



FACTORS THAT INFLUENCE PURCHASE DECISION AT COFFE SHOP DUKKU RIANG COFFEE MEDAN

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Abstract

Coffee is one of the strategic commodities in the plantation sub-sector that has high economic value. The development of the coffee shop business in Medan City has led to competition in the coffee shop sector which has caused consumers to be more selective and can easily move from one coffee shop to another to decide to buy coffee. The increase in competition requires companies to highlight their own characteristics and uniqueness in order to be superior to other companies that offer similar products and of course attract consumers' attention. Therefore, management needs to pay attention to and consider the store atmosphere if they want to attract, entice, or encourage consumers to visit the cafe so that consumer satisfaction will be realized and consumers will be interested in visiting. The data analysis technique in this study was carried out with classical assumptions and multiple linear regression tests. The results of this study indicate that the Lifestyle Variable has a coefficient value of 0.714 indicating that the more relevant the consumer's lifestyle is to the products or services offered, the more likely consumers will make a decision to buy. The Brand Image variable has a coefficient value of 0.309 indicating that positive consumer perceptions of the brand can increase consumer decisions to buy and the Store Atmosphere variable has a coefficient value of -0.284 indicating a significant negative influence, meaning that the worse the store atmosphere, the less likely consumers will decide to buy. Overall, consumer decisions are greatly influenced by a combination of lifestyle, brand image, and cafe atmosphere. Therefore, an integration strategy of these three aspects needs to be carried out consistently.

Keywords: *Purchase Decision, Lifestyle, Brand Image, Store Atmosphere, Classical Assumptions, Multiple Linear.*

1. INTRODUCTION

Coffee is one of the strategic commodities in the plantation sub-sector that has high economic value. National coffee consumption by the Ministry of Agriculture throughout the 2017-2021 period has fluctuated every year. In 2020-2022, it grew by around 1.1% annually. Around 94.5% of coffee production in Indonesia is supplied by smallholder coffee plantation entrepreneurs. Meanwhile, 81.87% of national coffee production is the robusta type which comes from coffee centers in South Sumatra, Lampung, Bengkulu, East Java and Central Java.

The high consumption of coffee has led to the emergence of many coffee shops that serve various types of coffee variants which are often referred to as coffee shops. The coffee shop business is one of the most promising businesses so that there are many competitors and business people who sell coffee drinks. One of the cities in Indonesia that contributes to the development of coffee shops is the city of Medan. The development of the coffee shop business in the city of Medan has led to competition in the coffee shop sector which has caused consumers to be more selective and can easily move from one coffee shop to another to decide on purchasing coffee.

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Cafe Dukku Riang is a cafe business engaged in the culinary sector, which was founded in 2019. Cafe Dukku Riang carries a contemporary concept, starting from modern building architecture, a comfortable atmosphere, and a variety of western menu offerings. The number of Cafe Dukku Riang Medan consumers has fluctuated and tends to decline. So this certainly must be a concern for management. In addition, the increase in competition requires companies to highlight their own characteristics and uniqueness in order to be superior to other companies that offer similar products and of course attract consumers, such as carrying out attractive promotions, providing free WIFI, designing a coffee shop as comfortable as possible with comfortable features and facility layouts, creating a unique coffee taste with various flavors, providing live music and choosing a coffee shop location that is relatively strategic.

Therefore, the management needs to pay attention to and consider the store atmosphere if they want to attract, entice, or encourage consumers to visit the cafe so that consumer satisfaction will be realized and consumers will be interested in visiting. Based on the background above, the author is interested in researching Dukku Riang in Medan City and conducting research on the factors that influence coffee purchasing decisions at Cafe Dukku Riang Medan which consists of lifestyle variables, brand awareness and brand image and to find out whether these factors are able to influence consumer purchasing decisions in buying coffee.

2. LITERATURE REVIEW**2.1 Purchasing Decision**

Purchasing decision is a decision assessment stage that causes consumers to make a choice. Purchasing decision is a process where consumers recognize their problems, seek information about certain products or brands and evaluate each alternative well to solve their problems, which then leads to a purchasing decision (Bao & Mea, 2020). Purchasing decisions are the attitudes of others. The choices people make about their choices depend on two things: The strength of other people's negative attitudes toward consumer choices and The consumer's drive to follow others. The purpose of purchasing is not always the same for every consumer. There are some customers who make purchases to fulfill their desires and there are also customers who fulfill their needs for a certain time. Purchasing decisions are a real purchasing process so that producers must understand consumer desires and what consumers need.

The stages of the purchasing decision-making process consist of five stages, namely starting with the stage of recognizing needs, then to the second stage of searching for information and assessing sources, continuing to the third stage of evaluating alternatives, then to the fourth stage of the decision to buy, the fifth stage of consumption and ending with the stage of behavior after purchase. Indrasari (2019: 75), explains that there are several things that are indicators of purchasing decisions, including: Perceived needs, Confident in buying, According to desires and Planning purchases

2.2 Lifestyle

Lifestyle(lifestyle) is a person's lifestyle expressed in their activities, interests, and opinions (Kotler and Keller, 2016: 192). Lifestyle is a person's lifestyle in spending money and utilizing the time they have (activities), what their preferences or priorities are (interests), and what their views are about themselves or the environment around them (opinions). According to Purbaya and Putra (2019), lifestyle indicators are Activities, Interests, and Opinions.

According to Priansa (2017: 185), Consumer lifestyle consists of various types, which of course are different from others. In general, types of consumer lifestyles consist of independent lifestyles, modern lifestyles, healthy lifestyles, hedonistic lifestyles, frugal lifestyles and free lifestyles. According to Priansa (2017: 190), there are many factors that influence consumer lifestyles, but in general they can be divided into two, namely internal factors and external factors. The internal factors of consumers themselves consist of attitudes, experiences and observations, personality, self-concept, motives, and perceptions. While external factors that influence consumer lifestyles consist of reference groups, family, social class, and culture.



2.3 Brand Image

A consumer purchasing decision cannot be separated from the brand image of the place where they will shop. Brand image is the perception or view of customers about what they feel from the product offered. If the company offers quality products and can satisfy customers, of course the customer's perception of the product brand will be good. Conversely, if what the company offers does not match what customers expect, of course the customer's perception of the product brand will be bad. A strong brand image in the minds of consumers will cause a stronger sense of self-confidence felt by consumers in using the products they buy. (Suhardi and Carolin, 2019). There are three components that form a brand image according to Firmansyah (2019: 75), namely:

- 1) Corporate image is a set of associations that consumers perceive about the company that makes a product or service.
- 2) User image is a set of associations that consumers perceive about users who use goods or services.
- 3) Product image is a set of associations that consumers perceive about a product.

Indrasari (2019: 101), explains that there are several factors that form a brand image, namely: quality and quality, trustworthy or reliable, usefulness or benefits, service, risk, price, and the image owned by the brand itself. While the brand image indicators in this study were taken according to Daga's view (2017: 25), stating that there are brand image indicators, namely recognition, reputation, affinity and loyalty.

2.4 Store Atmosphere

Store Atmosphere is a store atmosphere that greatly influences a store to make customers feel at home and comfortable choosing the type of product they will buy. To create a supportive atmosphere of a store requires adequate design. This includes the design of the front of a store, the entrance, visitor circulation from the entrance, and so on. Then regarding the layout, it is necessary to think about how to maximize space, such as arranging chairs, tables and furniture, without reducing customer comfort (Sunandra and Umi, 2019).

Sumayyah and Rumpak (2019) explained that store atmosphere can be classified into two parts, namely: In Store Atmosphere (indoor arrangements concerning: internal layout, sound, smell, texture, interior design) and Out Store Atmosphere is an outdoor arrangement concerning: External Layout, texture, and exterior design). The Store Atmosphere elements can be divided into four main elements (Oktrechia, et al., 2016), namely: Store Exterior (Front of Store), General Interior (General Interior), Store Layout (Store Layout) and Interior Point of Interest Display (Attractive Decoration in the Store). According to Bataha, Mananeke, & Ogi (2020: 128), the store atmosphere has four main dimensions, namely Exterior, General Interior, Store Layout and Interior Display.

2.5 Conceptual Framework

Lifestyle often used as a basic motivation and guideline in purchasing decisions. Brand Image has a big role in influencing consumer purchasing decisions. Store Atmosphere is something that needs to be considered by a business in creating consumer satisfaction. With a good store atmosphere, the company can attract consumers to visit and make purchases. The better the store atmosphere, the more it can increase purchasing decisions or consumer visits. Conversely, if the store atmosphere is not good, it can reduce purchasing decisions or consumer visits.

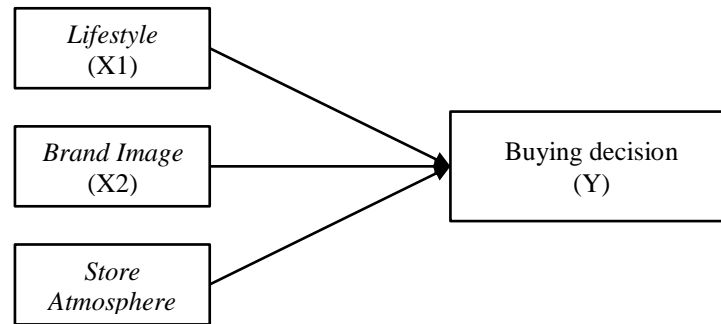


Figure 2.1 Conceptual Framework

3. RESEARCH METHODS

3.1 Research Design and Data Collection

This research was conducted at Dukku Riang cafe Medan. Data were obtained through interviews, observations, documentation and questionnaires (surveys). In this case the researcher used 100 respondents.

3.2 Data Analysis Techniques

3.2.1 Classical Assumption Test

The classical assumption test is a statistical requirement that must be met in multiple linear regression analysis based on ordinary least squares (OLS) (Situmorang, 2024). The classical assumption test is carried out to obtain efficient and unusual estimates before conducting multiple linear regression analysis. The criteria for the classical assumption requirements that must be met are:

1. Normality Test

The normality test is intended to test whether the standardized residual values in the regression model are normally distributed or not (Situmorang, 2024). The Normality Test is useful for determining whether the collected data is normally distributed or taken from a normal population. Good data is data that has a pattern like a normal distribution, namely the distribution of the data does not skew to the left or right. In addition to the graphical method, there is another way to determine whether data is normally distributed or not, by using the Kolmogorov-Smirnov test where the normality test is said to be normally distributed if the significance value is > 0.05 then the residual value is normally distributed. Conversely, if the significance value is <0.05 then the residual value is not normally distributed.

2. Heteroscedasticity Test

According to (Situmorang, 2023), the heteroscedasticity test is to see how big the role of the independent variable is on the dependent variable. One way that can be used to see the case of heteroscedasticity is by using a graphical analysis tool or residual analysis in the form of statistics by observing the plot of the residual distribution (*ZRESID) and the predicted variable (*ZPRED). If the distribution of points in the plot does not show a particular pattern, then it can be said that the model is free from the assumption of heteroscedasticity.

3. Multicollinearity Test

The multicollinearity test is to test whether the regression model finds a correlation between independent variables (Situmorang, 2024). The requirement for making multicollinearity decisions is that if the tolerance value is greater than 0.10, it means that there is no multicollinearity in the data being tested. Conversely, if the tolerance value is less than 0.10, it means that there is multicollinearity in the data being tested, and by looking at the VIF (Variance Infloating Factor)



value: If the VIF value ≤ 10.00 then there is no multicollinearity, conversely if the VIF value is greater than 10, it means that there is multicollinearity in the data being tested.

3.2.2 Multiple Linear Regression Test

Multiple regression analysis is an approach used to define the mathematical relationship between independent variables of more than one variable (X_1 , X_2 and X_3) with the dependent variable (Y). The regression model is stated in the equation (Situmorang, 2024):

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Information:

- Y : Buyer's Decisionian
- a : Constant
- b₁ : Coefficient *Lifestyle*
- b₂ : Coefficient *Brand Image*
- b₃ : Coefficient *Store Atmosphere*
- X₁ : *Lifestyle*
- X₂ : *Brand Image*
- X₃ : *Store Atmosphere*
- e : Error rate (*Error term*)

1. Determiration Test (R²)

According to Ghozali (2018: 97), the coefficient of determination essentially measures how far the model's ability to explain the variation of the dependent variable. The value of the coefficient of determination is between zero and one. A small R² value means that the ability of the independent variables to explain the variation of the dependent variable is very limited. A value close to one means that the dependent variables provide almost all the information needed to predict the dependent variable.

2. Simultaneous Test (F Test)

Simultaneous test (F test) is used to test the simultaneous influence between independent variables on dependent variables with the assumption that other variables are considered constant, with a tolerance limit of error (standard error) of 5% ($\alpha = 0.05$). The testing criteria are as follows:

1. If $F_{count} > F_{table}$ and significant value < 0.05 , then H_0 is accepted and H_a is rejected. This means that there is an influence between the tested variables.
2. If $F_{count} < F_{table}$ and significant value > 0.05 , then H_0 is rejected and H_a is accepted. This means there is no influence between the tested variables.

3. Partial Test (T-Test)

Partial test (t-test) is useful for testing the influence of independent variables whether they have a positive and significant effect on the dependent variable (Y) partially. The decision-making method in the t-test using SPSS version 25 with a significance level of 5% is as follows:

1. If $t_{count} > t_{table}$ and significant value < 0.05 , then H_0 is accepted and H_a is rejected. This means that there is an influence between the tested variables.
2. If $t_{count} < t_{table}$ significant value > 0.05 , then H_0 is rejected and H_a is accepted. This means there is no influence between the tested variables.

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4. RESULTS AND DISCUSSION

4.1 Research Location Description

CafeDukku Riang Medan, located on Jl. Ismail Harun/Duku Raya No.10, Medan Tembung, offers a comfortable and relaxed atmosphere, perfect for relaxing or gathering with friends and family. This place is known for its unique signature menu such as "mie sop bacok," in addition to a variety of coffee choices that are favorites of visitors. The menu prices here are quite affordable, starting from IDR 12,000 to IDR 25,000, making it a pocket-friendly choice for all groups. This cafe also utilizes marketing through social media, especially Instagram, to reach a wider customer base. Dukku Coffee is often the place of choice for coffee and food lovers with a distinctive local taste. The "homey" atmosphere is supported by simple decorations that add to the comfort of visitors.

4.2 Respondent Description

The majority of respondents in this study were male, with a total of 56 people or 56% of the total respondents and female respondents as many as 44 people or around 44% of the total. respondents are in the 17-24 age group, which is 53 people or 53%. The 25-32 age group is the second largest group with a total of 35 people or 35%. Meanwhile, the 33-40 age group is the smallest, which is 12 people or 12%. These data show that respondents are dominated by young ages, which can be an important indicator in understanding patterns or interests related to the object of research.

The description or presentation of data from the variables Lifestyle (X1), Brand Image (X2), Store Atmosphere (X3) and Consumer Decisions (Y) which are summarized in a frequency table are as follows:

Table 4.1 Results of Descriptive Analysis of Lifestyle Variables (X1)

No.	Question Items	STS f(%)	TS f(%)	KS f(%)	S f(%)	SS f(%)	Mean
1	Cafe Dukku Riang is the place where I buy coffee after my daily activities.	0(0)	11 (11)	55(55)	12(12)	22(22)	3.45
2	Cafe Dukku Riang is a place where I enjoy coffee and entertainment	0 (0)	41(41)	11(11)	21(21)	27(27)	3.34
3	Cafe Dukku Riang is a comfortable place to drink coffee	0 (0)	21(21)	18(18)	38(38)	23(23)	3.63
4	I am interested in buying coffee at Dukku Riang because it tastes good and suits my taste.	11 (11)	7(7)	39(39)	14(14)	29(29)	3.44
5	I am more interested in buying coffee at Dukku Riang than other coffee products.	4(4)	25(25)	22(22)	17(17)	32(32)	3.48
6	Dukku Riang is one of my favorite coffee shops	4(4)	16(16)	8(8)	45(45)	27(27)	3.75
7	Dukku Riang has a variety of products and many choices	0(0)	17(17)	33(33)	11(11)	39(39)	3.72
8	Dukku Riang has facilities that suit customer desires	0(0)	32(32)	17(17)	35(35)	16(16)	3.35



9	Dukku Riang has a variety of menus from coffee, non-coffee to snacks.	0(0)	19(19)	28(28)	9(9)	4444	3.78
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Average

4.54

Source: Primary Data Analysis, 2024

Based on the table above, it shows that the overall average of the Lifestyle variable (X1) is 3.54, which reflects the level of consumer agreement with statements related to lifestyle associated with Cafe Dukku Riang.

Table 4.2 Results of Descriptive Analysis of Brand Image Variable (X2)

No.	Question Items	STS f(%)	TS f(%)	KS f(%)	S f(%)	SS f(%)	Mean
1	Cafe Dukku Riang is one of the cafes that is currently popular in the city of Medan.	0(0)	16(16)	57(57)	27(27)	0(0)	3.11
2	Dukku Riang uses coffee from well-known brands	0(0)	30(30)	29(29)	41(41)	0(0)	3.11
3	Cafe Dukku Riang has a good reputation	0(0)	8(8)	7(7)	61(61)	24(24)	4.01
4	Cafe Dukku Riang is one of my favorite hangout and relaxing places in Medan city.	0(0)	20(20)	26(26)	41(41)	13(13)	3.47
5	Cafe Dukku Riang has an instagrammable place design or concept	0(0)	11(11)	29(29)	13(13)	47(47)	3.96
6	The food and drinks at Cafe Dukku Riang are delicious and tasty.	0(0)	27(27)	11(11)	44(44)	18(18)	3.53
7	Cafe Ruang Sanca is one of my favorite coffee shops in Medan city.	0(0)	14(14)	40(40)	20(20)	26(26)	3.58
8	The place is aesthetic, clean and comfortable, which is why I often visit Cafe Dukku Riang.	3(3)	13(13)	23(23)	14(14)	47(47)	3.89
Average							3.58

Source: Primary Data Analysis, 2024

Based on the table above, the overall average of the Brand Image variable (X2) is 3.58, which reflects that the respondents' perception of the Cafe Dukku Riang brand is at a positive level.

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Table 4.3 Results of Descriptive Analysis of Store Atmosphere Variable (X3)

No.	Question Items	STS f(%)	TS f(%)	KS f(%)	S f(%)	SS f(%)	Mean
1	Cafe Dukku Riang seen from a distance	0 (0)	29 (29)	22 (22)	21(21)	28 (28)	3.48
2	Cafe Dukku Riang has a fairly large parking area	2 (2)	17 (17)	47 (47)	16 (16)	18 (18)	3.31
3	Cafe Dukku Riang has a modern building concept with a comfortable atmosphere and is equipped with dominant white color nuances.	0 (0)	10 (10)	23 (23)	22 (22)	45(45)	4.02
4	Aesthetic decoration that makes you feel comfortable when you are at Cafe Dukku Riang	1 (1)	15(15)	30(30)	28(28)	26(26)	3.63
5	Cafe Dukku Riang provides 2 area spots, namely indoor and outdoor.	0(0)	20(20)	23(23)	25(25)	32(32)	3.69
6	Chairs and tables are well-designed and neat	0(0)	5(5)	49 (49)	25(25)	21(21)	3.62
7	There are many tables and chairs that are very comfortable if you want to relax for a long time at Cafe Dukku Riang.	0(0)	23(23)	43(43)	19(19)	15(15)	3.26
8	There are photo areas/spots that are suitable to be used as a background or a really cool photo backdrop.	3(3)	39(39)	8(8)	17(17)	33(33)	3.38
Average							3.54

Source: Primary Data Analysis, 2024

The results of the analysis show that the overall average of the Store Atmosphere variable (X3) is 3.54, which indicates that the atmosphere at Cafe Dukku Riang is considered quite positive by respondents.

Table 4.4 Results of Descriptive Analysis of Consumer Decision Variables (Y)

No.	Question Items	STS f(%)	TS f(%)	KS f(%)	S f(%)	SS f(%)	Mean
1	The menu available at Dukku Riang is varied and suits consumer tastes.	0(0)	18 (18)	26(26)	21(21)	35(35)	3.73
2	Dukku Riang serves drinks that are consistent in terms of taste and quality.	6(6)	17(17)	29(29)	16(16)	32(32)	3.51
3	It took me a relatively short time to decide to buy at Dukku Riang.	7(7)	6(6)	40(40)	47(47)	0(0)	3.27



4	Dukku Riang not only provides a coffee menu, but there are delicious snacks	4(4)	10(10)	13(13)	31(31)	42(42)	3.97
5	The coffee at Cafe Dukku Riang met my expectations for taste and quality.	0(0)	7(7)	20(20)	33(33)	40(40)	4.06
6	Cafe Dukku Riang has more coffee menu variants than other shops.	0(0)	4(4)	31(31)	42(42)	23(23)	3.84
7	I decided to make a coffee purchase at Cafe Dukku Riang every weekend.	0(0)	24(24)	13(13)	34(34)	29(29)	3.68
8	I can visit Dukku Riang anytime I want to buy coffee.	0(0)	13(13)	27(27)	47(47)	13(13)	3.60
Average							3.70

Source: Primary Data Analysis, 2024

Based on the results of the analysis, the overall average of the Consumer Decision variable (Y) is 3.70, which shows that consumer decisions regarding purchases at Cafe Dukku Riang tend to be positive.

4.3 Classical Assumption Test

4.3.1 Normality Test

In this study, the normality test was conducted using the One-Sample Kolmogorov-Smirnov method. The results of the normality test are shown as follows:

Table 4.5 One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.91495716
Most Extreme Differences	Absolute	.127
	Positive	.127
	Negative	-.107
Test Statistics		.129
Asymp. Sig. (2-tailed)		.076

Source: Primary Data Analysis, 2024

Based on the results of the One-Sample Kolmogorov-Smirnov test shown in the table, a significance value of $0.076 > 0.05$ was obtained. Therefore, it can be concluded that the data has a normal distribution.

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4.3.2 Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Lifestyle	.204	4,891
Brand Image	.400	2,502
Store Atmosphere	.206	4.859

Source: Primary Data Analysis, 2024

Based on the results of the multicollinearity test shown in the table, all independent variables, namely lifestyle, brand image, and Store Atmosphere have a Tolerance value > 0.10 and a VIF value < 10. This indicates that there is no multicollinearity between the independent variables in the regression model used.

4.3.3 Heteroscedasticity Test

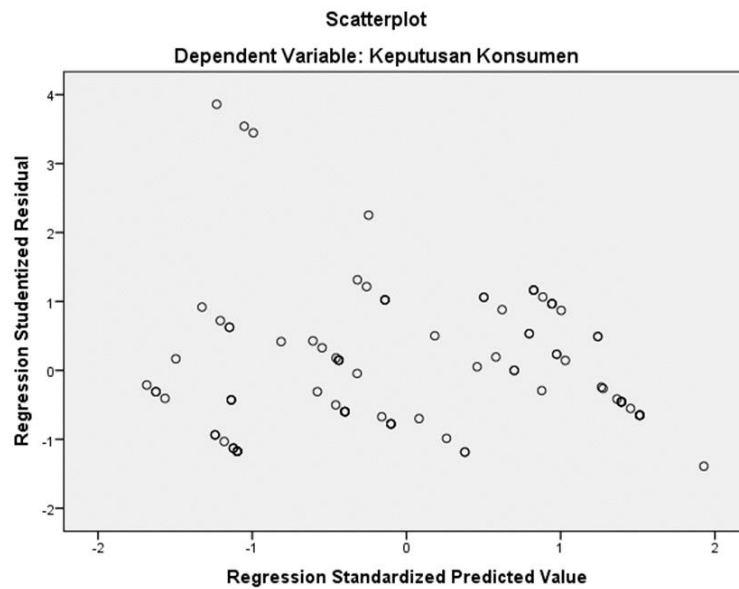


Figure 4.1 Heteroscedasticity Test Results

The results of the scatterplot graph above show that the points are randomly distributed above and below the number 0 on the Y axis. This indicates that there is no heteroscedasticity in the regression model used in this study.

4.4 Multiple Linear Regression Test

4.4.1 Coefficient Test Determination (R²)

Table 4.7 Summary Model of Consumer Decision Determination

RR Square	Adjusted Model	Std. Error of the Estimate	R Square
1	.854 a	.729	.720
		2,960	

Source: Primary Data Analysis, 2024

Based on the table above, the correlation coefficient (R) value of 0.854 indicates a very strong relationship between independent variables and consumer decisions. The determination coefficient value (R Square) of 0.729 indicates that 72.9% of the variation in consumer decisions can



be explained by the independent variables in this model. Meanwhile, the Adjusted R Square value of 0.720 indicates that after taking into account the number of variables in the model, 72% of the variation can still be explained significantly. The standard error value of 2.960 indicates the level of prediction error in this model. Overall, this model has a good level of accuracy in explaining consumer decisions.

4.4.2 Simultaneous Test (F Test)

Table 4.8 F Test Results

Model	Sum of	df	Mean Square	F	Sig.	Squares
Regression	2261.239	3	753.746	86,020	.000b	
Residuals	841.201	96	8,763			
Total	3102.440	99				

Source: Primary Data Analysis, 2024

Based on the results of the F test, it shows a significance (Sig.) of $0.000 < 0.05$. This indicates that the regression model used in this study is significant overall, or the independent variables together have a significant influence on the dependent variable.

4.4.3 Partial Test (T-Test)

Table 4.9 T-Test Results

Unstandardized ModelB	Sig
(Constant)	5,883 .001
Lifestyle	.714 .000
Brand Image	.309 .001
Store Atmosphere	-.284 .016

Source: Primary Data Analysis, 2024

The Lifestyle variable has a coefficient value of 0.714 with a significance level of 0.000. This shows that the more relevant the consumer's lifestyle is to the product or service offered, the more likely the consumer will make a decision to buy. This positive influence means that lifestyle contributes directly to increasing consumer decisions. The Brand Image variable has a coefficient value of 0.309 with a significance level of 0.001. This means that positive consumer perceptions of the brand can increase consumer decisions to buy. This positive influence shows that when a brand is considered to be of quality, trustworthy, or reflects a certain social status, consumers tend to be more interested in buying products from that brand.

The Store Atmosphere variable has a coefficient value of -0.284 with a significance level of 0.016. This significant negative influence means that the worse the store atmosphere, the less likely consumers will decide to buy. This shows that an uncomfortable store atmosphere, such as an unattractive layout, poor cleanliness, or lack of friendliness in service, can reduce consumer interest in buying, even though other aspects such as lifestyle and brand image are in accordance with consumer expectations. The multiple linear regression equation is as follows:

$$Y = 5.883 + 0.714X_1 + 0.309X_2 - 0.284X_3$$

Where :

Y = Consumer Decision

a = Constant

X₁ = Lifestyle

X₂ = Brand Image

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X3 = Store Atmosphere

4.5 Managerial Implications

The implications of these results provide a number of strategic steps that management can take to increase competitiveness and attract more consumers, while maintaining the loyalty of existing customers:

1. Modern consumer lifestyle plays a major role in driving purchasing decisions, especially those relevant to trends and high mobility needs. Therefore, Cafe Dukku Riang needs to continue to present products and services that reflect this lifestyle. Offering trend-based products, such as unique menus or services that support takeaway and online delivery, is essential to attract the attention of the target market.
2. A strong brand image is one of the important factors in attracting and retaining consumers. Consistency in branding elements, from logo design, cafe decoration, to promotional materials, needs to be maintained to give a professional and modern impression. Improving the quality of food and beverages should also be a priority to support brand reputation.
3. Although the physical atmosphere of the cafe has a negative influence on consumer decisions, this variable still plays an important role as a supporting element of the customer experience. Improvements in comfort aspects, such as the availability of parking, cleanliness of the room, and completeness of facilities, should be a priority. A comfortable room atmosphere with warm lighting, attractive decorations, and appropriate background music can enhance positive impressions.
4. Overall, consumer decisions are greatly influenced by a combination of lifestyle, brand image, and cafe atmosphere. Therefore, an integration strategy of these three aspects needs to be carried out consistently. Loyalty campaigns through programs such as loyalty cards can encourage repeat visits. In addition, collecting consumer feedback regularly will help the cafe to continue to adjust services according to customer needs. By implementing this strategy, Cafe Dukku Riang can create a holistic appeal that can increase satisfaction while maintaining customer loyalty.

5. CLOSING

5.1 Conclusion

Based on the results of the research analysis regarding the factors influencing purchasing decisions at Coffee Shop Dukku Riang Medan, the following conclusions can be drawn:

- a. The Lifestyle variable shows a significant influence on consumer decisions in visiting Cafe Dukku Riang.
- b. The Brand Image variable shows a significant influence on consumer decisions in visiting Cafe Dukku Riang.
- c. The Store Atmosphere variable shows a significant influence on consumer decisions in visiting Cafe Dukku Riang.
- d. Simultaneously, the three independent variables, namely Lifestyle, Brand Image and Store Atmosphere, together show a significant influence on consumer decisions in visiting Cafe Dukku Riang.

5.2 Suggestions

1. Suggestions for Practitioner Benefits

The results of this study can be utilized by business actors, especially in the cafe industry or similar businesses, to better understand the factors that influence consumer purchasing decisions. Based on the findings related to the influence of lifestyle, business actors are advised to offer products that are relevant to modern lifestyles, such as trending menus or services that support consumer mobility. For the brand image factor, companies can focus on efforts to build a strong brand reputation through branding consistency and improving service quality. As for store atmosphere, entrepreneurs should create a comfortable and attractive cafe environment, considering that the store atmosphere can have a significant impact on consumer experience.



2. Suggestions for Theoretical Benefits

This study can be a reference for the development of theories or further research in the field of marketing. Future researchers are advised to explore other variables that may influence purchasing decisions, such as service quality or digital promotion, in order to expand the scope of the study. In addition, future studies can examine similar topics by taking samples from other industrial sectors or different regions to compare consumer behavior patterns. Thus, this study is expected to enrich scientific literature and contribute to the development of marketing science.

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