INFLUENCE OF LIFESTYLE AND GROUPS REFERENCE TO SIN COFFEE PALU'S LOYALTY WITH BRAND SATISFACTION AS INTERVENING VARIABLES

Aulia Salsabila[1], Muzakir[2], Umar Syarifuddin[3], Faruq Lamusa[4]
Universitas Tadulako, Fakultas Ekonomi dan Bisnis, Palu, Indonesia
E-mail: auliasalsabilakiango@gmail.com [1], muzakir@untad.ac.id [2], umarmanfebuntad@gmail.com [3], lamusafaruq@gmail.com [4]

Abstract

Study This aim For analyze Influence of Lifestyle and Groups Reference to Loyalty Customer with Brand Satisfaction as Intervening variables in Sin Coffee Palu. Research use approach quantitative with Partial Least Squares–Structural Equation Modeling (PLS-SEM) method . Data obtained through distribution questionnaire to customers and processed use SmartPLS . Research results show that Lifestyle and Group Reference influential positive and significant to Brand Satisfaction as well as Loyalty Customers . In addition , Brand Satisfaction is proven influential significant to Loyalty Customers . Other findings show that Brand Satisfaction plays a role as a significant mediator in connection between Lifestyle and Group Reference to Loyalty Customers . This result confirm that suitability style life , influence social , and level satisfaction to brand own role important in form loyalty customers at Sin Coffee. Research This expected can become references for manager in develop more marketing strategies effective and relevant with characteristics its consumers .

Keywords: *Lifestyle, Group Reference , Brand Satisfaction , Loyalty Customer*

INTRODUCTION

Behavior consumption society , especially in aspect food and drink , experiencing change significant along current development . If in the past coffee consumption is simple and traditional limited to ground coffee or instant enjoyed at home or roadside stall now activity drinking coffee has transform become part from style modern life (Auria et al., 2025) . The emergence various coffee shops with draft contemporary become proof that coffee is not Again just commodities consumption , but rather has become symbol style premium urban living . Phenomenon This side by side with trend hanging out which makes coffee shops as room social multifunctional place gather , discuss , work , until create supporting digital content image self . With Thus , coffee consumption and culture hang out into two elements that are mutually strengthen and contribute to increasing the popularity of coffee shops among public urban . Based on Toffin Indonesia Research (2020) show improvement significant the number of coffee shops from 1,083 outlets in 2016 to 2,937 outlets in 2019 , and the trend This predicted will Keep going increased . Association Indonesian Coffee and Chocolate Entrepreneurs (APKCI) even estimate the number of coffee shops will reach 10,000 outlets by 2023 (Kurniawan & Noviyanti, 2023) Rapid growth the show height request to experience valuable coffee consumption social . However , on the other hand , the condition This cause challenge in the form of increasing competition tight between perpetrator coffee shop business .

Phenomenon something similar also happened in Palu City, which was marked by with increasing number of coffee shops with diverse concepts and characteristics . One of the growing coffee shops in the city This is Sin Coffee, which positions self as room social at a time place activity productive for urban communities , especially circles young . However , the increasing amount competitors make consumer own Lots alternative choice , so sin coffee is necessary maintain its customers . Phenomenon *switching behavior* , namely trend consumer move from one coffee shop to another coffee shop to look for atmosphere new , trending , or recommendation friends , show that loyalty customer Still become challenge important . In fact , loyalty customers are very crucial for sustainability business (Zahara, 2022) , because loyalty is commitment deep somebody For do purchase repeat even though there is influence situational and effort marketing competitors (Kotler et al., 2022) .

In context behavior consumers , one of the suspected factors influence loyalty customer is style life . Research Tae & Bessie (2021) show that style life influential significant to decision consumer in choose a coffee shop, which then increase intention visit repeat which is one of the indicator important from loyalty . Findings This reinforced by (Anjani, 2024) who stated that when style life customer in harmony with concepts , values , or the experience offered a coffee shop, then consumer tend form more attachment strong and loyal . Apart from style life , group references also play a role important in form coffee shop preferences . Recommendations Friend peers as well as habit of hanging out together can push consumer visit a particular coffee shop in a way repeated . This is in line with findings (Reykhan & Moko, 2022) which states that the more tall influence group reference , then the more big his contribution to improvement loyalty customer . Although style life and groups reference can influential direct to loyalty customer , relationship that in reality No happen in a way simple . Consumers usually form loyalty after moreover formerly evaluate experience they to something brand . In the context of this , satisfaction brand as evaluation customer after use something brand (Cuong, 2020) , can become a psychological process that bridges How style life and groups reference Finally push formation loyalty . Based on description mentioned , there are need For research How style life and groups reference influence loyalty customers at Sin Coffee Palu, as well as to what extent is satisfaction brand play a role as connecting variables both of them . Research This expected give contribution theoretical to development knowledge marketing , as well as give benefit practical for Sin Coffee Palu manager in formulate strategies for increase satisfaction and loyalty customers in the middle competition the coffee shop industry is growing strict .

LITERATURE REVIEW
Lifestyle

Lifestyle is pattern life a person who is reflected from activities , interests , and opinions in utilise time as well as allocate source Power like money. According to Kotler et al. (2022) style life is pattern life someone who is in the world who is expressed in activities , interests and opinions . According to Lomboan et al. (2020) style life is behavior someone who is shown in activities , interests and opinions especially those related to with image self For reflect on his social status . In the context of behavior consumption , style life play a role important in determine choice somebody to products and services , including in choose a coffee shop because consumer tend choose appropriate place with image self and preferences social they (Olivia Anjelina et al., 2025) . When the style life consumer in harmony with the concept and experience offered by the coffee shop, then they tend feel satisfied with brand the . Furthermore satisfaction This potential increase loyalty customer . Kotler et al., (2018) state that There is three dimensions used For measure style life that is *Activities* , *Interests* , *Opinion* .

Group Reference

Besides style life , factors social like group reference participate strengthen behavior consumption coffee shop consumers . (Kotler et al., 2020) state that Group reference This Can introduce someone in style life and behavior new , influencing attitudes and views himself , and give pressure for him to adapt the final self Can influence choice the products and brands they purchased . According to (Putri Nugraha et al., 2021) group reference is a group individuals who interact with each other interact give reference in a way real Good fast and slow For influence somebody in purchasing and consumption . When consumers get encouragement or review positive from group reference , hope they to quality Sin Coffee's services and products will rise. If Sin Coffee succeeds give fulfilling experience needs and expectations the so possibility big customer will feel satisfied . Satisfaction This Finally Can push visit repeat and improve faithfulness Customers (Loyalty). This is in harmony with study (Prabarini et al., 2022) which shows that group reference own impact significant on satisfaction and desire For buy repeat brand coffee shops , as well as supported by Schiffman & Kanuk (2014) (in Prabarini et al., 2022) in the theory state that group reference is part from influence external that can influence behavior consumers and can push emergence intention buy repeat . According to Engel (in Supriyadi et al., 2020) For measure group reference using five dimensions , namely Knowledge group reference about product , credibility group reference , experience from group reference , Activity group reference , attraction group

Brand Satisfaction

Satisfaction brand hold role important as bridging variables influence style life and groups reference to loyalty . Satisfaction brand refers to the level feeling like or disappointed a consumer after compare his hopes to brand with the experience he received . According to Engel in (in (Ting et al., 2024) state Satisfaction to brand is evaluation personal somebody to selected brands , based on to what extent the brand the capable fulfil or even exceed

his hopes . according to Cuong (2020) defined as results evaluation customers , where customers feel satisfied with brand choice they , and the brand the fulfil hope them . If the experience customers at Sin Coffee according to or even beyond hope , then level high satisfaction will achieved . Satisfaction This become very important elements Because satisfied customers tend return visit , recommend to others, and not easy move to cafe competitors although there is Lots options . With thus , satisfaction brand play a role as factor main thing that strengthens loyalty customers . This is in harmony with study Anjani (2024) stated that that when consumer feel satisfied with experience they are in the cafe , they more tend become loyal customers . According to Ercis et al., 2012 (in Suntoro & Silintowe, 2020) Satisfaction brand measured with 3 things that is Equity, Value , Quality.

Loyalty Customer

In facing the many competitors in the business world , companies need implementing the right strategy For increase Power competition . Tight competition make effort in interesting customer new become the more difficult . Therefore that , understand behavior consumer become matter important in designing marketing strategies as well as system service product and services . One of the factor main For win competition is ability company in increase satisfaction customer so that can build loyalty they . According to (Kotler et al., 2022) Loyalty defined as strong commitment from somebody For Keep going buy or use return product or preferred services in the future , although There is factor situation or effort marketing from competitors who can make they move . According to Sudarsono (2020) Loyalty consumer that is covers purchase repeat , rejection competitors , no affected to Power pull goods others , and frequency recommendation to others. According to Tjiptono (in Mashuri, 2020) Loyalty customer own a number of necessary indicators known that is Purchase repeat , habit suckling brand , brand liking , brand loyalty , belief that The brand is the best ,.

HYPOTHESIS DEVELOPMENT

Study This based on theory and findings previously shown that style life and groups reference own role important in form behavior consumers , including loyalty customers at coffee shops. Consumers who feel activities and preferences in accordance with draft a coffee shop tends to own more attachment strong . Likewise , recommendations and influence Friend peers can push consumer do visit repeated . Second variables can also be influence satisfaction brand , because consumer evaluate experience they based on suitability with need personal and encouragement social . Higher level of satisfaction high in the end can increase loyalty customers and reduce trend move to competitors . Therefore that , satisfaction brand estimated play a role as bridging variables influence style life and groups reference to loyalty customers at Sin Coffee Palu.

H1: Lifestyle influential positive and significant to loyalty customer .
H2: Group reference influential positive and significant to loyalty customer .
H3: Lifestyle influential positive and significant to satisfaction brand .
H4: Group reference positive and significant influential to satisfaction brand .
H5: Satisfaction brand positive and significant influential to loyalty customer .
H6: Satisfaction brand mediate influence style life to loyalty customer .
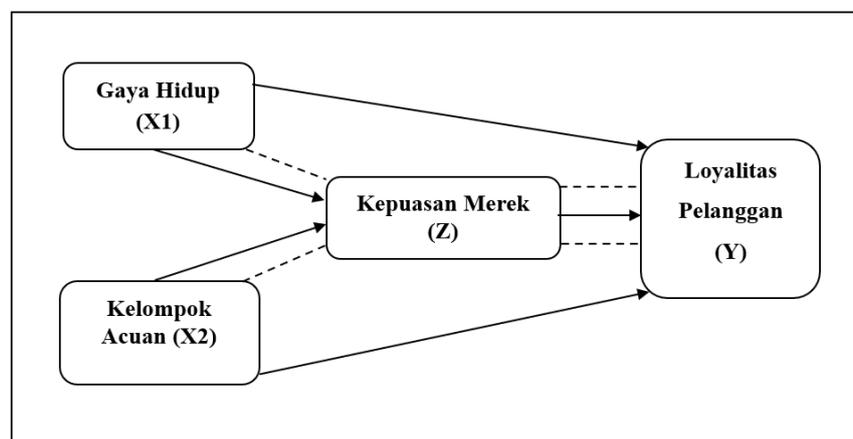H7: Satisfaction brand mediate influence group reference to loyalty customer .

Figure 1: Research Model

RESEARCH METHODS

Study This use method quantitative with approach causal associative For test Influence of Lifestyle and Groups Reference to Loyalty Sin Coffee Palu customers , with Brand Satisfaction as intervening variable . Population study This is all over Sin Coffee Palu consumers . Research sample determined use purposive sampling technique , with criteria respondents namely ; 1) ever visit Sin Coffee at least once a week , 2) be at least 17 years old with reasons for age the respondents can use logic For understand Meaning from the questions given , 3) willing fill in questionnaire . Number sample study were 175 respondents obtained through calculation Hair formula (Hair et al., 2021) . Type of data used is quantitative data obtained through questionnaire , in which each answer respondents given score namely Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5).

Data analysis was performed in two stages . First , validity and reliability tests were carried out instrument using SPSS. Second , it was carried out research model testing using Partial Least Squares Structural Equation Modeling (PLS-SEM) with help device soft SmartPLS . According to Hair et al. (2021) , PLS-SEM was chosen Because capable testing complex research models , including variables moderation , no requires data to be normally distributed , and in accordance used in quantity sample small until medium . PLS-SEM analysis was performed through evaluation of the measurement model (outer model) for evaluate validity and reliability constructs , as well as structural models (inner models) for test hypothesis research . With approach this , the result study expected can give comprehensive overview about Influence of Lifestyle and Groups Reference to Loyalty Sin Coffee Palu customers with Brand Satisfaction as intervening variables .

## RESULTS AND DISCUSSION

Respondent Characteristics and Data

Table 1. Respondent Data Characteristics

Category Question	Choice Answer	Amount Respondents	Percentage %
Gender	Woman	99	56.6%
	Man	76	43.4%
Total		175	100%
Age	17–22 Years	135	77.1%
	23–28 Years	23	13.1%
	29–35 Years	15	8.6%
	>35 Years	2	1.1%
Total		175	100%
Status	Students	23	13.1%
	Student	116	66.3%
	Worker	35	20%
	Other	1	0.6%
Total		175	100%
Frequency of Visits	1-2 times/ week	90	51.4%
	2-3 times/ week	65	37.1%
	4-5 times/ week	20	11.4%
Total			

Source : Primary Data (2025).
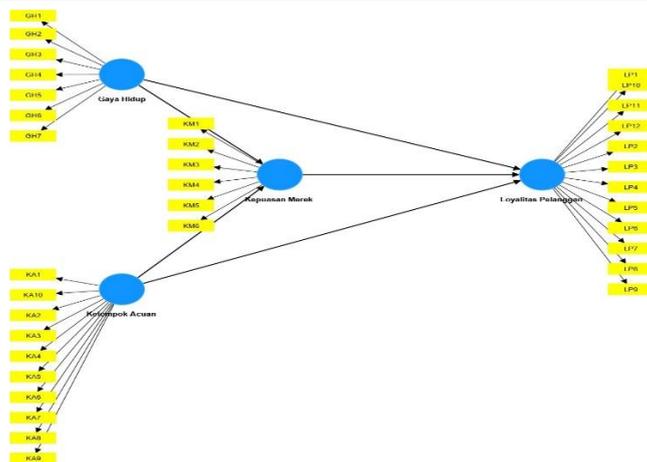
Source : SEM-PLS (2025).

Figure 2: External Loading

Testing the graphic output done For know connection between latent variables and their indicators , including validity , reliability , and multicollinearity tests . Figure 2 shows mark *outer loading* from Lifestyle variable (X1), Group Reference (X2), Brand Satisfaction (z), and Loyalty Customer (Y).

Outer Model
1) Validity Convergence

Table 2. Validity Test Convergence

GH (Lifestyle)	KA (Group Reference)	KM (Brand Satisfaction)	LP (Loyalty) Customer)
GH1 (0.893)	KA1 (0.826)	KM1 (0.841)	LP1 (0.826)
GH2 (0.839)	KA2 (0.844)	KM2 (0.870)	LP2 (0.821)
GH3 (0.839)	KA3 (0.828)	KM3 (0.864)	LP3 (0.820)
GH4 (0.795)	KA4 (0.863)	KM4 (0.861)	LP4 (0.838)
GH5 (0.837)	KA5 (0.827)	KM5 (0.849)	LP5 (0.816)
GH6 (0.818)	KA6 (0.828)	KM6 (0.856)	LP6 (0.825)
GH7 (0.871)	KA7 (0.821)		LP7 (0.840)
	KA8 (0.813)		LP8 (0.837)
	KA9 (0.841)		LP9 (0.845)
	KA10 (0.858)		LP10 (0.832)
			LP11 (0.827)
			LP12 (0.812)

Source : Processed data output with SmartPLS 4.0, 2025

Based on table 2, can known that each indicator in each variables in study This fulfil convergent validity criteria with value > 0.7 so that the data can be said to be valid and fulfills convergent validity criteria .

2) *Discriminant Validity*

Table 3. *Discriminant Validity Test*

Variables	Lifestyle	Group Reference	Brand Satisfaction	Loyalty Customer
Lifestyle (GH)	0.843			
Group reference (KA)	0.385	0.835		
Satisfaction brand (KM)	0.449	0.459	0.857	
Loyalty customer (LP)	0.381	0.444	0.427	0.828

Source : Processed data output with SmartPLS 4.0, 2025

Validity test results discriminant based on Fornell–Larcker criteria show that root AVE squared for every construct (GH = 0.843; KA = 0.835; KM = 0.857; LP = 0.828) is more tall than correlation between construct . With Thus ,

validity discriminant fulfilled , which means every variables capable differentiate himself from other variables without happen overlapping overlap draft .

3) Reliability
Table 4. Reliability Test

Variables	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Lifestyle (GH)	0.932	0.937	0.945	0.710
Group reference (KA)	0.952	0.953	0.958	0.697
Satisfaction brand (KM)	0.928	0.929	0.943	0.734
Loyalty customer (LP)	0.958	0.959	0.963	0.686

Source : Processed data output with SmartPLS 4.0, 2025

Reliability test results shown in Table 4, where Cronbach's alpha and composite reliability values for every variables more big from 0.70. This is show that indicators used For compile variables in the model has high internal consistency , so that can concluded that entire statement item in every construct the reliable .

inner model
1) R Square
Table 5. R Square Test Results

Variables	R-square	R-square adjusted	Category
Satisfaction brand (KM)	0.298	0.289	Weak
Loyalty customer (LP)	0.283	0.271	Weak

Source : Processed data output with SmartPLS 4.0, 2025

The R-square values of KM and LP are the same is in the category weak , meaning variables that influence it only capable explain around 28–29% variance construct the .

2) F Square
Table 6. F Square Test Results

Variables	GH	KA	KM	LP
Lifestyle (GH)			0.124	0.033
Group reference (KA)			0.137	0.079
Satisfaction brand (KM)				0.048
Loyalty customer (LP)				

Source : Processed data output with SmartPLS 4.0, 2025

The results of the F-Square analysis show that Lifestyle has influence small to Brand Satisfaction (0.124) and Loyalty Customers (0.033). Group References also give influence small to Brand Satisfaction (0.137) and Loyalty Customers (0.079). Meanwhile that , influence Brand Satisfaction towards Loyalty Very small customers (0.048). Based on Cohen's criteria (1988), all mark is in the category small , so that contribution of each variable in the structural model classified as weak However still means .

3) Hypothesis

Table 7. Path Coefficient Results

Variables	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
GH-> KM	0.320	0.316	0.076	4,221	0,000
GH-> LP	0.176	0.172	0.074	2,369	0.018
KA -> KM	0.336	0.334	0.073	4,586	0,000
KA-> LP	0.274	0.271	0.074	3,696	0,000
KM-> LP	0.222	0.219	0.074	2,999	0.003
GH-> KM-> LP	0.071	0.070	0.031	2,303	0.021
KA-> KM-> LP	0.075	0.074	0.033	2,283	0.022

Source : Processed data output with SmartPLS 4.0, 2025

Based on results analysis all over connection variables in study This proven influential positive and significant , indicated by a higher t-statistic value big of 1.96 and a p-value that is below 0.05 . On the relationship between Lifestyle and Brand Satisfaction (GH → KM), the t-statistic value is 4.221 with a p-value of 0.000 confirms existence influence positive and significant . Likewise in the relationship between Lifestyle and Loyalty Customers (GH → LP) have a t-statistic of 2.369 and a p-value of 0.018, so that its influence stated significant . Furthermore , the Group Reference to Brand Satisfaction (KA → KM) also shows influence positive and significant with a t-statistic of 4.586 and a p-value of 0.000. Reference Group Relationship to Loyalty Customer (KA → LP) delivers similar results , indicated by a t-statistic of 3.696 and a p-value of 0.000. In the relationship Brand Satisfaction towards Loyalty Customers (KM → LP), the t-statistic value of 2.999 and p-value of 0.003 also shows that its influence significant . For testing effect mediation , the path GH → KM → LP produces a t-statistic of 2.303 with a p-value of 0.021, so that mediation stated significant . Likewise , the KA → KM → LP route has a t-statistic of 2.283 and a p-value of 0.022, indicating that Proven Brand Satisfaction mediate connection the in a way positive and significant.

Conclusion

Study This show that Lifestyle and Group Reference influential positive and significant to Brand Satisfaction as well as Loyalty Customers at Sin Coffee. Second variables the proven become factors that form perception and behavior consumers . In addition , brand satisfaction also has an influence significant to Loyalty Customers , so that the more tall satisfaction consumers , increasingly big trend they For remain loyal. Analysis results mediation show that Brand Satisfaction plays a role as a significant mediator , so that Influence of Lifestyle and Groups Reference to Loyalty part happen through improvement satisfaction consumers . Although R-square and effect size values are in the category small , fixed model give proof that factor style life , group reference , and satisfaction brand contribute in form loyalty customers at Sin Coffee. In a way overall , research This confirm that loyalty customer No formed in a way directly , but reinforced by conformity style life , support social , and level satisfaction to Sin Coffee brand . Research furthermore recommended add other variables so that the model explanation becomes more strong .

REFERENCES

Anjani, D. (2024). Pengaruh Suasana Kefe, Daya Tarik Produk, Gaya Hidup, Kupuasan Konsumen, Loyalitas Produk. *Jimbp*, 665–681.

Auria, T. R., Dwijayanti, R. I., Marta, R. F., Rajagukguk, S., & Saliman, T. (2025). Fenomena Fomo Coffee Shop Sebagai Gaya Hidup Di Kalangan Remaja Pengunjung Kurasu Coffe. *Jurnal Ilmu Komunikasi*, *14*(1).

Cuong, D. T. (2020). The influence of brand satisfaction, brand trust, brand preference on brand loyalty to laptop brands. *A Multifaceted Review Journal in the Field of Pharmacy*, *11*(11), 95–101. https://doi.org/10.31838/srp.2020.11.15

Hair, J. F., Ortinau, D. J., & Harrison, D. E. (2021). *Essentials of Marketing Research (Fourth)* (Previous E). McGraw-Hi.

Kotler, P., Amstrong, G., & Opersink, M. O. (2018). Principles Of Marketing. In *Pearson Education Limited* (17th ed.). Pearson. https://doi.org/10.1093/oseo/instance.00295839

Kotler, P., Armstrong, G., Harris, L. C., & He, H. (2020). Principles of Marketing Eighth Europe Edition. In *Pearson Education Ltd* (Eight Euro, Issue 8th edition). Pearson. www.pearson.com/uk

Kotler, P., Keller, K. L., & Chernev, A. (2022). Marketing Management. In *Pearson Education Limited* (16th ed., Vol. 37, Issue 1). Pearson. https://doi.org/10.2307/1250781

Kurniawan, A., & Noviyanti, S. (2023). *Cara Menjaga Konsistensi Rasa Kopi dengan Pemanfaatan Teknologi Automasi*. https://lestari.kompas.com/read/2023/12/23/091100586/cara-menjaga-konsistensi-rasa-kopi-dengan-pemanfaatan-teknologi-automasi?page=all

Lomboan, R., Tampi, J. R. ., & Mukuan, D. D. . (2020). Gaya Hidup dan Harga Terhadap Keputusan Pembelian pada Starbucks Manado Town Square. *Productivity*, *1*(3), 256–260.

Mashuri. (2020). Analisis Dimensi Loyalitas Pelangan. *IQTISHADUNA: Jurnal Ilmiah Ekonomi Kita*, *9*(1), 54–64.

Olivia Anjelina, Silvi Dwi Ananda, Triyana Dinanti, & Indah Noviyanti. (2025). Strategi Adaptasi Coffee Shop terhadap Perubahan Perilaku Konsumen Anak Muda di Pangkalpinang. *JUMBIWIRA : Jurnal Manajemen Bisnis Kewirausahaan*, *4*(2), 76–90. https://doi.org/10.56910/jumbiwira.v4i2.2452

Prabarini, D. D., Sumiati, & Setiawan, M. (2022). Research in Business & Social Science Product quality , reference group , convenience and its effect on the repurchase intentions of Janji Jiwa brand coffee : A mediating role of satisfaction. *International Journal of Research in Business and Social Science*, *11*(8), 92–101.

Putri Nugraha, J., Alfiah, D., Sinulingga, G., Rojiati, U., Saloom, G., Rosmawati, Fathihani, Johannes, R., Kristia, Batin, M., Jati Lestari, W., & Khatimah, HusnilFatima Beribe, M. (2021). *Perilaku Perilaku Konsumen Teori* (A. Jibril (Ed.); 1st ed.). PT. Nasya Expanding Management.

Reykhan, M., & Moko, W. (2022). Pengaruh Kualitas Layanan, Citra Merek, Persepsi Harga, Dan Kelompok Referensi Terhadap Loyalitas Pelanggan. *Jurnal Manajemen Pemasaran Dan Perilaku Konsumen*, *1*(1), 80–91. https://doi.org/10.21776/jmppk.2022.1.1.24

Sudarsono, H. (2020). *Manajemen Pemasaran* (N. Ilminingrum (Ed.); 1st ed.). CV. Pustaka Abadi.

Suntoro, W., & Silintowe, Y. B. R. (2020). Analisis Pengaruh Pengalaman Merek, Kepercayaan Merek, dan Kepuasan Merek terhadap Loyalitas Merek. *Maneggio: Jurnal Ilmiah Magister Manajemen*, *32*(1), 25–41. http://ojs.uajy.ac.id/index.php/modus/article/view/3194

Supriyadi, Lukita sari, L., & Salaswati Mardia Putri, A. (2020). Pengaruh Kelompok Reference dan Literasi Sosial Media Terhadap Perilaku Belanja Online pada Fashion. *Festival Riset Ilmiah & Akuntansi*, *6681*(3), 304–317.

Tae, B. E., & Bessie, J. L. D. (2021). Pengaruh Gaya Hidup Dan Kelompok Referensi Terhadap Minat Membeli Ulang (Repurchase Intention) (Survei Pada Pelanggan the Kings Resto Kupang). *Transformatif*, *10*(1), 27–45. https://doi.org/10.58300/transformatif.v10i1.162

Ting, Pranata, L. I., & Basiya, R. (2024). The Influence Of Brand Experience And Brand Satisfaction On Brand Loyalty Mediated Intel-Based Laptop Consumer Brand Love In Semarang City. *Management Studies and Entrepreneurship Journal*, *5*(1), 1066–1074. http://journal.yrpipku.com/index.php/msej

Toffin Indonesia Merilis Riset "2020 Brewing di Indonesia." (2020). https://insight.toffin.id/toffin-stories/toffin-indonesia-merilis-riset-2020-brewing-in-indonesia/

Zahara, Z. (2022). *Kepuasan Dan Kesetiaan Konsumen*.