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Original Article

The Influence of Lifestyle, Price and Service Quality on Purchasing Decisions in Modern Coffee Shops (Case Study of Students in Malang City)

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Abstract

This study aims to investigate how lifestyle, price, and service quality impact students' purchasing decisions at modern coffee shops in Malang. Modern coffee shops are increasingly in demand by students who make this place not only as a location to enjoy coffee drinks, but also as a place to gather to work on their college assignments. Many things are considered by consumers in purchasing decisions, including lifestyle, price and service quality. This research involves explaining phenomena through a quantitative method. A survey was distributed through Google Form to gather data from 100 participants. Findings suggest that lifestyle has no significant impact on purchasing choices, unlike price and quality of service. Lifestyle, price, and service quality together influence buying decisions.

Keywords: Lifestyle, Price, Service Quality, Purchasing Decisions.

1. Introduction

The development of technology and information (ICT) is one of the drivers of the development of modern life today. One of the phenomena that is currently occurring is the large number of modern coffee shops that have sprung up and spread across various major cities in Indonesia, including Malang. The development of the modern coffee shop business in Malang is proven by the fact that almost every corner of Malang can be found in modern coffee shops, the number of which is increasing day by day. The modern coffee shop business seems to be a prospective business. It is estimated that the number of coffee shops to hang out or cafes in Malang City reaches thousands (Kumparan, 2019). Modern coffee shops are currently increasingly visited by young people, they increasingly gather in cafes than ordinary restaurants. This is what makes more cafes being established. Coffee Corner, Coffee Toffee, and others are starting to appear everywhere. Coffee shops on the side of the road are also starting to transform themselves into cafes. These shops complete their services and facilities such as watching football matches and music performances. The increasing number of modern coffee shops in Malang means that competition in the modern coffee shop business is getting tighter.

The purchasing decision made by consumers is not a sudden action but a series of processes. Purchasing decisions are activities carried out by consumers after evaluating all available alternatives so that a desire to buy arises. Consumers need to take into consideration various aspects that can impact their purchasing decisions, such as lifestyle, pricing, and the quality of service provided. Lifestyle plays a significant role in shaping an individual's

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behaviour and influencing their buying choices. Mowen and Minor (2002) explain that lifestyle reflects how people choose to live, spend their money, and manage their time. It encompasses an individual's activities, interests, and viewpoints. The rise of coffee shops in Indonesia can be attributed to the cultural norm of socializing over coffee, particularly popular among the younger generation, which has created a new trend in coffee consumption (Wulandari, 2019). Salendra (2014) stated that the culture of drinking coffee can turn into a lifestyle that is lived by most people every day. The current generation makes coffee shops a part of the lifestyle that must be followed for the sake of self-actualization.

When making a purchase, it is important for consumers to take into account the cost of the product, as they are inclined to choose items with reasonable prices. Price refers to the money customers need to pay to acquire a product, with adjustments usually made based on market competition and customer perceptions (Kotler & Armstrong, 2010). The price of a product is a reflection of its quality, indicating the level of excellence it possesses. Alongside lifestyle and affordability, the quality of service should also be considered when making purchasing decisions. According to Tjiptono (1997), service quality plays a significant role in influencing consumer choices, as it relates to meeting customer expectations and desires. Service quality has an important essence for a company's strategy to maintain itself and achieve success in facing competition (Zen & Lestari, 2022). Because higher service quality results in higher customer satisfaction. Good and superior service quality can create feelings of pleasure and satisfaction in the minds of consumers. Consumers will evaluate by comparing the services received. If consumers are satisfied, the benefits obtained cause consumers not to hesitate to make purchases again.

According to research conducted by Warayuanti & Suyatno (2015) shows that lifestyle has a positive influence on product purchasing decisions through online shopping in Indonesia. The research results show that lifestyle and price variables do not influence the decision to purchase a Samsung smartphone in Blitar (Kurniawan, 2021). The results of research conducted by Mokoagouw (2016) show that price has a significant positive influence on consumer purchasing decisions. Meanwhile, Fadillah (2023) research results show that service quality has no effect on purchasing decisions. Based on the research gap, this research aims to determine and analyze the influence of lifestyle, price and service quality on purchasing decisions made by students in the city of Malang at modern coffee shops, both partially and simultaneously.

2. Literature Review

2.1. Purchasing Decision

Purchasing decision is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them (Setiadi, 2018). Sangadji & Sopiah (2013)) define a consumer purchasing decision as a person's decision when choosing one of several available alternative options. Effendi (2016)explains that purchasing decision is the stage of the decision process where consumers actually purchase products.

2.2. Lifestyle

Setiadi (2018) states that lifestyle is broadly identified as how people spend their time (activities), what they consider important in their environment (interests) and what they think about themselves and the world around them (opinion). Lifestyle is a newer concept and easier to measure than personality. Lifestyle is defined as the pattern in which people live and spend their money and time (Sumarwan, 2004).

2.3. Price

Sunyoto (2012) states that price is an important element in the marketing mix that brings in company revenue and income, while the other three elements, namely product, distribution and promotion, cause expenditure costs. Price is the amount of money that customers must pay to obtain a product. Usually done to adjust prices to the existing competitive situation and bring the product in line with buyer perceptions (Kotler & Amstrong, 2014).

2.4. Service Quality

Tjiptono (1997) states that service quality is a dynamic condition that is closely related to products, services, human resources and environmental processes that can at least meet or even exceed the expected service quality. Service quality is the totality of the features and characteristics of a product or service that supports its ability to satisfy needs directly or indirectly (Kotler & Amstrong, 2014).

2.5. Previous Research

Some of the empirical studies that are used as references in this research include:

a) Hutagalung and Waluyo (2020) stated that the rapid growth of coffee shops in recent years has made competition increasingly fierce in the coffee shop business in Banyumanik. The research results show that the variables of service quality and price influence purchasing decisions. This states that if satisfactory service quality is paired with a cheap price, it will result in higher purchasing decisions.
b) Dianingtyas et al. (2020), this research aims to determine and analyze product quality, price and service quality on purchasing decisions among Om Cafe consumers in Malang city, both partially and simultaneously. The research results show that product quality has a partially significant effect on purchasing decisions. Meanwhile, price and service quality have an influence, but are not partially significant, on purchasing decisions. Product quality, price and service quality simultaneously have a significant effect on purchasing decisions.
c) The research results (Wuryanti & Zahara, 2019) show that lifestyle (X1), self-concept (X2), and social class (X4) have no influence on purchasing decisions. Meanwhile, price (X3) has a positive and significant influence on purchasing decision making. This is because most of the consumers of this coffee shop are students. Most students come to the Kedai Kopi Pacar Hitam to continue their daily activities, one of which is to utilize the coffeeshop facilities, including WiFi, and this is always their main consideration.

3. Methods

3.1. Population and Sample

A population is the entirety of objects or individuals that have certain characteristics and are relevant to the research being conducted. The population includes all elements that have certain requirements set by the researcher, and it is from this population that samples will be taken for further analysis (Echdar, 2017). The number of students in Malang who have purchased at least 1 time at a modern coffee shop that is the population in this study is not known with certainty, so the determination of the number of samples uses the Lemeshow formula (Riyanto & Hatmawan, 2020), namely n = Zα2 x P x Q / L2 = 96.04 respondents rounded up to 100 respondents.

3.2. Conceptual Research

The conceptual model framework of this research proposes the hypothesis that lifestyle, price, and service quality partially and simultaneously have a significant influence on purchasing decisions (Figure 1).

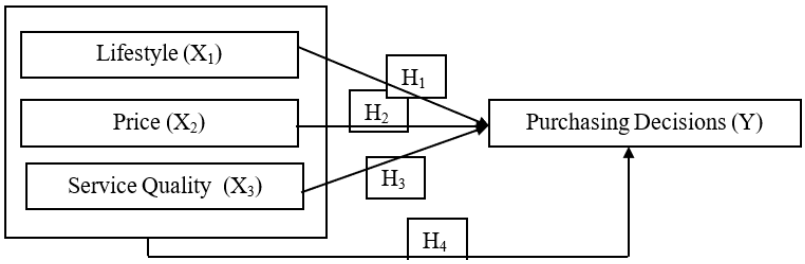

Figure 1. Conceptual Framework of Research

3.3. Data Analysis

The data analysis used is multiple linear regression analysis by carrying out the following stages:

1. Testing of research instruments includes validity tests and reliability tests.
2. Classical assumption tests include normality tests, heteroscedasticity tests, and multicollinearity tests.
3. Multiple Linear Regression Analysis.

The multiple linear regression equation in this study uses the formula according to Sugiyono (2020) is as follows:

$$Y = a + b1X1 + b2X2 + b3X3 + e$$

Where:

Y : Purchase Decision
a : Constant
b1 : Lifestyle regression coefficient value
b2 : Price regression coefficient value
b3 : Service quality regression coefficient value
X1 : Lifestyle
X2 : Price
X3 : Service quality
e : Standard error

3.4. Hypothesis Testing

The research hypothesis is:

H1: Lifestyle influences purchasing decisions at Modern Coffee Shops.
H2: Price influences purchasing decisions at Modern Coffee Shops.
H3: Service quality influences purchasing decisions at Modern Coffee Shops.
H4: Lifestyle, price, and service quality simultaneously influence purchasing decisions at Modern Coffee Shops.

3.5. Determination Coefficient Test (R^2)

R^2 analysis is used to determine the percentage influence of lifestyle, price, and service quality variables on purchasing decision variables.

4. Results and Discussion

4.1. Research Result

Based on the results of distributing questionnaires via Google Form, it is known that respondents who come to modern coffee shops are 52% male and 48% female. Based on age, the majority of students who are respondents in this study are aged 20 to 22 years old, 82%. The number of student respondents from state universities is 63 students or 63%, and student respondents from private universities are 37 students or 37%. The majority of respondents have income or pocket money ranging from Rp. 1,000,000 to Rp. 1,500,000.

The outcomes of the validity assessment indicate that every statement in the study has a correlation coefficient greater than the critical value, and the significance level is less than 0.05. Therefore, it is safe to say that all statements in this research are valid. The findings from the reliability evaluation reveal that all factors have Cronbach's Alpha values surpassing 0.60, suggesting that the questionnaire items are dependable. The reliability assessment confirms that the variables used in this study are consistent and can be trusted as a reliable measure for research purposes.

4.1.1. Classical assumption test

A. Normality test results

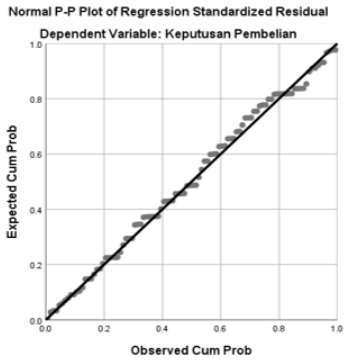

Figure 2. Normality test results

The data in this study as shown in Figure 2 above can be said to be normally distributed because the distribution of data points in the P Plot above is not too far apart and still follows the normal line.

B. Results of Heteroscedasticity Test

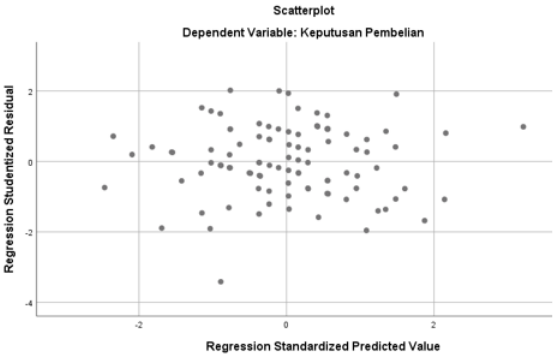

Figure 3. Heteroscedasticity Test

According to the data presented in Figure 3, the points appear to be distributed in a random pattern, located both above and below the 0 on the Y axis. This suggests that there is no evidence of heteroscedasticity within the regression model being analysed in this research.

4.1.2. Multicollinearity test results

Table 1. Multicollinearity Test Results

Variable	*Collinearity Statistics*		Description
	Tolerance	VIF	
X_1	0,912	1,096	Free of multicollinearity
X_2	0,907	1,102	Free of multicollinearity
X_3	0,994	1,006	Free of multicollinearity

Source : SPSS Output ver 25, 2024

According to Table 1, the variables X1, X2, and X3 in this research exhibit no signs of multicollinearity, as evidenced by the Tolerance value being greater than 0.1 and the VIF value less than 10. This indicates their suitability for future investigations.

4.1.3. Multiple Linear Regression Model

The regression formula utilised in this study is as follows:

$$Y = 36.214 + 0.203X1 - 0.995X2 + 0.402X3 + e$$

Based on the results of the regression equation, it can be explained that:

1) The constant value (α) is 36.214 with a positive sign stating that if the variables Lifestyle (X1), Price (X2), and Service Quality (X3) are considered constant then the Y value is 36.214.
2) The regression coefficient value for the Lifestyle variable (X1) is 0.203 with a positive sign stating that if the Lifestyle level increases by one unit assuming the other independent variables are constant, then the Purchase Decision (Y) will increase by 0.203.
3) The regression coefficient value for the Price variable (X2) is –0.995 with a negative sign indicating that if the price level increases by one unit assuming the other independent variables are constant, then the Purchase Decision (Y) will decrease by 0.995.
4) The regression coefficient value for the Service Quality variable (X3) is 0.402 with a positive sign indicating that if the level of Service Quality increases by one unit assuming the other independent variables are constant, then the Purchase Decision (Y) will increase by 0.402.

4.1.4. T-test

Table 2. t-test

Variable	$T_{statistic}$	Sig	t_{table}	Level Significant	Description
Lifestyle (X_1)	1,332	,186	1.661	0,05	H_0 accepted
Price (X_2),	-3.982	,000	1.661	0,05	H_0 rejected
Service Quality (X_3)	3,995	,000	1.661	0,05	H_0 rejected

Source: SPSS output ver 25, 2024

The results of the hypothesis test in table 2 show that the lifestyle variable partially has no significant effect on the purchasing decision variable, while the price and service quality variables partially have an effect on the purchasing decision variable.

4.1.5. F Test

Table 3. Simultaneous Hypothesis Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	226.804	3	75.601	9.889	.000[b]
	Residual	733.946	96	7.645		
	Total	960.750	99			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Service Quality, Lifestyle, Price

Source: SPSS output ver 25, 2024

The value of Ftable is 2.70, according to table 3 it is understood that Fstatistic exceeds Ftable and sig (0.000) is less than 0.05, therefore it can be concluded that H0 is invalidated and H1 is validated. This indicates that the lifestyle, price, and service quality variables collectively impact the Purchasing Decision variable.

4.1.6. Coefficient of Determination Test (R^2)

The results of the determination coefficient calculation are shown in the following table 4:

Table 4. Coefficient of Determination Test Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.478[a]	.229	.205	3.23486	2.003

a. Predictors: (Constant), X3, X1, X2
b. Dependent Variable: Y

Source: SPSS output ver 25, 2024

According to the data in table 4, it is evident that the Adjusted R Square value, also known as the coefficient of determination, is 0.205. This suggests that 20.5% of the variation in the Purchasing Decision variable (Y) can be attributed to the Lifestyle variable (X1), Price (X2), and service quality (X3). The remaining 79.5% of the Purchasing Decision variable (Y) is impacted by factors not examined in this study.

4.2. Discussion

4.2.1. The Influence of Lifestyle on Purchasing Decisions

Lifestyle can be defined as an individual's way of living, encompassing their daily activities, hobbies, and beliefs (Mowen & Minor, 2002). Lifestyle is included in consumer behavior which also influences consumer actions in making purchases. The lifestyle referred to in this study has 3 dimensions of measurement including activities, interests and opinions. Lifestyle partially does not affect purchasing decisions at modern coffee shops in Malang. Someone is willing to visit a modern coffee shop or coffee shop repeatedly with the strongest reason being that currently coffee shops have great appeal, especially from the concepts carried such as interior design, supporting facilities, and so on. Consumers who buy or visit modern coffee shops are consumers who are aware and feel they have needs, so they don't just follow trends or styles. The outcomes align with studies carried out by researchers Mongisidi et al. (2019); Wuryanti and Zahara (2019); Thania and Anggarini (2022) which indicate that lifestyle does not play a major role in influencing purchasing choices.

4.2.2. The Influence of Price on Purchasing Decisions

Researchers have carried out hypothesis testing and found that the price variable has a significant impact on purchasing decisions. The regression coefficient for the price variable is -.995, indicating that a higher price will likely lead to lower purchasing decisions at contemporary coffee shops in Malang. The price of a product is a determinant of its market demand, because the price can also affect the competitive position of the business itself and can also affect the sales of the business's products. For business owners, the price will provide results by creating a number of incomes, and the price level will greatly determine the purchasing decisions of consumers. The importance of pricing at modern coffee shops in Malang is a consideration for consumers in making purchases. Consumers who make purchases at modern coffee shops will make purchasing decisions if the consumer feels that the benefits of the product are greater or equal to the amount of money spent, and also with the affordability of the price, consumers can buy the products offered at modern coffee shops.

Based on the theory of Kotler and Armstrong (2010), price is the expenditure of a certain amount of money by customers to obtain the use or benefits or ownership of a good or service where it can be seen that consumers who make purchasing decisions in modern coffee shops make several considerations before making a purchase. The results of this study are in line with previous studies conducted by Prilano et al. (2020); Kuswanto and Vikaliana (2020); Silaban et al. (2020); Wulandari et al. (2019); Akbar (2019) where the results of the study show that the price variable has an influence on purchasing decisions.

4.2.3. The Influence of Service Quality on Purchasing Decisions

In the realm of contemporary coffee shops, the level of service offered plays a crucial role. Providing top-notch service acts as a motivating factor for customers to develop strong connections with the business. Consequently, this can result in a boost in consumer buying choices. Evaluating consumer perspectives on the services they encounter is a way to gauge service quality. When customers receive excellent service, they are more likely to feel comfortable and inclined to stick around, leading to repeat purchases. In essence, service quality plays a pivotal role in influencing purchasing decisions, demonstrating a clear and favourable impact on buying choices at modern coffee shops in Malang. The results of this study are in line with the research of Hutagalung and Waluyo (2020); Mukti (2021).

4.2.4. The Influence of Lifestyle, Price, and Service Quality on Purchasing Decisions.

Following the findings of a study conducted in Malang, it has been revealed that lifestyle, pricing, and service quality all play a significant role in influencing consumer decisions at contemporary coffee shops. According to Schiffman & Kanuk (2010), consumer decisions involve selecting from multiple options, such as whether to make a purchase or not. Individuals who maintain a well-rounded lifestyle, coupled with reasonable prices and high-quality service, are more likely to be inclined towards making a purchase.

5. Conclusion

According to the analysis findings, it is evident that lifestyle plays a role in purchasing decisions, albeit to a certain extent. At the same time, lifestyle can also impact purchasing decisions. While price can have a negative effect on purchasing decisions, meaning that higher prices could lead to fewer purchases. On the other hand, good service quality positively affects purchasing decisions. When modern coffee shops offer better service, customers are more likely to make a purchase.

The results of this research provide a significant contribution to the literature related to consumer purchasing decisions, especially in the modern coffee shop industry. The findings in this research provide practical contributions for modern coffee shop managers in designing more appropriate business strategies. Coffee shop owners can focus on improving service quality and understanding the impact of price, as well as tailoring offerings to the lifestyle of their target market.

This research has limitations, namely that it only focuses on the influence of lifestyle, price and service quality on purchasing decisions. The results of this research apply to modern coffee shops which are the object of research, but may not be fully generalizable to other business sectors that have different characteristics. Future researchers should be more in-depth and more comprehensive in analyzing the factors that influence purchasing decisions, as well as providing more applicable insights for stakeholders, especially in the modern coffee shop industry or similar business sectors.

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