shows a significant positive correlation with purchasing behavior, implying that a more positive brand image leads to higher coffee purchasing behavior at coffee-to-go shops (r=0,415).

Moreover, the study reveals that monthly income has a significant positive correlation with brand image, indicating that higher monthly income corresponds to a more positive brand image of coffee-to-go shops (r=0,242). Concerning lifestyle, brand image and income are correlated, with brand image showing a significant positive correlation with lifestyle, signifying that a positive brand image enhances lifestyle (r=0,691). Monthly income also exhibits a significant positive correlation with lifestyle, suggesting that higher income levels are associated with an improved lifestyle (r=0,221).

Table 6 Test results of the relationship between respondent characteristics, lifestyle, brand image, and coffee purchase behaviour at coffee-to-go shops

Variables	Lifestyle	Brand image	Purchasing intention
Gender (0=male; 1=female)	0,087	-0,015	-0,042
Age (years)	0,107	0,127	0,059
Last education (years)	0,088	0,004	0,125
Income per month (IDR per month)	**0,221****	**0,242****	**0,233****
Occupation	0,053	0,154	0,142
(0=not working; 1=working)	1	**0,691****	**0,565****
Lifestyle (index)	**0,691****	**1**	**0,415****
Brand image (index)	**0,565****	**0,415****	**1**

Notes: **) significant at p<0,01

The influence of respondent characteristics, lifestyle, brand image on coffee purchasing behaviour at coffee-to-go shops

This study employs multiple linear regression that meets the assumptions of classical tests. Based on Table 7, it was found that lifestyle (β = 0,195) significantly and positively influences coffee purchasing behavior at coffee-to-go shops. This means that an increase of one unit in hedonistic lifestyle will increase coffee purchasing behavior at coffee-to-go shops by 7,663 units. Brand image (β = 0,252) also has a significant positive influence on coffee purchasing behavior at coffee-to-go shops. This indicates that an increase of one point in brand image will increase coffee purchasing behavior at coffee-to-go shops by 0,363 units. On the other hand, respondent characteristics such as gender, age, education level, monthly income, and occupation do not significantly influence coffee purchasing behavior at coffee-to-go shops. Further details of the multiple linear regression analysis are presented in Table 7.

Table 7 Multiple linear regression test results of respondent characteristics, lifestyle, brand image, and coffee purchase behaviour at coffee-to-go shops

Variables	Non-standardised coefficient		Standardised coefficient	Sig.
	B	Standar eror	*B*	
(constant)	1,898	22,612		0933
Gender (0=male; 1=female)	-1,171	3,839	-0,023	0,761
Age (years)	-0,696	4,606	-0,012	0,880
Last education (years)	1,227	1,931	0,050	0,526
Income per month (IDR per month)	2,748	1,526	0,146	0,074
Occupation (0=student; 1=other)	-8,246	17,355	0,036	0,635
Lifestyle (0= frugal; 1=hedonist)	7,663	3,811	0,195	**0,046****
Brand image (index)	0,363	0,143	0,252	**0,012****
F			5,747	
Sig.			0,000	
R^2			0,226	
Adjusted R Square			0,186	

Notes: **) significant at p<0,01

DISCUSSION

This study aims to identify respondent characteristics, lifestyle, brand image, and coffee purchasing behavior at coffee-to-go shops. Respondent characteristics are predominantly female, aged between 21 and 25 years, primarily students, with a monthly income of less than IDR 1,000,000. Respondents belong to Generation Z in the Jakarta Special Capital Region (DKI Jakarta). Generation Z is noted for their increased consumption of coffee beverages, supported by the prevalence of coffee-to-go shops under various brands in the market. Notable coffee-to-go brands currently include Janji Jiwa, Kopi Kenangan, Kopi Soe, Fore, Kedai Kopi Kulo, and Tuku. Fauzan et al. (2020) highlight that the concept of coffee-to-go has become a significant phenomenon in Indonesian business, especially in Jakarta, necessitating alignment with customer needs.

Respondent lifestyles in this study are predominantly thrifty. Thrifty lifestyle respondents typically compare prices before purchasing coffee at coffee-to-go shops, prefer making their own coffee over buying from coffee-to-go shops, and prioritize promotions during purchases. While coffee consumption has become a lifestyle and habit in society, respondents in this study, mainly students, prioritize promotions and use food delivery applications such as Gofood, Grabfood, and Shopeefood to purchase coffee at coffee-to-go shops, aiming to save time and benefit from discounts, making their purchases often cheaper than buying directly.

Brand image at coffee-to-go shops in this study is predominantly in the moderate category, suggesting that while the brand image of coffee-to-go shops is reasonably good, there is room for improvement to make it a more ingrained choice for consumers and a top preference when buying coffee. Intense competition in the business market, particularly in coffee shops, requires coffee shop owners to implement strategies to achieve their market share goals by maintaining positive consumer perceptions (Dwijayanti & Fikri, 2019). Marketing activities to enhance brand image not only focus on product attributes such as coffee flavor but also emphasize packaging details like color and cup size, along with promotional pricing or offers (Mokrysz, 2016), given that many consumers choose products with a strong brand image due to the prevalence of similar businesses (Riaz, 2019).

Samoggia (2018) explains that key factors influencing consumer purchasing and consumption behavior of coffee include sensory quality (taste and aroma), functional motives, socialization motives, habitual factors, and seeking functional benefits such as energy, increased alertness, and physical performance. Coffee purchasing behavior at coffee-to-go shops can be observed through frequency of purchase, quantity purchased, amount spent, and place of purchase. The majority of coffee purchases at coffee-to-go shops occur between one to four times per week, with most purchases comprising one to four cups. Expenditure on coffee at coffee-to-go shops ranges from approximately IDR 50,000 to IDR 150,000, and most purchases are made through food delivery apps like Gofood, Grabfood, and Shopeefood. Purchasing through food delivery apps has become a consumer preference, prompting coffee-to-go brands to prioritize online purchases, aligning with the concept of coffee-to-go using ride-hailing delivery services.

This study aims to analyze the relationship between respondent characteristics, lifestyle, brand image, and coffee purchasing behavior at coffee-to-go shops. Samoggia (2018) indicates that individual socio-demographic characteristics such as age, gender, income, and education may influence differences in purchasing and consumption behavior. The research findings show that monthly income is positively and significantly related to coffee purchasing behavior at coffee-to-go shops, indicating that higher income leads to increased coffee purchasing behavior at coffee-to-go shops. However, other respondent characteristics such as gender, age, education level, and occupation do not correlate with coffee purchasing behavior at coffee-to-go shops. Consistent with Kim et al. (2014), age and demographic factors do not significantly affect consumer purchasing behavior. Purchasing coffee, especially at coffee-to-go shops, can be independent of respondents' gender, age, education level, and occupation. The primary consideration in purchasing coffee at coffee-to-go shops is income, which correlates with respondents spending more on coffee purchases, making them more extravagant in their spending habits. The way respondents use their income also shapes their lifestyle. Consistent with the research findings, monthly income is positively and significantly related to lifestyle, indicating that higher income is associated with a more hedonistic lifestyle.

The research findings indicate that lifestyle has a positive and significant influence on coffee purchasing behavior at coffee-to-go shops. This implies that an increase in consumer lifestyle also increases their coffee purchasing behavior at coffee-to-go shops, leading respondents to purchase more frequently and spend more on coffee at coffee-to-go shops. In line with Udo-Imeh (2015), lifestyle significantly and positively influences purchasing behavior, while Utama et al. (2021) found that lifestyle impacts coffee consumption and plays a significant role in determining coffee consumption. Yugantara et al. (2021) explain that "ngopi" (coffee drinking) has become a modern lifestyle associated with consumption behavior aimed at gaining prestige, social status, image, and social distinction.

The research findings show that brand image has a positive and significant influence on coffee purchasing behavior at coffee-to-go shops. This means that a positive brand image at coffee-to-go shops increases purchasing behavior. This aligns with Wowor et al. (2021), who found that brand image influences coffee purchasing, and Zhang (2015), who explains that brand image refers to consumer perceptions and feelings toward a brand, influencing consumer behavior. Simultaneously, the research findings indicate that both lifestyle and brand image positively and significantly influence purchasing behavior at coffee-to-go shops. This suggests that increasing lifestyle and brand image will increase purchasing behavior, while decreasing lifestyle and brand image will decrease purchasing behavior.

This study aims to analyze the influence of lifestyle and brand image on coffee purchasing behavior at coffee-to-go shops. The research findings show that lifestyle has a positive and significant influence on coffee purchasing behavior at coffee-to-go shops. This means that an increase in lifestyle will increase coffee purchasing behavior, resulting in respondents purchasing more frequently and spending more on coffee at coffee-to-go shops. Consistent with the findings, Udo-Imeh (2015) found that lifestyle positively and significantly influences purchasing behavior, and Utama et al. (2021) found that lifestyle influences coffee consumption and plays a significant role in determining coffee consumption. Yugantara et al. (2021) explain that "ngopi" (coffee drinking) has become a modern lifestyle associated with consumption behavior aimed at gaining prestige, social status, image, and social distinction.

The research findings show that brand image has a positive and significant influence on coffee purchasing behavior at coffee-to-go shops. This means that a positive brand image at coffee-to-go shops will increase purchasing behavior. This is consistent with Wowor et al. (2021), who found that brand image influences coffee purchasing, and Zhang (2015), who explains that brand image refers to consumer perceptions and feelings toward a brand, influencing consumer behavior. The research findings also simultaneously indicate that both lifestyle and brand image have a positive and significant influence on purchasing behavior at coffee-to-go shops. This suggests that increasing lifestyle and brand image will increase purchasing behavior, while decreasing lifestyle and brand image will decrease purchasing behavior.

CONCLUSIONS AND SUGGESTIONS

Based on the research findings, the characteristics of respondents are predominantly female, aged between 21 and 25 years, primarily students, with a monthly income of less than IDR 1,000,000. Coffee-to-go brands purchased by respondents include Janji Jiwa, Kopi Kenangan, Kopi Soe, Fore, Kedai Kopi Kulo, and Tuku. More than half of the respondents exhibit a thrifty lifestyle and fall into the moderate category for brand image. The majority of respondents make purchases one to four times per week, buying one to four cups each time. Additionally, more than half of the respondents spend between IDR 50,000 to IDR 150,000 per month on coffee purchases, and nearly half of them buy coffee through food delivery apps such as Gofood, Grabfood, and Shopeefood. Based on the research results, it can be concluded that monthly income, lifestyle, and brand image are positively and significantly related to purchasing behavior. Furthermore, monthly income and brand image are positively and significantly related to lifestyle. The study also indicates that lifestyle and brand image significantly influence purchasing behavior.

Consumers are advised that with numerous coffee-to-go brands available in the market, it is not necessary to try each one. Many coffee-to-go brands offer similar flavors, with distinctions primarily in brand, packaging, and promotional activities. From this study, a moderate brand image remains an important factor for consumers when making purchases. A more positive brand image of coffee-to-go shops can enhance consumer satisfaction and encourage repeat purchases. Coffee shop owners can consider segmenting their customers based on their lifestyles. Moreover, enhancing the brand image of coffee shops through effective marketing strategies, including social media for promotions and customer interaction, is recommended. Future studies could explore variables beyond lifestyle and brand image that influence purchasing behavior, such as knowledge, attitudes, purchasing motivations, perceptions, and reference groups. It would be beneficial for future research to focus on studying a specific coffee-to-go brand rather than the broader category. Additionally, involving a more diverse respondent base beyond Generation Z residing in Jakarta would provide a broader perspective.

REFERENCES

Abdullah, C., & Suliyanthini, D. (2021). Perubahan perilaku konsumen di masa pandemi COVID-19. *Equilibrium: Jurnal Pendidikan*, *9*(1), 18-24.

Adiwinata, N. N., Sumarwan, U., & Simanjuntak, M. (2021). Faktor-faktor yang memengaruhi perilaku konsumsi kopi di era pandemi Covid-19. *Jurnal Ilmu Keluarga & Konsumen*, *14*(2), 189-202.

Albari, & Safitri, I. (2018). The influence of product price on consumers' purchasing decisions. *Review of Integrative Business and Economics Research*, *7*, 328-337.

Ali, W., Arshad, S., Naveed, H., Qasim, A., Nisar, Q., & Abbas, Ali. (2017). Impact of brand image, brand trust and advertisement on consumer loyalty & consumer buying behavior. *European Academic Research*, *4*(10).

Anzelia, F. (2020). Pengaruh usia, pekerjaan, keadaan ekonomi, gaya hidup dan kepribadian terhadap keputusan pembelian di kedai kopi pulang Palembang. [Disertasi, STIE Multi Data Palembang].

Burhanudin T. (2020). Kopi janji jiwa, tetap tegar meski dihadang pandemi. [di akses pada 06 Des 2021]. https://marketing.co.id/kopi-janji-jiwa-tetap-tegar-meski-dihadang-pandemi/.

Dwijayanti, R., & Fikri, S. (2019). The behavior of student coffee connoisseurs. *Eksis: Jurnal Riset Ekonomi Dan Bisnis*, *14*(2), 67-78.

Fauzan, M., Jerry, Y., Allessandro, N., & Aldino, S. (2020). Determining critical factor in coffee-to-go business using Analytical Hierarchy Process (AHP): A case study in Jakarta coffee industry. *Journal Economy Business Management*, *8*(3), 219-223.

Ferrinadewi, E. (2008). *Merek & psikologi konsumen*. Yogyakarta: Graha ilmu.

Fianto, A. Y. A., Hadiwidjojo, D., & Aisjah, S. (2014). The influence of brand image on purchase behaviour through brand trust. *Business Management and Strategy*, *5*(2), 58.

Firmansyah, M. A. (2018). *Perilaku Konsumen (Sikap dan Pemasaran)*. Yogyakarta: Deepublish.

Gumilang MF. (2021). Pengaruh kualitas produk dan pelayanan, electronic word of mouth, citra merek terhadap kepuasan dan niat pembelian ulang kedai *coffee-to-go.* [skripsi, Institut Pertanian Bogor].

Gumilang, M., Yuliati, L., & Indrawan, R. (2021). Repurchase intention of millennial generation in coffee shop with the coffee-to-go concepts. *International Journal of Research and Review*, *8*(2), 347-361.

Hafni, R. D. (2020). Pandangan citra brand Kopi Janji Jiwa di kalangan mahasiswa. *Jurnal Ilmiah Komunikasi Makna*, *8*(1), 12-21.

Hardani, A.H., Ustiawaty, J., Istiqomah, R. R., Fardani, R. A., Sukmana, D. J., & Auliya, N. H. (2020). *Buku metode penelitian kualitatif & kuantitatif.* Yogyakarta: CV. Pustaka Ilmu Group Yogyakarta.

Hawkins, D. I., Mothersbaugh DL. (2010). *Consumer behavior: Building marketing strategy*.11th edition. Newyork: McGraw-Hill Irwin.

Hou, A., & Siregar, D. (2021). The decision to revisit coffee drinking is seen from the lifestyle and attributes of coffee through the brand image. *International Journal of Science, Technology & Management*, *2*(1), 13-19.

Kesic, T., & Piri-Rajh, S. (2003). Market segmentation on the basis of food-related lifestyles of Croatian families. *British Food Journal*, *105*(3).

Keller, L. K. (2013). *Strategic brand management: Building, measuring and managing brand equity.* 4th Edition. England: Pearson Education Limited.

[KEMENKES-RI] Kementrian Kesehatan Republik Indonesia. (2020). Keputusan Menteri Kesehatan Republik Indonesia Nomor HK.01.07/MENKES/413/2020 Tentang Pencegahan dan Pengendalian Corona Virus Disease 2019 (COVID-19). Jakarta: KEMENKES-RI.

Kim, P. J., Kim, M. S., Kim, W., Mehyaoui, O., & Youn, M. K. (2014). Effects on the consumer buying behavior of an agricultural brand in South Korea. *The Journal of Industrial Distribution & Business*, *5*(2), 21-28.

Kotler, & Amstrong. (2008). *Prinsip-prinsip pemasaran*. Ed ke-12. Sabran B, penerjemah; Maulana A, Barnadi D, Hardani W, editor. Jakarta: Penerbit Erlangga.

Malik, M. E., Ghafoor, M. M., Iqbal, H. K., Ali, Q., Hunbal, H., Noman, M., & Ahmad, B. (2013). Impact of brand image and advertisement on consumer buying behavior. *World Applied Sciences Journal*, *23*(1), 117-122.

Mokrysz, S. (2016). Consumer preferences and behaviour on the coffee market in Poland. *Forum Scientiae Oeconomia*. *4*(4), 91-108.

Mustika Y. (2019). Alasan pelanggan berkunjung ke kedai kopi. [di akses pada 06 Des 2021]. https://ottencoffee.co.id/majalah/alasan-pelanggan-berkunjung-ke-kedai-kopi.

Nielsen. (2020). Virus corona bawa berkah bagi kopi robusta?. [di akses pada 06 Des 2021]. https://market.bisnis.com/read/20200403/94/1221957/virus-corona-bawa-berkah-bagi-kopi-robusta.

Nurdini, A. (2006). Cross-sectional vs longitudinal: pilihan rancangan waktu dalam penelitian perumahan permukiman. *DIMENSI (Journal of Architecture and Built Environment)*, *34*(1), 52-58.

Permatahati, D. I. (2013). Pengaruh gaya hidup, kelompok acuan, dan sikap terhadap pembelian produk makanan kemasan (Kasus: Ibu rumah tangga di wilayah perkotaan dan perdesaan Bogor). [skripsi, Institut Pertanian Bogor].

Rahmah, K., Sumarwan, U., & Najib, M. (2018). The effect of brand equity, marketing mix, and lifestyle to purchase decision at Maxx Coffee, Bogor. *Journal of Consumer Sciences*, *3*(2), 01-15.

Riaz, H. A. (2015). Impact of brand image on consumer buying behavior in clothing sector: a comparative study between males and females of central Punjab (Lahore) and Southern Punjab (Multan). *Journal of Business and Management Review*, *4*(9), 24.

Samoggia, A., & Riedel, B. (2018). Coffee consumption and purchasing behavior review: Insights for further research. *Appetite*, *129*, 70-81.

Setyowati, D. (2021). Peta persaingan grabfood dan gofood di tengah kehadiran shopeefood. [di akses pada 06 Des 2021]. https://katadata.co.id/desysetyowati/digital/601279c09f33d/peta-persaingan-grabfood-dan-gofood-di-tengah-kehadiran-shopeefood

Sumarwan U. (2015). *Perilaku konsumen: Teori dan penerapannya dalam pemasaran*. Bogor: Ghalia Indonesia.

Toffin. (2020). Toffin Indonesia merilis riset “2020 briewing in Indonesia”. [di akses pada 8 okt 2021]. https://insight.toffin.id/toffin-stories/toffin-indonesia-merilis-riset-2020-brewing-in-indonesia/

Toffin, & Mix. (2020). Brewing in Indonesia: Insights for successful coffee shop business.

Top Brand Index. (2021). TOP BRAND INDEX FASE 1 2021 KATEGORI KEDAI KOPI. [di akses pada 06 Des 2021]. https://www.topbrand-award.com/top-brand-index/?tbi_year=2021.

Udo-Imeh, P. T. (2015). Influence of personality on the buying behaviour of undergraduate students in universities in cross river state, Nigeria. *International journal of marketing studies*, *7*(4), 64.

Utama, A. P., Sumarwan, U., Suroso, A. I., & Najib, M. (2021). Influences of product attributes and lifestyles on consumer behavior: A case study of coffee consumption in Indonesia. *The Journal of Asian Finance, Economics and Business*, *8*(5), 939-950.

Widiyanti, D., & Harti, H. (2021). Pengaruh self-actualization dan gaya hidup hangout terhadap keputusan pembelian di kedai kopi kekinian pada generasi milenial Surabaya. *Jurnal Manajemen Pemasaran*, *15*(1), 50-60.

Wijayanti, H., Ayu, I., & Seminari, N. K. (2013). Pengaruh gaya hidup terhadap perilaku pembelian handphone Blackberry dengan merek sebagai pemoderasi. [disertasi, Udayana University].

Wowor, C. A., Lumanauw, B., & Ogi, I. W. (2021). Pengaruh citra merek, harga dan gaya hidup terhadap keputusan pembelian Kopi Janji Jiwa di kota Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, *9*(3), 1058-1068.

Yugantara, P., Susilo, R. K. D., & Sulismadi, S. (2021). Gaya hidup ngopi sebagai perilaku konsumsi. *Al-Mada: Jurnal Agama, Sosial, Dan Budaya*, *4*(1), 126-137.

Yulianti, Y., & Deliana, Y. (2018). Gaya hidup kaitannya dengan keputusan konsumen dalam membeli minuman kopi. *Jurnal AGRISEP: Kajian Masalah Sosial Ekonomi Pertanian Dan Agribisnis*, *17*(1), 39-50.

Yuswohady. (2020). Tren bisnis kedai kopi 2021: Harga makin terjangkau, kualitas bersaing. [di akses pada 06 Des 2021]. https://katadata.co.id/ekarina/berita/5fa93cddb3869/tren-bisnis-kedai-kopi-2021-harga-makin-terjangkau-kualitas-bersaing.

Zhang, Y. (2015). The impact of brand image on consumer behavior: A literature review. *Journal of Business and Management*, *3*(01), 58.