

## CONSUMER BEHAVIOR | RESEARCH ARTICLE

# The Effect of Consumer Characteristics and Lifestyle toward Purchase Decision

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**Abstract:** Coffee is a significant commodity in terms of both consumption and production. As a result, marketing interactions with systems and activities must be capable of bringing consumers closer to the items and corporate brand names offered. Urban neighborhoods are currently undergoing lifestyle adjustments. The consumption patterns exhibited by certain cohorts of persons who frequent coffee establishments might reflect contemporary societal norms and values. This research aims to determine customers' characteristics and examine the impact of the consumer lifestyle connected with XYZ Coffee on consumer buying decisions. The research employed a non-probability sampling method, especially convenience sampling, consisting of a sample size of 271 participants. The data were analyzed using descriptive statistics and Structural Equation Modeling (SEM). The study's findings indicate that the target demographic for XYZ Coffee products consists of economically active individuals with adequate income and substantial expenditures on food and beverages. This consumer segment is characterized by a favorable lifestyle and image, making them the primary purchaser of XYZ Coffee.

**Keywords:** coffeeshop, consumer characteristic, lifestyle, purchase decision

**JEL Classification:** L6, L66, M21, M31

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### PUBLIC INTEREST STATEMENT

This research is important for entrepreneurs because one of the biggest sales factors is in terms of consumer purchasing decisions. By knowing the characteristics and application of consumer lifestyles that are often found in the environment, the entrepreneur's future sales strategy will be more precisely targeted and able to survive in the midst of intense market competition. Constraints in this study include the absence of the population of Balikpapan City so that the determination of the sample cannot be determined from the population of Balikpapan City and because not all samples are residents of Balikpapan City.



## 1. Introduction

Coffee plays an essential part in Indonesia's economic development. In terms of consumption, coffee is a significant commodity. This may be observed in the volume of coffee consumed in Indonesia, which has reached 5 million bags weighing 60 kg in the 2020/2021 timeframe. This figure climbed by 4.04% over the previous year (ICO, 2021). Coffee consumption in Indonesia will be the highest in the recent decade in 2020/2021, placing it fifth in the globe. The phenomenon of product evolution in relation to consumption has led to a significant increase in the details of product marketing strategies.

Market demand is a factor in the emergence of market competition. In order to achieve a large market share, business actors need to improve their competitiveness, there are many ways that can be done to attract customers so that the company can win market competition. An effective approach to securing this competitive edge lies in crafting a robust marketing strategy, a concept emphasized by Kotler and Armstrong (2020) in their work on marketing principles. One way to provide a competitive advantage or create a good marketing strategy. The primary objective of marketing is to effectively address and fulfill the demands and preferences of the designated consumer base, surpassing other entities in the process. Companies or marketers will always look for the emergence of customer trends that show new marketing opportunities to win the competition.

The diversity of consumer's behaviors in choosing products can come from themselves and the environment. Likewise, decision-making about purchasing products can be influenced by oneself, family, and the influence of the environment. Apart from that, purchasing decisions can also be driven by various factors possessed by each individual consumer, such as differences in gender, age, level of education, type of job, marital status, and monthly expenses for purchasing food or beverage products. As highlighted by Schiffman (2019), consumer behavior significantly impacts consumers' preferences and choices, making it essential for marketers to comprehend the intricate nuances of consumer diversity.

Decision-making about purchasing products that are influenced by the environment, one of which is influenced by changes in lifestyle due to changes in the social environment that occur around the consumer. Urban culture is currently undergoing lifestyle changes as a result of the passage of time. Three major aspects impact lifestyle changes: Actions, Interests, and Opinions (AIO).

One conspicuous expression of the modern lifestyle is observed in the communal gathering places established by specific groups of people. As demonstrated by studies such as that of Kotler and Armstrong (2020), the creation of welcoming and comfortable environments tends to foster customer loyalty and regular subscriptions. This underscores the importance of understanding how lifestyle changes and environmental influences impact consumer behavior and decision-making in the marketplace.

The decision to buy a product or service made by a customer can arise because of the influence of the current environment, one of which arises from a habit that occurs in the community. Customers who like to drink coffee, enjoy spending time together, and relax may decide to drink coffee at the coffee shop. This behavior is based on the habits carried out, making it a community lifestyle. A customer makes a purchase because of certain motives, one of which is based on the motive of only wanting or needing coffee.

Second, based on a feeling of wanting to indulge themselves when enjoying coffee, consumers go to a coffee shop. Third, think that it has become a luxury to drink coffee in a coffee shop. Finally, enjoying coffee in a coffeeshops a luxury for the community. Associated with the phenomenon of the increase in coffee shops that have sprung up in Indonesia, most of today's recreational-oriented consumers are concerned with aspects of entertainment, pleasure, and enjoyment when shopping (Oktafiana & Indriastuti, 2017).

Coffee shops exemplify establishments where customers can fulfill their contemporary lifestyles. These spaces, as outlined by Mohan et al. (2013) in their research on the services cape and consumer behavior, offer a multitude of advantages catering to a diverse array of customer preferences. Coffee shops have evolved into hubs where customers seek personal enjoyment and a sense of community. Consequently, the level of competition within the coffee shop industry is heavily contingent on the intricacies of consumer purchasing decisions influenced by contemporary lifestyles, warranting further investigation by researchers interested in understanding the dynamics of consumer-focused lifestyles. The similarity between previous research and this research is that it has the same aim of analyzing lifestyle in purchasing decisions. The difference lies in the location of the research and the title of the research, which analyzes lifestyle as well as consumer characteristics in determining its relationship with consumer purchasing decisions.

This research seeks to ascertain the methodology employed in assessing consumers' understanding and evaluation of the growth of the coffee shop sector in Balikpapan. This investigation aims to determine the extent to which consumer traits and lifestyle choices impact their purchasing decisions. XYZ Coffee is a prominent coffee enterprise that operates a café in Balikpapan. Nevertheless, XYZ Coffee has not yet achieved its objective of attaining customer recognition for its comprehensive range of services to enhance the consumer lifestyle. The primary aims of this study are to evaluate the influence of many variables, including gender, age, educational attainment, occupation, marital status, and monthly expenditure on food and beverage items, on consumer attributes and lifestyle choices within the context of XYZ Coffee Balikpapan. The primary objective of this study is to examine the impact of these elements on consumers' decision-making processes in relation to their product purchases.

## **2. Literature Review**

### **2.1 Consumer Characteristic**

Consumer behavior refers to the actions exhibited by persons actively engaged in procuring and utilizing goods and services. Consumer behavior refers to examining the decision-making processes and behaviors exhibited by individuals, groups, and organizations in the context of selecting, purchasing, and utilizing goods, services, ideas, or experiences to fulfill their needs and desires (Kotler & Keller, 2021). The process of purchasing decisions involves the selection, acquisition, and subsequent post-purchase behavior of individuals in relation to items or services acquired in order to fulfill their desires.

Consumer behavior encompasses all activities, actions, and psychological processes that support these behaviors before purchasing, as well as after purchasing, utilizing, and consuming products and services following evaluation activities. Consumer behavior research focuses on how customers allocate their resources (time, money, and effort) to receive the desired products or services (Sumarwan, 2015). The

consumer market encompasses the collective population of individuals and households who engage in the acquisition or procurement of products and services for personal consumption. Consumers themselves consist of different groups based on age, gender, income, education level, movement patterns, and tastes (preferences). This consumer grouping is very useful for producers in planning marketing strategies (Kotler, 2020).

The comprehension of customer age holds significance due to the varying consumption patterns exhibited by consumers across different age groups, leading to the consumption of distinct items and services. Marketers must understand what the needs of consumers of various ages are and then create various products that can meet these needs (Sumarwan, 2015). Consumer attributes such as education and job type are inextricably linked. Their profession and work influence the income a person receives. Consumer behavior will differ depending on their level of education, as education changes values, ways of thinking, points of view, and even perceptions of problems linked with them (Ummah, 2023).

Income and education will then influence a person's decision process and consumption patterns. The degree of education that individual attains exerts a significant influence on their values, cognitive processes, cognitive frameworks, and even their interpretation of circumstances. Individual income is another factor that determines consumer purchasing preferences. The size of a consumer's purchasing power is determined by their income. Purchasing power refers to the number of things or services that a person may consume or acquire (Suprpto, 2014).

Wealth influences the amount of products consumed; it is frequently discovered that as wealth increases, the amount of goods consumed not only increases, but also the quality of these items becomes a concern (Alatas, 2020). Consumers that possess a higher degree of education tend to exhibit greater receptivity towards information. Furthermore, education plays a significant role in shaping consumer preferences and influencing decisions on consumer products and product selection (Agustian, 2015).

## **2.2 Purchase Decision**

Purchasing decisions, according to Maghfiroh et al., (2016), are frequently regarded as an activity carried out by an individual to buy or not buy a product given by the seller. The details of this process begin with understanding the problem, searching for information, evaluating alternatives, determining the decision to make a purchase, and the final condition is the post-purchase condition, or after the consumer makes the purchase. Meanwhile, purchasing decisions are described as decisions made by a consumer to purchase the desired goods or services (Supangkat & Supriyatin, 2017).

Several factors influence customer behavior, including processes in consumer decision making. The first influence is environmental, which comprises factors such as: a) culture; b) social class; c) personal influence; d) family; and e) situation. The specific purchasing process consists of the following stages in the following order: need recognition, information search, alternative appraisal, purchase choice, and post-purchase behavior, implying that marketers must focus on the complete decision-making process (Sandria, 2022). Apart from that, Pacho (2023) explained the importance of brand relationships in influencing consumer behavior. Marketers can leverage these insights by focusing on building strong brand relationships through innovative design, advertising, and marketing strategies for their products.

### **2.3 Lifestyle**

Lifestyle is a newer concept and is easier to measure compared to personality. Lifestyle according to Sumarwan et al., (2015) is defined as the pattern in which people live and use or spend money and time. Psychographics are concepts related to lifestyle. Psychographics is an instrument for measuring lifestyles, which provides quantitative measurements and can be used to analyze very large data. Psychographics analysis is usually used to view market segments. Psychographics analysis is often interpreted as a consumer-research that describes consumer segments in their lives, jobs, and other activities. Psychographics means describing (psychological) consumer psychology. It is a quantitative measurement of consumer's lifestyle, personality, and demographics. Psychographics are often interpreted as measuring AIO (activity, Interest, and Opinion), namely consumer activities, interest, and opinion. It contains several statements that describe the activities, interest, and opinions of consumers. It approaches are often used by producers in segmenting their markets (Ahmadi & Herlina, 2017).

Lifestyle also plays an important role in purchasing decisions. According to Rahmah et al. (2018), brand strength and consumer lifestyle can be an illustration of a company's success in developing, strengthening, and managing company sustainability. The activity dimension of lifestyle remains a key focus in contemporary research. Recent studies emphasize the importance of physical activity and leisure pursuits in shaping lifestyles. For example, a study investigated global trends in physical activity and their impact on public health. Recent literature on the interest dimension of lifestyle continues to examine consumer behavior and how personal interests influence decision-making. The opinion dimension of lifestyle, encompassing beliefs, values, and attitudes, has been the subject of contemporary research as well.

The study conducted by Dermawan (2021) demonstrates a noteworthy impact of lifestyle on customer purchasing behavior. The concept of lifestyle holds significant importance when examining the behavioral patterns of the target market. The initiation of a lifestyle is contingent upon the discernment of conduct pertaining to the inclinations, aspirations, and viewpoints of the designated consumer base. An individual's lifestyle has a significant role in shaping their inclination to engage in certain behaviors, consequently influencing their consumption decisions. According to (Peter, 2013), consumers make decisions on the acceptance or rejection of products and services based on the perceived relevance of these offerings to their individual requirements and lifestyle.

Lifestyle has a considerable impact on purchasing decision variables (Kaligis, 2020). Two people of the same age, income, education, and career do not have to live their lives in the same way (Dermawan, 2021). They may have opposing viewpoints, hobbies, and activities. As a result, people exhibit a variety of behavioral patterns, such as purchasing various items and brands and using them in a variety of ways and for a variety of purposes. A lifestyle is a comprehensive pattern of activities, interests, and ideas, as well as the resulting behavior.

H1. Lifestyle has a significant effect on customer purchase decision

### **3. Conceptual Framework**

Based on the empirical studies reviewed above, it is hypothesized that lifestyle affects customer purchase decisions, and the lifestyle itself is affected by the activity, interest, and opinion of the customers. Furthermore, it is hypothesized that lifestyle



affects customer purchase decision. The conceptual framework is presented in Figure 1. The three lifestyle elements will be analyzed using analytical tools, namely SEM (Structural Equation Modeling) and the consumer characteristics elements will be analyzed using descriptive analysis. Then, from the results of the analysis of these lifestyle variables, hypothesis testing was carried out on XYZ Coffee Balikpapan consumer purchasing decisions. Next, the author will provide a descriptive review of alternative marketing strategies from the hypothesis results to XYZ Coffee Balikpapan to develop appropriate strategies to increase consumer purchasing decisions for their brand.

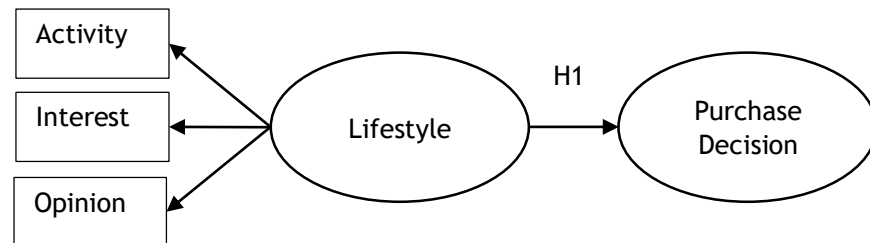


Figure 1. Conceptual Framework

#### 4. Methods

##### 4.1 Participant

This research was carried out using a descriptive method approach, a type of survey research carried out through interviews with questionnaires. The reason for choosing a descriptive approach is to identify, determine, and explain the characteristics of the target population or structure of the object under study.

The sampling technique employed in this study is non-probability sampling, specifically the convenience sampling technique (Sumarwan, 2015). The convenience sampling technique is often called mall intercept or accidental sampling. This is because research using this technique is generally carried out in shopping centers. This selection aims to be able to select examples or respondents based on the ease of researchers in selecting or gaining access. In this technique, the research results found cannot be generalized to the sample population and only apply to the samples or respondents used in the research.

The criteria considered for the respondents under analysis were as follows: (1) possessing familiarity and information of XYZ Coffee in Balikpapan; (2) having made a minimum of two visits to XYZ Coffee in order to assess customer impressions; and (3) falling within the age range of 18 to 50 years. Based on the established criteria, individuals who encounter researchers at XYZ Coffee AAA and BBB Shopping Center throughout the allotted study period and satisfy the specified criteria will be classified as respondents. Based on the utilization of those criteria, obtaining responses from 271 participants is feasible.

The research was carried out between February and April 2023 at two shopping centers, namely AAA Shopping Center and BBB Shopping Center, in the city of Balikpapan. The study focused on XYZ Coffee, a coffee shop brand operating within both shopping centers. This location was chosen deliberately because XYZ Coffee Balikpapan is strategically located has intense competition and markets local coffee products.

## 4.2 Measurement

The present study investigates the influence of three distinct independent variables on a sole dependent variable. The AIO (Activity, Interest, and Opinion) model is used to analyze the lifestyle typology of respondents who visit a coffee shop. AIO models can provide deeper insights into visitor behavior, interests and views. Here is how you can analyze lifestyle typologies with the AIO approach (Wulandary, 2019):

- a. Activity: 1) Frequency, identify how often visitors visit the coffee shop. Are they regular customers or just visiting occasionally? 2) Duration of Stay, analyze how long they usually stay at the shop. Do they just stop by briefly or spend a long time working or socializing? 3) In-Store Activities, pay attention to what activities they often do when they are in the coffee shop, such as working, reading, or talking with friends.
- b. Interest: 1) Beverage and food preferences, identify what drinks and food are most popular with visitors. Do they prefer black coffee, milk-based drinks, or certain snacks? 2) Social Interactions, analyze whether they are more interested in social interactions at the shop, such as meeting friends or joining events held there. 3) Use of technology, pay attention to the extent to which they use technology during the visit, such as working on a laptop or taking photos and sharing them on social media.
- c. Opinion: 1) Feedback on products and services, collect visitors' opinions and feedback about the quality of coffee, service and atmosphere in the shop. Do they have certain preferences or expectations? 2) Brand loyalty, determine the extent to which visitors are loyal to a particular coffee shop brand. Would they recommend this shop to others? 3) Attitudes Towards Innovation, analyze whether visitors tend to try new things or innovations offered by the coffee shop. Are they open to change?

The variable under investigation in this study is the purchasing decision, which serves as the dependent variable. This research used three exogenous variables and one endogenous variable. The exogenous variable is Activity (X1), Interest (X2) and Opinion (X3). For the endogenous variable is purchase decision (Y). Activity means any operational things like business, hobby or community activities (Sumarwan, 2015). Activity variable (X1) divided to three data type which is consumer come to a community meeting (X1.1), consumer came because of a hobby (X1.2), and products play an important role in activities (X1.3). Interest means consumer decision are made based on work, media, and everything related to consumer interest. Interest variable (X2) divided to three data type which is consumer came because following the trend (X2.1), how much consumer spending money on food and drink (X2.2), and consumer like places that display a high lifestyle (X2.3). Opinion means the decisions are made based on the consumers themselves, educational level, products, and culture. Opinion variable (X3) divided to three data type which is the opinion is in accordance with today's lifestyle (X3.1), it can increase feeling of pride (X3.2), and it can improve the image of the surrounding environment (X3.3).

For the endogen variable, namely purchase decision (Y), it is a series of activities that consumers carry out before making a decision. Purchase decision variable divided to three data type which is recognition of needs (Y1.1), information search (Y1.2), and evaluation of alternatives (Y1.3).

The current investigation included a blend of primary data sources. The primary methods for collecting data are administering surveys by questionnaire. The provided questionnaire has closed (structured) questions that require respondents to select from a range of predetermined possibilities as stated by the researcher.

The study questionnaire was modified in order to develop a questionnaire that aligns with the factors under investigation. Closed questions are a type of questioning technique that restricts the respondent to providing answers from a predetermined set of options.

Responses are provided on a Likert scale that spans from 1 to 5. The levels are categorized as follows: The study employs a numerical scale ranging from 1 to 5, where 1 corresponds to "strongly disagree," 2 corresponds to "disagree," 3 corresponds to "neutral," 4 corresponds to "agree," and 5 corresponds to "strongly agree." The metric is employed to articulate the perspectives of participants regarding many aspects of managerial operations. The questionnaire includes inquiries regarding the activities, interests, and opinions that exert an influence on consumer buying decisions for XYZ Coffee.

### 4.3 Analysis

Data processing and analysis procedures are described in detail and quantitatively and qualitatively examined. The data-gathering methodology employed in this study encompasses the utilization of questionnaires, interviews, and observation techniques. Descriptive analysis was used to describe the characteristics of XYZ Coffee Balikpapan consumers by processing the data obtained. The data obtained will be processed using descriptive tabulation. Consumer characteristics and assessments will be grouped based on answers and then presented. Ultimately, the processing and analysis will become recommendations for XYZ Coffee in its marketing activities. Based on the description of the method explained previously. It can be seen in Table 1 regarding the flow of data processing toward research objectives regarding product purchasing decisions.

Table 1. Relationship between objectives and research methods

No	Research objectives	Data analysis	Output
1	Identify and analyze consumer characteristics and the consumer purchasing decision process	Descriptive: SPSS 23 software	Information about consumer
2	Analyzing the influence of lifestyle on purchasing decisions	SEM PLS	Factors that influence purchases
3	Formulate managerial implications for companies in product marketing	Marketing logic	Prioritization of marketing alternatives

## 5. Findings

### 5.1 Consumer Characteristics

Respondents with the most composition was female as much as 52%, and not much difference with male respondents as much as 48%. This shows that both women and men are consumers/customers of XYZ Coffee Balikpapan; there is no difference between men who are dominant and women who are more dominant in terms of consumers of XYZ Coffee Balikpapan (Table 2). The age category in this study refers to Ministry of Health of the Republic of Indonesia (2009) in Table 2 show that the majority of respondents were within two age groups, 31 to 40 years (39.48%) and 17 to 30 years (36.53%). Therefore, in general it can be said that XYZ Coffee Balikpapan



consumers are in productive age. Based on Agustian et al. (2015), this age group can be classified as a productive and well-established middle-class age to fulfill their life needs so that this age group has the greatest opportunity in the buying process.

Table 2. Consumer respondent characteristics XYZ coffee shop

Characteristic	n	%
<b>Gender</b>		
Male	130	48.00
Female	141	52.00
<b>Ages (years old)</b>		
17-30	99	36.53
31-40	107	39.48
41-50	59	21.77
>50	6	2.21
<b>Education</b>		
Elementary School-Junior High School	15	5.50
High School	82	30.30
Fresh graduate and above	147	54.20
S2/S3	27	10.00
<b>Marital Status</b>		
Married	195	72.00
Single	75	27.70
Widow/widower	1	0.40
<b>Jobs</b>		
College Students	39	14.40
Government Employees	64	23.60
Private employees	135	49.80
Entrepreneurship	25	9.20
Doctor	2	0.70
Pilot	2	0.70
Police	3	1.10
Unemployed	1	0.40
<b>Food and beverage expenditures of customer per month</b>		
< IDR 1,000,000	52	19.2
IDR 1,000,001 - 2,000,000	77	28.4
IDR 2,000,001 - 4,000,000	111	41.0
IDR 4,000,001 - 6,000,000	31	11.4
IDR > 6,000,001	0	0

Table 2 shows that based on the education strata, the respondent has the most degree with a degree of 54.2%. Then with a high school education of 30.3%, S2/S3 education at 10%. Respondents with the smallest value, namely with elementary-junior high school education only by 5.5%. The level of academic achievement can influence a person in the introduction of needs and purchasing decisions where in general those who are highly educated have more ability in receiving and understanding information, in this research are matters related to health. According to Prasetyo (2017), education and employment have a reasonably close relationship, with high and low education reflecting the sort of occupation, income, and purchasing power of these customers. According to one study, the higher the degree of education, the higher the level of income. People with a high degree of income will find it easier to use services for a product.

The categorization of the 271 participants was based on their respective areas of expertise. The study revealed that the occupation of being employed in a private company included 49.8% of the overall participants. While the second rank is the profession of civil servants by 23.6% (Table 2). A significant proportion of the participants, specifically 41%, allocated their financial resources towards the purchase of sustenance and beverages, with a monthly expenditure ranging from IDR. 2,000,000 to IDR. 4,000,000. The proportion of respondents allocating their funds towards food and/or beverages, ranging from IDR 1,000,000 to IDR 2,000,000 per month, is 28.4%. However, for respondents with food and beverage expenditure of more than IDR 6,000,000 per month is zero. According to the data presented in Table 2, it is evident that 72% of the participants are in a marital union, while 27.7% are not married, and a mere 0.4% are classified as widowed. The purchase of XYZ Coffee products is basically not determined by marital status because the purchase of XYZ Coffee products is personal consumption and does not depend on the priority of a larger family.

## 5.2 Customer Purchase Decision

Everyone's consumption behavior varies even though using the same product. This difference can be influenced by factors of knowledge of the brand, the product consumed, the type of work, habits, price, frequency of purchase, and expenditure on the product consumed. The data obtained in this study provides an overview of the consumer consumption behavior of XYZ Coffee, which can be seen in Table 3.

Table 3. Consumers consumption conditions when being at XYZ coffee Balikpapan

Condition	n	%
Last consumption		
Today	121	44.6
Yesterday	64	23.6
Past week	60	22.1
Past month	19	7.0
More than a month ago	7	2.5
Last purchase amount		
1 item	185	68.3
2 items	75	27.7
3 items	11	4.1
Product been ordered		
Coffee	102	59.8
Chocolate	30	17.3
Milk	10	5.9
Tea	9	5.2
Pastry	20	11.8
Consumption location		
At XYZ Coffee store	197	72.7
Take away	74	27.3
Last expend		
IDR 40,000	72	26.6
IDR 50,000	96	35.4
IDR 100,000	33	12.2

In general, coffee shop brands that consumers most widely know are Starbucks and XYZ Coffee, this is one indicator that Starbucks is XYZ Coffee's main competitor. In addition, other XYZ Coffee Competitors in Balikpapan are Dunkin Donuts, J'CO and Excelso Coffee. The brand that consumers most widely know is also in line with the

coffee shop that is most frequently visited by consumers, namely Starbucks, XYZ Coffee, and Dunkin Donuts. Most consumers order coffee as the main menu most often ordered in the coffee shop. In addition to the coffee menu, the beverage menu that is also often ordered by consumers is like chocolate drinks, milk and tea. While mineral water is the least drink menu ordered by consumers while in the coffee shop. In line with the frequency of purchasing XYZ Coffee, the last time the respondent made a purchase or consumed the most XYZ Coffee products in the last month was "Today" which is the day of the interview, which was 44.6%. Table 3 shows detailed data about the last time respondents bought / consumed XYZ Coffee. XYZ Coffee's last purchase amount made by respondents with the most composition is as much as one glass with 68.3%. The rest of the respondents ordered two glasses and more than two glasses at their last purchase (Table 3).

The product that was ordered by XYZ Coffee Balikpapan consumers during the visit with the largest percentage was coffee which was 59.8%, followed by chocolate and pastry drinks with 17.3% and 11.8% respectively. The rest of the consumers have ordered tea, milk or other products. At the last purchase, XYZ Coffee consumers bought their products for consumption (dine-in) of 72.7%, and the remaining 27.3% of consumers chose to bring home products (takeaway). The large percentage of consumers who consume XYZ Coffee is directly stored (dine-in) in line with the reasons of consumers who come to discuss, meet with community partners, and so on.

The last total consumer expenditure when consuming XYZ Coffee's most dominant product was IDR 50,000 at 35.4%, followed by a total of IDR 40,000 and IDR 100,000 at 26.6% and 12.2%, respectively. This is in line with the data regarding the number of consumers' last purchases at XYZ Coffee, which is one glass per visit, because the average price of coffee products at XYZ Coffee is worth around IDR 50,000.

### 5.3 Goodness of Fit

Assessing how much the original field data aligns with the created model is feasible. Following re-specification, the outcome of the overall model fit data indicated that the first model result was modified by eliminating several inaccurate indicator variables at the initial measurement model stage. Following re-specification, the measurement results of the model indicated a significantly improved fit, with a p-value of 0.166. This finding contrasts with the initial poor fit value, which did not align with the conventional p-value threshold of 0.05. The outcome of the elimination process was utilized as the overarching model result for the measurement model fit step (Table 4).

Table 4. Overall model fit results

Goodness-of-fit	Cut-off-value	Result	Description
p-value	≥ 0.05	1.000	Good Fit
Roof Mean Square Residual (RMR)	≤ 0.05 atau ≤ 0.1	0.038	Good Fit
Root Mean Square Error of Approximation (RMSEA)	≤ 0.08	0.000	Good Fit
Goodness of Fit Index (GFI)	≥ 0.90	0.980	Good Fit
Adjusted Goodness of Fit Index (AGFI)	≥ 0.90	0.980	Good Fit
Comparative Fit Index (CFI)	≥ 0.90	1.000	Good Fit
Normed Fit Index (NFI)	≥ 0.90	1.000	Good Fit
Relative Fit Index (RFI)	≥ 0.90	1.000	Good Fit

In Table 4, The RMSEA criteria yields a value within the range of 0 to 0.08, indicating that the resultant model has a favorable fit. The utilization of alternative goodness of fit metrics, specifically GFI, CFI, NFI, AGFI, and RFI, yields a value beyond 0.90, indicating that the resultant model exhibits a favorable fit. Similar to other criteria used to determine goodness of fit, the Root Mean Square Residual (RMR) yields a value less than or equal to 0.1, indicating that the model exhibits a good fit. The outcomes of this model will be utilized for the subsequent phase, specifically the evaluation of the adequacy of the measurement model.

Each latent variable's measurement model fit (second step) was tested for construct validity and reliability. When the loading value with the latent variable to be measured is greater than 0.5 and the t-value is greater than 1.96, the indicator is legitimate (Hair et al., 2018). All relevant variables combine to form the measurement model.

#### 5.4 Indicator Contribution to Latent Variables

The lifestyle has three indicators: "Consumers come to XYZ Coffee Balikpapan for community meetings", "Consumers come to XYZ Coffee Balikpapan because they like to consume XYZ Coffee Balikpapan products", and "XYZ Coffee Balikpapan plays an important role in consumer activities" (Table 5).

Tabel 5. Factor loading and t-value of indicators variables

Indicator	Loading	t-value
Activities		
Come for a community meeting	0.81	
Came because I like consuming products	0.72	9.54
Play an important role in activities	0.77	9.35
Interest		
Joining trend	0.81	
Spending money on food and drink	0.81	8.38
Likes places with a high lifestyle	0.86	8.96
Opinion		
Suitable for today's lifestyle	0.85	
Domestic products increase feelings of pride	0.78	9.40
Shows an image of the surrounding environment	0.86	9.84
Activity	0.98	29.20
Interest	1.00	27.76
Opinion	1.00	25.66

Consumers come to XYZ Coffee Balikpapan for community meetings as the largest contribution to the activity variable, meaning that most consumers currently come to XYZ Coffee Balikpapan or certain coffee shops for community meetings rather than to consume products as the main goal. In this scenario, community meetings can be characterized for a variety of objectives such as business meetings, social gatherings, and so on. The excellent amenities of XYZ Coffee Balikpapan can match the expectations of customers who come to meet friends or colleagues.

In this study, interest in the lifestyle variable contains three primary indicators: "Consumers follow the current trend of visiting coffee shops," "Consumers spend money to buy food and drinks," and "Consumers like places that display a high lifestyle." Consumers prefer settings that demonstrate a high lifestyle as the most significant contributor to the activity variable, implying that consumers want self-recognition from their surroundings that they have a high lifestyle. As a result, it can

be read as XYZ Coffee Balikpapan is thought to be capable of matching consumer expectations as a symbol of prestige, so that consumers can be thought to be capable of demonstrating a high lifestyle.

Opinion has three indicators, including "Consuming XYZ Coffee Balikpapan is in line with consumers' current lifestyle", "Consuming domestic products can increase feelings of pride", and "Buying XYZ Coffee Balikpapan products can show the consumer's image to the surrounding environment".

Consumers purchase XYZ Coffee Balikpapan products in order to improve the consumer's image in the eyes of the surrounding environment, which means that XYZ Coffee Balikpapan can meet the expectations of consumers who come so that the consumer's image in the eyes of the surrounding environment can improve. This is consistent with the preceding signal, interest in lifestyle, which implies that consumers love visiting XYZ Coffee Balikpapan since this coffee shop can demonstrate a high standard of living to its customers.

Based on SEM, several variables are significantly contributed to lifestyle, such as activities, interests, and opinions (Table 5). All variables significantly have contributed to lifestyle variables ( $t$ -value > 1.96). However, each variable has a different level of contributing. The value can see the level of contribution of loading factors generated by each variable. As the loading factor increases, it exerts a greater contribute on other variables. The variables that most contribute lifestyle are interests and opinions, with a loading value of 1.00 each, then an activity with a loading value of 0.98.

Variables of interest and opinion have the greatest contribution on lifestyle, meaning that these two variables are closely related. Consumer interest in visiting XYZ Coffee Balikpapan is because XYZ Coffee Balikpapan is considered as a place that can display a high lifestyle. In contrast, the opinion variable states that by visiting XYZ Coffee Balikpapan consumers can direct their image to the surrounding environment.

### 5.5 Hypothesis Testing

The results indicate that the purchasing decisions were influenced by several variables, both significantly and insignificantly, as evidenced by the  $t$ -value and path coefficient Table 6. Lifestyle is a very important concept in analyzing the behavior of the target market lifestyle. Lifestyle starts with identifying behavior about the target market's interests, desires, and opinions.

Table 6. The results of the structural model

Path	Path coef.	t-value	Conclusion
Lifestyle → Purchase decision	0.49	16.90	Significant

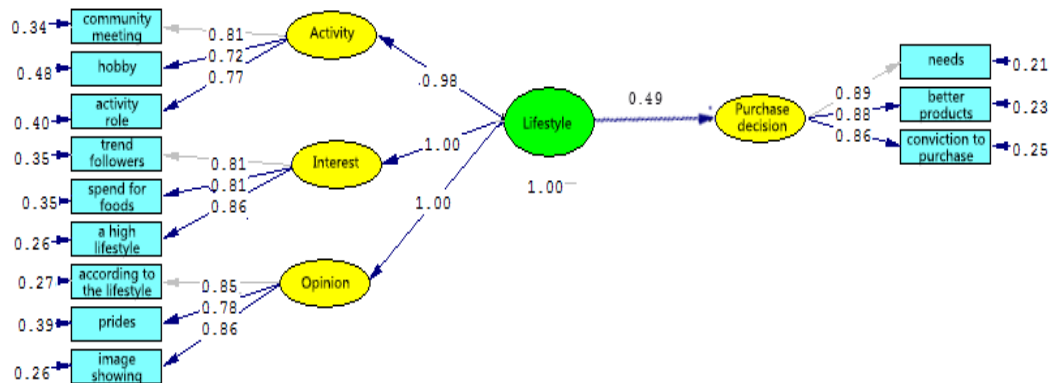
Note: It is significant if the  $t$ -value is more than 1.96.

The other result shows a correlation between lifestyle and purchase decision, showing that an assessment result of 0.49 demonstrates that lifestyle has an immediate, favorable impact on purchase choices. This is because customers' purchasing decisions are more important at XYZ Coffee Balikpapan, the more opulent or high-class their lifestyle. A customer's desire to visit XYZ Coffee Balikpapan solely to take advantage of its services, pamper themselves, and boost their status dominates respondents' desires related to lifestyle, based on the comprehensive outcomes derived from the summation of scores across three distinct lifestyle characteristics. This demonstrates how XYZ Coffee Balikpapan's ability to satisfy customer expectations for improving



lifestyles and environment-related visuals can affect customers' purchase decisions (Table 6).

Figure 2 depicts the outcome of the measurement model, which includes the factor loading value and t-value. The t-value test findings revealed that all exogenous and endogenous manifest variables displayed t-values greater than 1.96, indicating a statistically significant relationship between the indicator and each latent variable. This implies that all indicators can accurately depict the latent variables they are intended to measure. The findings from the analysis of the measurement model fit indicate that lifestyle has a statistically significant influence on consumers' purchasing choices (Table 6).



Chi-Square=405.09, df=933, P-value=1.00000, RMSEA=0.000

Figure 2. Purchase decision structural model for XYZ coffee Balikpapan

## 6. Discussion

Coffee has an important role in the economic growth of society in Indonesia. Therefore, interactions in marketing with systems and activities must be able to bring consumers closer to the products offered by the company. As time goes by, urban communities are currently experiencing changes in lifestyle. One manifestation of today's modern lifestyle is the habit of certain groups of people who like to consume coffee in coffee shops. From this phenomenon, researchers want to know how the knowledge and assessment of consumers at one of the coffee shops in Balikpapan regarding the development of the coffee shop business is measured based on the characteristics and lifestyle of the consumers to show how much influence they have on purchasing decisions.

Several findings were formed based on the study and analysis results, including: The demographic profile of respondents in this survey has a balanced composition in terms of gender, employment as private employees, and is between the ages of 17 and 40 years. This in line with the research from Ramadhan (2021) that age, income, gender, and education have a relationship with instant coffee purchase and consumption and also and have positive effects in adopting products from each consumer lifestyle. Based on the consumer age, there are consumer in the productive age that has a major impact to consumer purchase decision. This is in line to the result of research by Komalasari et al. (2021) that consumer on productive age have more relevant impact to their purchase decision.

A significant proportion of participants possessed a bachelor's degree, and their total food and beverage expenditure ranged from IDR 2,000,000 to IDR 4,000,000. Purchasing and consuming behaviour reveals that the last time a purchase was made was the day the study (questionnaire filling) was conducted. This is in line with the

result of research by Petcharat (2021); Dewi (2022) that the demographic aspects of the sample such as salary have been defined to give clearer understanding of the empirical findings which is the effect to the consumer purchase decision.

Managerial consequences were determined based on consumer attributes and behavior. The primary target demographic for XYZ Coffee products consists of economically active individuals with a satisfactory income, who allocate a substantial portion of their budget towards food and beverages. These consumers possess discernible consumer traits, such as a well-established lifestyle and a positive public perception. Consequently, consumers exhibiting these characteristics represent the predominant group in terms of purchasing XYZ Coffee products. This is in line with research conducted by Silvy (2019) which concluded that consumer lifestyles are directly influenced by education, household income, employment, and the types of products and services purchased to play their role. He also stated that lifestyle which is part of consumer behavior also influences consumer actions in making purchases. According to Sumarwan (2015) the income will illustrate the purchasing power of a consumer. Purchasing power will illustrate the number of products or services that a consumer can buy and consume. Average monthly expenditure on food and non-food is defined as household or individual income. This is in line with the result of research by Kholis and Ma'rifa (2021); Puška et al. (2018) that price perception, income, and lifestyles directly and significantly affect purchase decisions. However, lifestyle completely mediated the effect of income on purchase decisions.

The managerial implication in the field of lifestyle pertains to the perspective of contemporary consumer lifestyles, which aim to enhance prestige and image within the customer's surrounding environment. According to Schiffman and Wisenblit (2019) the work done by consumers greatly influences their lifestyle. The lifestyle of a company employee who is the dominant respondent has a role in determining choices for his personal consumption pattern in carrying out a lifestyle. This is in line with the result of research by Djameludin and Silmie (2021) that lifestyle of believers affects coffee purchase and consumption. Another research by Rahmah et al. (2018) concluded that the lifestyle context of customer who wants to increase prestige in the environment affected the purchase decision of customer itself.

The estimated result of 0.49 shows that lifestyle has a direct positive effect on purchasing decisions. This is because the more luxurious or higher the lifestyle of XYZ Coffee customers, the higher their purchasing decisions. This is in line with the research of Amri and Prihandono (2019), Maney and Mathews (2021), Barusman and Suwandi (2020) that lifestyle has a significant positive effect on purchase decision. Overall, the total scores from 3 (three) lifestyle indicators explains that the respondents' lifestyle is dominated by customers' desire to visit XYZ Coffee Balikpapan just to enjoy the services there, pamper themselves, and increase prestige. This shows that fulfilling consumer expectations to improve their lifestyle and image in their environment will have an impact on consumer purchasing decisions at XYZ Coffee Balikpapan. The results of this research are in accordance with the results of previous research conducted by Silvy (2019) which mentioned that lifestyle has a partially positive and significant influence on shoe purchasing decisions in the City of Medan, buyers will feel that their lifestyle has increased in line with the expectations of current consumers who want a luxurious lifestyle with a good image in the surrounding environment.

Companies have the ability to align with the prevailing lifestyle perceptions of their customers by engaging in thorough research aimed at understanding and addressing the lifestyle preferences of their target consumer base. This study is subject to many

limitations, namely the lack of representation from the Balikpapan City population, resulting in an inability to derive the sample exclusively from this community. Additionally, it should be noted that not all participants in the sample are residents of Balikpapan City.

## 7. Conclusion

XYZ Coffee as an alternative marketing strategy include sharpening targeting strategies based on respondent profiles and the phenomenon of changing consumer lifestyle patterns, building brand awareness through promotions in the form of advertising and also establishing positioning strategies by offering more benefits. Managerial implications in the lifestyle context reflect consumer opinions of their existing lifestyle who are interested in improving their prestige and image in the society around themselves.

## 8. Recommendation

Several factors should be considered before suggesting further research on linked subjects. One potential approach to mitigating these limitations is to undertake more research that include an examination of several supplementary elements, include perception, motivation, environmental impacts, psychological systems, and individual preferences.

Considering the limitations associated with this research, such as the deliberate omission of the population residing in Balikpapan City and the non-representative nature of the sampled individuals, it is recommended that future investigations employ larger sample sizes in order to accurately ascertain the demographics of Balikpapan City.

### Citation information

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