The Influence of Lifestyle and Product Attractiveness on Purchasing Decisions at Coffee Shop in Blora Regency

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ABSTRACT

The coffee shop business in Blora Regency has been growing into promisingly business as it attracts many coffee consumers to purchase coffee products at the coffee shop frequently. This study means to decide the impact of way of life and engaging quality of the item on buying choices at cafe in Blora Regency. The strategy used in the research was quantitative-correlational plan. The number of population in the research was bistro clients in Blora Regency. Incidental testing was used in this research because of the unlimited population and fulfilment of the respondent's rules. Polls were created utilizing Likert Scale 5 and data gathered were from 122 respondents who have fulfilled the requirements. Various straight relapses were directed to test the speculation of the exploration. The result of this study showed that: 1) Lifestyle has a positive and critical impact on buying choices at the Coffee Shop (t count 4.976 > 1.657). 2) Engaging quality of the productto some extent has a positive and huge impact on buying choices at the Coffee Shop (t count is 9.355 > 1.657). 3) Lifestyle and product attractiveness significantly affect purchasing decisions at the Coffee Shop (Significance value of 0.000 > 0.05). This research is contributed to consumer behavior at coffee shop products in Blora Regency, especially from the variable of lifestyle and product attractiveness.

Keywords: Coffee Shop, Lifestyle, Product Attractiveness, and Purchase Decisions

1. INTRODUCTION

In the current period of globalization, innovative improvements lead to changes in buyer behavior [1]. The development of the culinary business has turned into a backbone area since it is upheld by solid home grown interest which is brought by the expanding number of working class shoppers in the nation [2]. The growth of the culinary industry has become a main sector because it is supported by strong domestic demand which is caused by the increasing number of middle class consumers in the country [3]. The development and advancement of the culinary business in Indonesia are set apart by the quick rise of different culinary joys. The culinary business is growing rapidly following the times and increasingly diverse consumer demands [4]. Although the culinary industry is not limited, one of the parameters that can be used as a reference on how the culinary industry develops is the increasing number of café and restaurant businesses in Indonesia, especially in big cities. In addition to big cities, small cities like Blora also have many businesses in the culinary field.

Mangifera et al (2018) stated that the culinary business is the choice of many business actors because it is considered easy to be compared to other businesses. On the other hand, the culinary business is a business that is classified as complicated because it requires a lot of innovation, continuous creativity, and various strategies as well as meeting the times and market demands so that the culinary business can survive. One of the culinary businesses that is currently being a trendsetter is a coffee shop [6]. Coffee shops have become a trendsetter due to changing people's habits and there are several benefits of coffee shops for various groups. Cafés can be utilized as a spot to gather and unwind with friends or family or just to unwind from daily activities. In addition, coffee shops are also used as an alternative place to finish work or assignments [7]. The coffee shop is designed to be attractive as a background for taking pictures and bringing certain concepts and themes (Faradisa et al., 2016). In addition, the coffee shop provides a variety of typical coffee shop menus and also supporting facilities such as wifi, music, and a special area for smokers [9].

The trending coffee shop business in various regions in Indonesia is marked by the increasing interest in coffee and making coffee the prima donna commodity in Indonesia in recent years [10], [11]. According to BPS data (2019), Indonesia's coffee consumption per capita in October 2018-September 2019 period reached 1.13 kg/year. The high consumption of coffee in Indonesia shows the number of coffee enthusiasts and consumers. Zuhriyah (2019) predicts the growth of the number of coffee shops in Indonesia in the range of 15-20%. This condition is a challenge for existing coffee shop businessmen to continue to innovate and identify factors that influence consumer decisions to visit coffee shops so that these businesses can survive in the midst of current and future competition in the coffe shop industry. There are factors that influence purchasing decisions, one of which is lifestyle and product attractiveness [12], [13].

Purchasing decisions are behaviors shown by consumers (decision-making units) in purchasing, using goods and services [14]. In addition, purchasing decisions can be defined as the decision-making processes and proactive tasks that people perform when assessing, getting, and utilizing labor and products [15]. Shopper's purchase choices are influenced by many elements, considering the mental elements for type of inspiration, discernment, learning, and memory [16]. If the advertiser wins in terms of understanding buyer behavior according to the customer purchase choice cycle for labor and products, then, at that point, advertisers can effectively sell their labor and products [17]. Purchase choices are the aftereffect of the complex relationship between social, social, individual, and mental variable [18]. Items are merchandise presented by business entertainers to their clients. Item attributes that impact purchase dynamic behavior are quality, oddity, excellent appearance, and delicacy that cause purchasers to feel the worth of the item. New and complex items require more opportunity to settle on purchase choices. Advertisers comprehend this issue to offer their clients simple decisions, qualities, and item bundling furthermore marking influences the purchasing system (Pawit Jongnapasirikul & Suksod, 2019). The purchasing system starts when buyers comprehend their concerns or needs [20]. When purchasing and consuming an item, shoppers initially consider what item they need, when, how, and where to purchase the item. Shoppers will settle on a choice to purchase an item assuming that the item can address their issues, has benefits that can be felt, or just can help a way of life [21].

The buyer's way of life is a significant objective that makers should focus on and is one of the variables that impact buying choices [22]. The main point is that buyers' ways of life include item decisions and every day utilization designs. The more individuals request for life, the higher the interest for way of life. Setiadi in Indrawati (2015)) accepts that way of life is characterized as a group's lifestyle that is not set in stone by an individual investing his energy (movement) and considers it significant for the climate (premium). According to Al-Dmour et al. (2017), way of life estimates individuals' exercises as far as how they invest their energy, what they consider to be significant in their current circumstance, their perspective on themselves, and their general surroundings just as a few essential attributes, for example, life cycle stage, pay, training, and their residence [24]. Way of life alludes to a specific lifestyle of an individual and it can be utilized to analyze the way of life and versatility of different social classes [25]. If market members are perceptive in seeing changes in the market's way of life, they can change their business designs in light of market that they want to suit their way of life. Purchasers now and again purchase items that are not in view of their necessities, yet on their way of life [26].

Past examination by Lingkan (2016) additionally clarified that way of life impacts an individual's behavior and an individual's utilization designs at last decides. This means that purchasing decisions can be influenced by one's lifestyle, because lifestyle plays an important role in one's decision-making process. Mowen in Pangestu et al. (2016) also explains that lifestyle influences a person's behavior and ultimately determines a person's consumption pattern.

Regardless of the way of life, another element that can impact buying choices is item attraction. Item attraction is everything merchandise that can be given by merchants/dealers. It can meet applicable market needs or assumptions, stand out, request, look for, purchase, and consume on the lookout [29]. Attraction influences shopper impression of item quality [30]. In the interim, as indicated by Tjiptono & Chandra (2012) item interim is all that a broker/vender can propose to be seen, mentioned, looked for, bought, consumed by the market as a satisfaction of the requirements or desire of the applicable market. If an item has alluring qualities for clients, the attraction of the item will increment and can build the chance of clients to make purchase [31]. As such, through the attraction of the item, shoppers will give positive surveys to the item and will make productive style connected with settling on buying choices [32].

Previous research by Indrayani et al., (2015) showed that the engaging quality variable significantly affected buying choices. The main point is that attraction is a quality that an individual has, it will cause a fascination for him which will influence shoppers.

Based on the explanation above, the analysis of the study are exploring "The Influence of Lifestyle and Product Attractiveness to Purchase Decisions at Coffee Shop in Blora Regency". The background of this study was to

decide the impact of way of life and item allure on buying choices at a coffee shop in Blora Regency.

2. LITERATURE REVIEW

2.1 Lifestyle

Lifestyle is characterized as the example in which individuals live and invest their money and energy. Instead of character, it describes the most unpredictable qualities that exist in people. Despite the fact that they are unique, they are connected to each other. Character reflects the inner qualities of buyers while way of life describes the outward appearances of an individual's behavior [34]. An individual's way of life should be seen from the day to day behavior in individual's exercises and the way he spends time with his family, friends, and local environment. As indicated by the meaning of Moven & Minor (1998) in Fatimah et al. (2013), brain science deals with estimation of AIO (movement, interest, understanding) or a proportion of an individual's way of life. An individual can be determined the course of his way of life from his tendencies, for instance when he wears clothes, the food he eats, and the exercises he does. Way of life can done with a certain judgement or pessimistic, depending on the individual's judgement. Instances of a positive way of life are sufficient rest, work out, eating quality food, and obviously great exercises. While a pessimistic way of life is something that contrary to a positive way of life, in particular by doing improper things that lead to terrible perspectives on individuals [36]

Judging from their way of life, there are a few things that can be seen from their taste. Recent college grads like something basic and relaxed [26]. Indicators referring to exercises expect purchasers to figure out which exercises they will do to make an action they like. One of them is exercises outside the home by setting aside free opportunity by visiting the Coffee Shop. The buyer's interest or interest triggers purchaser own elements that impact the dynamic cycle. Just like analyzing conclusions and sentiments about current moving world occasions with buyer's assessments of every item. Based on the quality judgement hypothesis and past exploration, speculations accompanying can be formed:

H1 : Lifestyle significantly affects purchasing decision

H0 : Lifestyle has no significant effect on purchasing decisions

2.2 Product Attraction

Product attractiveness is all goods that can be provided by traders/sellers, it can meet relevant market needs or expectations, attract attention, demand, seek, buy, and consume in the market [29]. Meanwhile, according to Tjiptono (2012), product attractiveness includes product quality, reliability, technical characteristics, special performance characteristics, ability to meet individual customer specifications and compatibility with existing products and systems. Companies also need to create high-quality products to provide more value than competing products, thereby attracting consumer attraction to these products. Rusdianti *et al.*, (2019) explained that attractiveness in this case can be in the form of elements such as the prestige that the product gives to users, the exclusivity of the product, and the uniqueness that is highlighted by the product.

According to Mason (1999) in Afandi (2008) indicators of product attractiveness are formed by product prices, product advantages, and availability of supporting products. The price of the product is determined by the manufacturer regarding the cheap or high price of the goods being sold. The superiority of the product itself regarding the product makes consumers interested in trying it and the availability of supporting products to attract more consumers to visit the coffee shop. Given the qualified judgement hypothesis and past examination, the accompanying speculations can be used:

H2: Product attractiveness significantly affects buying choices

H0: Product attractiveness has no large impact on buying choices

2.3 Purchase Decision

Consumer purchasing decisions include decisions on product type, product form, brand, seller, product quantity, purchase time, and payment method (Wiastuti & Kimberlee, 2018). According to Tjiptono (2011), purchasing decisions are consumers' efforts to decide which products to consume through various processes and stages. Each producer must implement a strategy so that consumers can decide to buy their products. In the buying decision process, consumers can be influenced by each team member, market situation, and strategy, which are implemented by companies competing in the same market [42]. No matter how extensive the competition in the market, consumers are still the determinant in making purchasing decisions. Because whatever the strategy that has been taken by marketers and whatever products they

sell, in the end, consumers also have the right to freely own what and how the product will be consumed [43]

Kotler dan Keller dalam Permadi *et al.* (2017) show that each indicator of purchasing decisions is seen from the type of product being sold andmaking the product form attractive so that consumers are interested in buying it. Purchase decisions about brands with brand names are being sold. The brand adds dimension to the product and thus allows differentiation from other products designed to fulfill the same need. Consumers are attracted by how easy it is to sell. Manufacturers must prepare many different products according to the wishes of consumers. Consumers in sorting time are different, but some are once a month, two weeks or once a week. The payments made are quite easy for consumers to transact. Based on the theory of expert opinion and previous research, the following hypotheses can be used:

H3 : Product attractiveness and Lifestyle have a significant effect on purchasing decisions

H0 : Product attractiveness and Lifestyle have no significant effect on purchasing decisions

3. RESEARCH METHODS

This kind of exploration is quantitative with a correlational plan. The population in this study are café customers in Blora Regency. The test method utilized is an accidental testing strategy an infinite population in mind. The instrument for collecting information utilized a survey. The sample was taken from 122 respondents. The information investigation method used multiple linear regression.

3.1 Validity test

The legitimacy test is utilized to measure the legitimacy or legitimacy of an examination instrument or polling instruemnt [45]. The legitimacy test shows that all statement in every factor are supposed valid, on the grounds that all r values determined are more than r tables and the importance value is under 0.05, the whole survey items in this review are supposed to be substantial.

3.2 Reliability Test

The dependency test in this review utilized the Cronbach's Alpha strategy [45], with the arrangements of the unwavering quality level of Cronbach's Alpha as follows:

Table 1. Reliability test

No.	Variable of the research	Cronbach's Alpha	Note
1	Lifestyle (X1)	0,917	Reliable
2	Item's attractiveness (X2)	0,903	Reliable
3	Purchase Decision (Y)	0,915	Reliable

Source: Primary data processed using SPSS 25

Based on the unwavering quality test table, data shows that the information from these three factors can be supposed valid, because the Cronbach'Alpha value is more than 0.6. Furthermore, the information in this study is closed solid.

3.3 Results

3.3.1 Description of data

This research is based on the description of the data obtained as follows:

Table 2. The Gender

Gender	Number	Percentage
Male	44	36.1 %
Female	78	63.9 %
	122	100%

Based on the gender table, it shows that there are two genders, namely male and female. There are a number and percentage of 44 respondents, 36.1% for men and 78 respondents, 63.9% for women.

Table. 3 Coffee Shop

Coffee Shop	Number	Percentage
Kopi antara	10	8.2 %
Beli kopi	19	15,6 %
Suatu coffee	10	8.2%
Janji jiwa	23	18.9%
Searah coffee	10	8.2%
Terlanjurnyaman	10	8.2%
Atap coffee	10	8.2%

Ruang hati	10	8.2%
Serevolks	10	8.2%
Pelantur coffee	10	8.2%
Total	122	100%

Source: Primary data processed using SPSS 25

 Based on the coffee shop table, it shows that there are ten coffee shops. The coffee shop that has the highest number is buying coffee as many as 19 respondents with a percentage of 15.6% and a promise of soul as many as 23 respondents with a percentage of 18.9%.

Table 4. Visit Intensity

Visit	Number	Percentage
2	50	41.0 %
3-5	52	42.6 %
6-8	12	9.8%
More than 11	8	6.6%
Total	122	100%

Source: Primary data processed using SPSS 25

Based on the visit intensity table, it shows that the highest visit intensity is in second visit with a total of 50 respondents with a percentage of 41.0% and third up to fifth times the number of 52 respondents with a percentage of 42.6%.

3.3.2 Classic assumption test

3.3.2.1 Normality test

The regularity test is utilized to decide the ordinariness of an information circulation (Ghozali, 2013). The test used to test the ordinariness of the information is the Kolmogrov-Smirnov test.

The result of Normality testing at value of sig. Kolmogorov-Smirnov[a]	Note
0.098	Normal

Table 5. Normality Test

Source: Primary data processed using SPSS 25

Judging from the regularity test table above which is connected with the regularity test above, the Kolmogorov-Smirnov importance value is 0.098 > 0.05.

This implies that it is likely that the information in this study is usually scattered, and therefore tends to be continued for additional examination.

3.3.2.2 Linearity Test

The linearity test is a technique used to decide the straight whether the status is straight or not from the typical appropriation of examination information [45]. To detect linear or not, it can be done by comparing the F-table values with a significance level of 5%, namely:

Table 6. Linearity test

Variable's relationship	Value of Sig.	Note
Purchase Decision *Lifestyle	0,433	Linier
Purchase Decision *Item's attractiveness	0,257	Linier

 Source: Primary data processed using SPSS 25

Judging from the linearity test table above it is connected with the linearity test, the deviation value from linearity is 0.433 and 0.257 > 0.05. So it can be concluded that the two autonomous factors have a very large direct relationship with the dependent variable, especially buying choices.

3.3.2.3 Multicolinearity test

The multicollinearity test is utilized to decide whether there is a solid relationship between the autonomic factors (multicollinearity) or not [45]. In this review utilizing the VIF and Tolerance tests, if the Tolerance > 0.1 and VIF < 10, the model is not impacted by multicollinearity. The side effects of testing with the assistance of SPSS are as follows.

Table 7. Multicollinearity test

Variable	*Tolerance*	VIF	Note
Lifestyle	0,407	2,457	There is no multicollinearity
Item's attractiveness	0,407	2,457	There is multicollinearity

 Source: Primary data processed using SPSS 25

Judging from the multicollinearity test table above, it is related to the multicollinearity test results above, the estimation results show that there is no autonomous

variable that has a resistance values of more than 0.1. The same thing is also shown by the VIF value, where there is no VIF value under 10 so it very good to predict that the relapse model in this study does not occur multicollinearity and the relapse model can be used.

3.3.2.4 Heteroscedasticity Test

Heteroscedasticity test means to test whether in the relapse model there is a variable's disparity from one perception to another perception [45]. The technique used to distinguish indications of heteroscedasticity is utilizing the Glejser test, in particular by relaxing the independent factors to the remaining direct values. In the event that the importance value of every factor is more than 0.05, there is no heteroscedasticity manifestation. Coming next is a table clarifying the side effects of the heteroscedasticity test.

Table 8. Heteroscedasticity Test

Variable	Value of S*ig.*	Note
Lifestyle	0,087	There is no heteroscedasticity
Item's attractiveness	0,939	There is heteroscedasticity

Source: Primary data processed using SPSS 25

Judging from the heteroscedasticity test table above. From the side effects of the heteroscedasticity test, it is realized that the importance value of every factor has an importance value of more than 0.05. It is very good to predict that the relapse model of this study did not encounter indications of heteroscedasticity.

3.3.3 Regression Analysis

Various direct recurrence studies plan to investigate the impact of way of life and item's engaging quality on buying choices at the Coffee Shop Blora region on the overall population as follows:

Table 9. Regression Linearity Analysis

Variable	Beta Coefficient	Beta	T_{count}	sig.
(Constant)	3.987		3.546	.001
Lifestyle	0.196	0.326	4.976	.000
Item's Attractiveness	0.514	0.055	9.355	.000

Source: Primary data processed using SPSS 25, 2021

Based on the multiple linear regression test table using multiple linear regression SPSS assistance program above, the regression equation can be arranged as follows:

$$Y = 3{,}987 + 0{,}196\, X_1 + 0{,}514\, X_2 + e$$

The constant coefficient is positive, which is 3.987 which means that lifestyle and product attractiveness towards purchasing decisions at the coffee shop in the Blora area show a positive perception. The lifestyle coefficient (X1) is positive, which is 0.196. This means that every increase in lifestyle will affect an increase in purchasing decisions. The product attractiveness coefficient (X2) has a positive value of 0.514. This means that every time there is an increase in the attractiveness of the product, it will affect an increase in purchasing decisions.

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.987	1.125		3.546	.001
Lifestyle	.196	.039	.326	4.976	.000
Daya Tarik Produk	.514	.055	.614	9.355	.000

Table 10. Partial test

Source: Primary data processed using SPSS 25, 2021.

Lifestyle has a t count of 4.976 > 1.657 with a possible value of 0.000 < 0.05, it can be concluded that way of life factors have a positive and large impact on buying choices at the Coffee Shop. Item's engaging quality has a t count of 9.355 > 1.657 with a possible value of 0.000 < 0.05, it can be understood that the item attractiveness variable has a positive and critical impact on buying choices at the Coffee Shop.

Table 11. Simultaneous test

Model	Df	Mean Square	F	Sig.
Regression	2	1129.003	226.043	.000[b]
Residual	119	4.995		
Total	121			

Source: Primary data processed using SPSS 25, 2021.

The result of simultaneous test experiment obtained an importance value of 0.000 > 0.05, this tends to be reasonable that the way of life factors and item attractiveness have a joint and critical impact on buying choices at the Coffee Shop.

4. DISCUSSION

4.1 The influence of lifestyle on Coffee Shop purchasing decisions

The result of theory testing regarding to the impact of way of life on buying choices at the Coffee Shop in Blora area shows a positive affirmation. This is proven by the way of life variable which has a t count of 4.976 > 1.657. The examination of Sahir *et al*., (2018), shows that way of life to some extent has a positive and large impact on Wardah Cosmetics buying choices, where the incomplete test shows a large worth of 0.019 < 0.05 and t count 3.730 > t table 1.668. Research done by Kusumodewi & Sudarwanto (2018) shows that the way of life variable (X1) has a rather critical impact on the dependent variable, to be more specific the buying choice (Y) of batik fabric in Mirota Surabaya. The condition of this exploration is to take advantage of the same two factors, namely the way of life and buying choices.

Setiadi in Indrawati (2015) emphasizes that comprehensively characterizes a way of life as a way of life that depends on how an individual invests his energy (exercises), what they believe is very important to the climate (interests), and how they feel about themselves in general. Lifestyle is part of the psychological division. The consumer's lifestyle is an important goal that producers must pay attention to. This is because lifestyle includes a consumer's lifestyles that involve product choices and consumers' daily consumption styles. The more people demand life, the higher the lifestyle demands. Because in principle, lifestyle will affect the decision to purchase a product (Hou & Siregar, 2021)

4.2 The Influence of Attraction on Coffee Shop purchase decisions

The results of testing the hypothesis regarding the effect of product attractiveness on purchasing decisions at the Coffee Shop in the Blora area show a positive perception. The attractiveness of the product has a t count of 9.355 > 1.657. A research done by Prajanu Pitamakoro (2018) shows that attractiveness has a positive and significant effect on purchasing decisions of 0.265. Research by Jacob *et al*., (2018) shows that advertising attractiveness

and product image simultaneously have a significant effect on purchasing decisions for Chitato Chips for Economics and Bussiness Faculty of Unsrat students. Product attractiveness is all goods that can be provided by traders/sellers, it can meet relevant market needs or expectations, attract attention, demand, seek, buy, and consume in the market [29]. Rusdianti *et al*., (2019)) explained that attractiveness in this case can be in the form of elements such as the prestige that the product gives to users, the exclusivity of the product, and the uniqueness that is highlighted by the product. Mason (1999) in Afandi (2008) emphasizes that indicators of product attractiveness are formed through product prices, product advantages, availability of supporting products.

4.3 The Influence of Lifestyle and Attraction on Coffee Shop Purchasing Decisions

of the results of the synchronous experiment obtained an importance value of 0.000 > 0.05, it tends to be suspected that the factors of way of life and item's engaging quality have a large impact on buying choices at the Coffee Shop. The exploration of Kusumodewi and Sudarwanto (2018), shows that the way of life variable (X1) impacts the dependent variable, in particular the buying choice (Y) of batik material in Mirota Surabaya. Research done by Erdawati (2020), shows that way of life, publications and costs hace a significant effect on online shop buying choices at Shopee online stores.

Tjiptono (2011) recommends that buying choices are customers' effort to choose which items to consume through different cycles and stages. Every maker should carry out a methodology so that customers can choose to purchase their items. In the buying choice interaction, customers can be influenced by each colleague, market circumstance, and methodology, which are applied by organizations competing in a similar market [42]. Buyers have gone through five phases of the buying choice interaction, including: recognizable proof request, data search, assessment of options, buying choices, and post-buying behaviour. Firmansyah (2018) expressed that buying choices are the method involved by forming different elective activities to settle on a decision on one specific choice to make a buying.

5. AUTHORS' CONTRIBUTIONS

Author 1 conducts research, collects data, and writes publication manuscripts and author 2 accompanies

author 1 in collecting data and writing publication manuscripts

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