

Influence of Lifestyle , Brand Image , Price, and Promotion of Purchasing Decisions on *Cafe Belikopi*

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ABSTRACT

This study aims to determine and analyze the influence of lifestyle, brand image, price, and promotion variables on purchasing decisions at Belikopi Cafe. This research is a quantitative type using primary data, the primary data obtained from this study is that the researcher distributes questionnaires to consumers who come to the belikopi cafe by submitting several statements regarding lifestyle variables, brand image, prices, promotions, and purchasing decisions at the belikopi cafe using Likert scale measurement. The sampling technique in this study used probability sampling and incidental sampling which included simple random sampling using a sample of 50 respondents. The independent variables used in this study are lifestyle, brand image, price, and promotions, while the dependent variable is a purchase decision. The data analysis technique used is multiple linear regression analysis. This study uses SPSS 24, the results of this study indicate that promotion variables partially influence purchasing decisions, while lifestyle, brand image, and price variables do not influence purchasing decisions. This can be proven by the results of the coefficient of determination (R^2) obtained by 0.0573 or 5.73%.

Keywords: Brand Image, Lifestyle, Price, Promotion



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INTRODUCTION

With the development of today's times, much of the competition in the business world continues to increase. This can demand from every business owner in order to survive and develop and compete with other business owners. This competition occurs from various types of businesses, including culinary businesses. *CafeCafe*) is a place to relax and chat where visitors can order drinks and food. *Cafe* included in this type of restaurant prefer the atmosphere *relax*, entertainment and comfort of visitors so as to provide a comfortable seat and a little music (Maulidi, 2017). There are many coffee shops (*coffee shop*) with different ways of processing and variants of taste.

Coffee is a chemical mixture that has more than a thousand different chemicals in the form of carbohydrates, alkaloids, caffeine, vitamins, lipids, nitrogen compounds. In addition, coffee is also a leading commodity that is in great demand by all circles, ranging from teenagers to adults, where it is marked by the number of coffee shop openings in various places (Rahardjo, 2013). Lumajang

city is classified as the largest commodity in the field of food and beverage sales, including coffee sales. There are various kinds *cafe* which is quite a lot in the city of Lumajang and one of them is *Cafe Buy* coffee. The purchase decision is an activity that can be carried out by consumers in making purchases regarding products sold by manufacturers (Indrisari, 2019:70). Every day a consumer will be able to think about what goods or services they will buy for consumption (Sholihat, 2018).

Based on what researchers have found in previous studies, there are several factors that are ultimately related to purchasing decisions. Among them there are lifestyle, brand image, prices and promotions. Lifestyle is a pattern of life in a person that can be expressed in an activity, interest, and opinion (Kotler and Keller, 2018:192). This lifestyle describes how from the whole in a person to interact with their environment. Brand image is a reflection of a feeling that consumers and businesses have about the overall organization and product (Kenneth and Donald, 2018:42). Price is one element of the marketing mix that can generate revenue, other elements that generate costs (Nawangsih, Ifa, and Ariyono, 2019:20). Promotion is a marketing activity carried out to disseminate information, can influence/persuade, and/or increase the target market for companies and products sold to be willing to accept, loyal, and buy products offered by the company concerned Warnadi, and Aristriyono (2019:91).

There are several previous studies related to lifestyle, brand image, price, and promotion, among others, research conducted by (Mega Lestari, 2022) which shows that lifestyle has no effect on purchasing decisions. But different from the results of research conducted by (Gab Rizki Tiwi, M, 2022) which shows that partially and simultaneously brand image and lifestyle influence purchasing decisions. The second factor is brand image, research conducted by (Muhammad Fadhli, et al, 2021) shows that brand image has no effect on purchasing decisions, but contrary to research conducted by (Susanti, 2020) shows that simultaneously and partially brand image, price, lifestyle, and location influence against the purchase decision. The third factor is the price, research conducted by (Eka Yunita L.M.S, Emmy Ermawati, M. ATO'illah, 2022) shows that price has no effect on purchasing decisions, but contrary to research conducted by (Tina Martini, 2015) shows that price and design have a positive influence on purchasing decisions. While the quality of the product has no influence on the purchase decision. The fourth factor is the promotion, research conducted by (Eka Yunita L.M.S, Emmy Ermawati, M. Ato'illah, 2022) shows that promotions have an effect on purchasing decisions, but contrary to research conducted by (La Viola Atikah Rafli, et al, 2022) which indicates that the promotion has no effect on the purchase decision. While the diversity of products and locations affect the purchase decision. The purpose of this study is: 1) to determine and analyze lifestyle influence on purchasing decisions on *cafe* belikopi; 2) to determine and analyze the brand image influence on purchasing decisions *cafe* belikopi; 3) to determine and analyze the price effect on purchasing decisions *cafe* belikopi; 4) to determine and analyze the promotion effect on purchasing decisions *cafe* buy coffee.

METHODS

This study uses quantitative methods with focusing on the relationship between variables with other variables. The method used in this study used a survey method (Sugiyono, 2019:65). The population in this study is consumers who come to *cafe* belikopi with a sample of 50 respondents were taken randomly using the technique probability sampling dan sampling incidental yang meliputi *simple random sampling* and *sampling incidental*. The method used to collect data is to distribute questionnaires to consumers who come to *cafe* buy coffee. There are several steps used in this study which consists of instrument test, classical assumption test, multiple linear regression, and hypothesis test.

Table 1 Respondent Description

Description	Frequency	Percentage (%)
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Age (Years)		
17-25 years old	40	80,5%
26-30 years old	8	15,8%
Up to 50 years	2	3,8%
Gender		
Men	35	68,4%
Female	15	31,6%
Jobs		
Students	1	1,9%
Students	28	57,8%
Self-employed	8	15,8%
Private Officers	9	17%
State Officials	2	3,8%
Other	2	3,8%

Data source: results of questionnaire data processing with SPSS 24

Based on Table 1 It can be explained that the respondents who came to *cafe* belikopi is at the age of 17-25 years as many as 40 people (80.5%); by gender are men as many as 30 people (68.4%); by occupation are students as many as 28 people (57.8%).

RESULTS AND DISCUSSION

Table 2 Validity Test Results

No.	Variable	Item	R Count	R Table	Significance	Description
1.	Purchase Decision (Y)	Statement 1	0,822	0,3	0,000	Valid
		Statement 2	0,868	0,3	0,000	Valid
		Statement 3	0,824	0,3	0,000	Valid
		Statement 4	0,794	0,3	0,000	Valid
		Statement 5	0,737	0,3	0,000	Valid
2.	Lifestyle (X ₁)	Statement 1	0,705	0,3	0,000	Valid
		Statement 2	0,835	0,3	0,000	Valid
		Statement 3	0,729	0,3	0,000	Valid
3.	Brand Image (X ₂)	Statement 1	0,739	0,3	0,000	Valid
		Statement 2	0,912	0,3	0,000	Valid
		Statement 3	0,788	0,3	0,000	Valid
4.	Price (X ₃)	Statement 1	0,879	0,3	0,000	Valid
		Statement 2	0,827	0,3	0,000	Valid
		Statement 3	0,826	0,3	0,000	Valid
5.	Promotion (X ₄)	Statement 1	0,769	0,3	0,000	Valid
		Statement 2	0,682	0,3	0,000	Valid
		Statement 3	0,685	0,3	0,000	Valid
		Statement 4	0,788	0,3	0,000	Valid
		Statement 5	0,693	0,3	0,000	Valid

Data source: results of questionnaire data processing with SPSS 24

Table 3 Reliability Testing Results

Variable	Value Cronbach's Alpha	Reliable Score	Status
Purchase Decision (Y)	0,864	0,801-1,00	Highly Reliable
Lifestyle (X ₁)	0,623	0,601-0,80	Reliable
Brand Image (X ₂)	0,742	0,601-0,80	Reliable
Price (X ₃)	0,794	0,601-0,80	Reliable

Promotion (X_4)	0,773	0,601-0,80	Reliable
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Data source: the results of the questionnaire data processing with SPSS 24

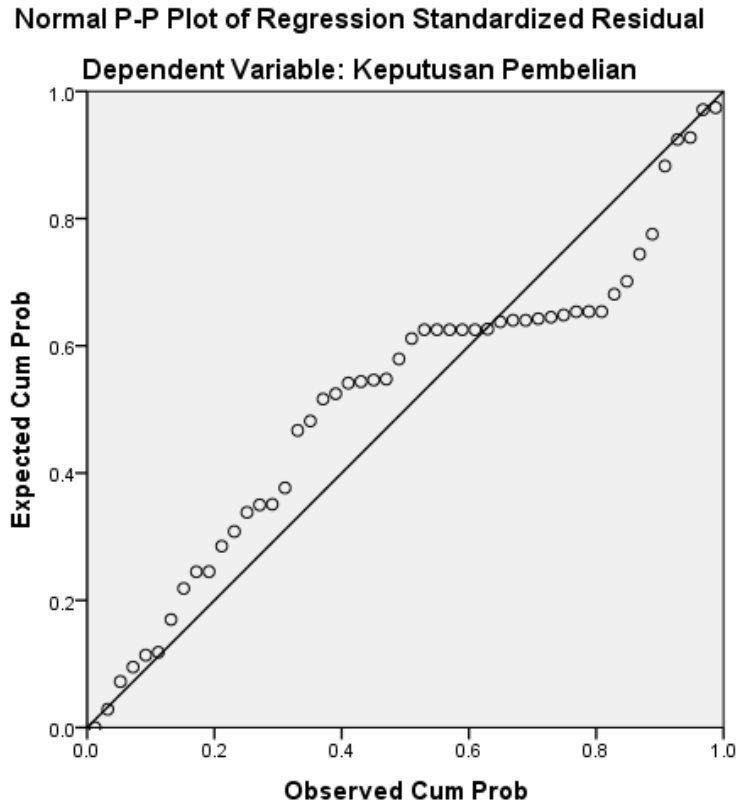


Figure 1 Normality Test Results

Data source: results of questionnaire data processing with SPSS 24

Based on Figure 1. Indicates that the grains are spread around a diagonal line indicating a normal distribution pattern

Table 4 Multicollinearity Test Results

Variable	Tolerance	VIF
Lifestyle (X_1)	0,258	3,689
Brand Image (X_2)	0,271	3,685
Price (X_3)	0,437	2,291
Promotion (X_4)	0,306	3,269

Data source: results of questionnaire data processing with SPSS 24

Based on Table 4 multicollinearity test results above indicate that of all the variables used in this study for the regression model predictor VIF value is quite small, where all are worth <10 and for the value *tolerance* <1 . Thus, it can be concluded that the value of the independent variables in the form of lifestyle, brand image, price, and promotion used in this study did not show any signs of multicollinearity.

Scatterplot

Dependent Variable: Keputusan Pembelian

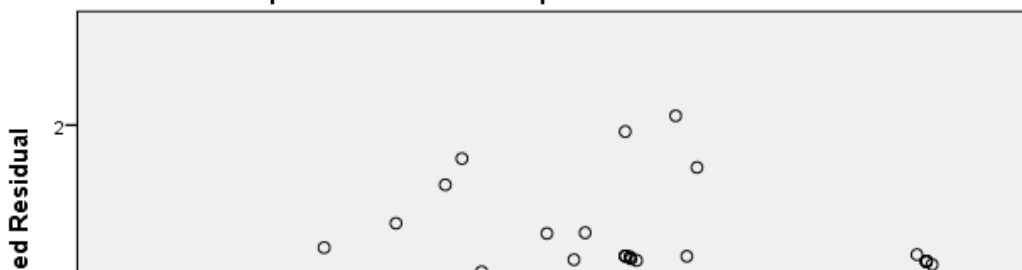


Figure 2 Heteroscedasticity Test Results

Data source: results of questionnaire data processing with SPSS 24

In Figure 2 the results of heteroscedasticity test above can be concluded that the results of heteroscedasticity test in the study showed no clear pattern of these items. This shows that the regression model used has no symptoms of heteroscedasticity which can be explained that there is no significant interference in the regression model.

Table 5 Results Of Multiple Linear Regression Analysis
Coefficients

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
				Beta		
1	(Constant)	-1.856	3.009		-.617	.541
	Lifestyle	-.097	.452	-.041	-.216	.830
	Brand Image	.001	.400	.001	.003	.998
	Price	.355	.312	.168	1.138	.261
	Promotion	.885	.237	.657	3.731	.001

a. Dependent Variable: Keputusan Pembelian

Data source: results of questionnaire data processing with SPSS 24

From the table above can be obtained regression equation is as follows:

$$Y = -1,856 + (-0.097 X_1) + 0.001 X_2 + 0,355X_3 + 0.885 X_4$$

- 1) A value equal to (-1.856) is a constant or a state when the purchase decision variables have not been influenced by other variables, namely lifestyle variables (X_1), brand image (X_2), price (X_3), and promotion (X_4). If the independent variable does not exist then the purchase decision variable does not change.
- 2) The value of the coefficient on the lifestyle variable by -0.097 (negative indicates that there is a relationship that is not in the same direction) which states that from each increase of one lifestyle variable will not increase in the purchase decision variable by -0.097.
- 3) The coefficient value of the brand image variable is 0.001, indicating that the brand image variable has a positive influence and there is a unidirectional relationship to the purchase decision variable which means that each increase in Unit (1) of the brand image variable, so that it will affect the purchase decision variable by 0.001. Likewise, if every decrease in one brand image variable, it will automatically decrease the purchase decision variable by 0.001.
- 4) The value of the coefficient on the price variable is 0.355, indicating that the price variable has a positive influence and there is a unidirectional relationship to the purchase decision variable which means that each unit increase (1) of the price variable, so that it will affect the purchase decision variable by 0.355. Likewise, if every decrease in one price variable, it will automatically decrease the purchase decision variable by 0.355.
- 5) The value of the coefficient on the promotion variable is 0.885, indicating that the promotion variable has a positive effect and there is a unidirectional relationship to the purchase decision variable which means that every increase in Unit (1) of the promotion variable, so that it will affect the purchase decision variable by 0.885. And vice versa, if every decrease in one promotion variable, it will automatically decrease the purchase decision variable by 0.885.

Table 6 T test results (Partial Test)

Model		Coefficients				
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-1.856	3.009		-.617	.541
	Lifestyle	-.097	.452	-.041	-.216	.830
	Brand Image	.001	.400	.001	.003	.998
	Price	.355	.312	.168	1.138	.261
	Promotion	.885	.237	.657	3.731	.001

a. Dependent Variable: Keputusan Pembelian

Data source: results of questionnaire data processing with SPSS 24

In conducting the t Test against each independent variable, it is necessary results of t_{table} . Result t_{table} at a significance level of 5% by using the formula:

$Df = n - k - 1 = 50 - 4 - 1 = 45$, it will be obtained by the results t_{table} big 2,01410

**Table 7 The Calculation Of The Coefficient Of Determination (R)
Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.757 ^a	.573	.535	2.657

a. Predictors: (Constant), Promotion, Price, Brand Image, Lifestyle
Data source: results of questionnaire data processing with SPSS 24

Based on Table 7 the calculation of the coefficient of determination (R^2 *R Square* has a value of 0.0573 or 5.73%. This means that the value of 5.73% is a purchase decision variable that can be explained by independent variables, namely lifestyle variables, brand image, price, and promotion; while the value of 94.27% is a purchase decision variable that is influenced by other variables, namely *word of mouth* (WOM), product quality, atmosphere *cafe*, quality of service, product packaging, and others.

Influence Of Lifestyle On Purchasing Decisions *Cafe* Belikopi

The results of hypothesis testing showed that lifestyle does not significantly affect the purchase decision on *cafe* buy coffee. Based on the research results obtained, it is stated that this is not in line with The Theory of Kotler and Keller (2018:192) which states that lifestyle is a lifestyle pattern in a person that can be expressed in an activity, interest, and opinion. This lifestyle describes how from the whole in a person to interact with their environment. This study is in line with research conducted by (Mega Lestari, 2022) which shows that lifestyle has no effect on purchasing decisions. But different from the results of research conducted by (Gab Rizki Tiwi. M, 2022) which shows that partially and simultaneously brand image and lifestyle influence purchasing decisions.

Influence Of Brand Image On Purchasing Decisions *Cafe* Belikopi

The results of hypothesis testing showed that the brand image has no significant effect on purchasing decisions on *cafe* buy coffee. Based on the results obtained can be stated that it is not in line with the theory of Shimp (2003) in Birofita Resi, *et.al* (2019) defines that brand image is a kind of association that can arise in the minds of consumers when consumers are reminded of a particular brand. Sutiyono & Brata (2020) which states that brand image is a form of brand identity for products offered to customers that can distinguish the products they sell from products from competitors. This study is in line with research conducted by (Muhammad Fadhli, et al, 2021) shows that brand image does not affect purchasing decisions, but contrary to research conducted by (Susanti, 2020) shows that simultaneously and partially brand image, price, lifestyle, and location affect purchasing decisions.

Influence Of Price On Purchasing Decisions *Cafe* Belikopi

The results of hypothesis testing showed that the price does not significantly affect the purchase decision on *cafe* buy coffee. Based on the results obtained can be stated that it is not in line with the theory Kotler & Armstrong (2013) which states that the price is part of the amount of money given on the basis of a product or service, or the amount of money that can be exchanged by consumers to obtain the benefits of owning or using the product. Price (*price*) is an exchange rate that can be equated with money or other goods to provide the benefits of these goods or services for someone at the time tan place certain (Deliyanti Oentoro, 2012:216) in (Syaiful Rizal, *et.al*, 2019:81-84). M.S, Emmy Ermawati, M. ATO'illah, 2022) shows that price has no effect on purchasing decisions, but contrary to research conducted by (Tina Martini, 2015) shows that price and design have a positive influence on purchasing decisions. While the quality of the product has no influence on the purchase decision.

Influence Of Promotion On Purchasing Decisions *Cafe* Belikopi

The results of hypothesis testing showed that the promotion of a positive and significant effect on purchasing decisions on *cafe* buy coffee. Based on the research results obtained, it can be stated that

this is in line with the theory of Tjiptono (2015:387) which states that promotion is a marketing mix activity that is focused on efforts to inform, persuade, and remind consumers about the brand and products in the company. Promotion is an activity that can communicate an advantage of the product and persuade customers to buy products sold by the company (Kotler and Armstrong, 2014:77) in (Anindhya Budiarti, 2020). According to Stanton, et al (1994) (in Sunyoto, 2015:157) “promotion is an element of the marketing mix that is done to provide or inform information, persuade, and remind about the products offered by the company”. According to Alma (2016: 179), promotion is a type of communication used to provide explanations that can convince consumers about goods and services. This promotion is done to be able to maintain the viability of the company itself, to develop profit, by indirectly promotion will also affect consumers to keep using the products produced by the company.

This study is in line with research conducted by (Eka Yunita L.M.S, Emmy Ermawati, M. Ato'llah, 2022) shows that promotions have an effect on purchasing decisions, but contrary to research conducted by (La Viola Atikah Rafli, et al, 2022) which indicates that the promotion has no effect on the purchase decision. While the diversity of products and locations affect the purchase decision.

CONCLUSION

This study aims to determine and analyze the influence of lifestyle, brand image, price, and promotion on purchasing decisions *cafe* buy coffee. Based on the formulation of problems, hypotheses, and discussions that have been described above, it can be concluded that: 1) lifestyle variables do not significantly affect the purchase decision on *cafe* belikopi; 2) variable brand image has no significant effect on purchasing decisions *cafe* belikopi; 3) variable prices do not significantly affect the purchase decision on *cafe* belikopi; 4) variable promotion positive and significant effect on purchasing decisions *cafe* buy coffee.

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