

The Influence of Lifestyle, Brand Image, Service Quality and Product Quality on Purchase Decisions kopi Kenangan

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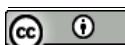
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ABSTRACT

This study aims to analyze the influence of Lifestyle, Brand Image, Service Quality and product quality on the decision to purchase kopi kenangan in Purwokerto. The research method was quantitatively through a questionnaire with a 5-point Likert Scale assessment for each statement item. Respondents in this study were consumers of coffee who had bought at least 1 time. The sample obtained was a study of 125 respondents. The data was analyzed using SPSS Version 25. The results of the analysis showed that lifestyle and product quality had a significant positive effect on purchase decisions, while brand image and service quality did not have a significant positive effect on purchase decisions. The implications of the research results show that coffee has good product quality and describes the lifestyle of the people in Purwokerto.

ABSTRAK

Penelitian ini bertujuan untuk menganalisa pengaruh Gaya Hidup,Brand Image,Kualitas Pelayanan dan kualitas produk terhadap keputusan pembelian kopi kenangan di purwokerto.Metode penelitian secara kuantitatif melalui Kuesioner dengan penilaian Skala Likert 5 poin untuk setiap item pernyataan. Responden pada penelitian ini konsumen kopi kenangan yang pernah membeli minimal 1x.Sampel yang di peroleh sebanyak penelitian 125 responden. Data di analisis menggunakan SPSS Versi 25. Hasil analisis menunjukkan bahwa gaya hidup dan kualitas produk berpengaruh positif signifikan terhadap keputusan pembelian sedangkan brand image dan kualitas pelayanan tidak berpengaruh positif signifikan terhadap keputusan pembelian. Impikasi hasil penelitian menunjukkan bahwa kopi kenangan memiliki kualitas produk yang baik dan menggambarkan gaya hidup masyarakat di Purwokerto.



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INTRODUCTION

The culinary business in Indonesia is developing very quickly, so entrepreneurs are required to have characteristics and strategies that can attract consumers. Fierce competition requires businesses to act quickly, create opportunities, and maintain product and service quality standards to remain accepted by consumers, including in building brand image and service quality Improving the economy also encourages companies to continue to innovate in products and marketing strategies to expand market reach Afiana et al., (2022)

Along with the rapid development of the culinary industry in Indonesia, various local brands are emerging and trying to strengthen their position in the midst of increasingly competitive competition. One of the brands that has shown significant growth is Kopi Kenangan, which is known to be able to integrate modern branding strategies by utilizing digital technology into its business operations. According to Subagyo, (2024), Kopi Kenangan Implement a brand strategy that focuses on emotional closeness to consumers through local identity, ease of product access, and consistency of service quality. This approach allows Kopi

Kenangan to reach a wider consumer segment and strengthen its competitiveness in the ready-to-eat coffee market. With this strategy, Kopi Kenangan not only plays a role as a beverage provider, but also as a brand that is relevant to the current lifestyle of urban consumers Subagyo, (2024)

Consumers' choice of Kopi Kenangan is inseparable from a marketing strategy designed to build an attachment with customers in a sustainable manner. Subagyo, (2024) explained that Kopi Kenangan implements a marketing strategy that emphasizes a combination of affordable prices, consistent taste quality, and ease of access through digital platforms, so that it is able to attract consumers from various segments. In addition to these functional factors, consumer engagement is also strengthened through social media marketing activities that build interaction and emotional closeness with the brand. This condition indicates that consumers choose Kopi Kenangan not only because of the product, but also because of the brand experience that is built consistently

The phenomenon of Kopi Kenangan in Purwokerto is reflected in the level of consumer acceptance of modern local coffee brands that are getting stronger in the city. This data support is in line with a national market survey that places Kopi Kenangan as one of the local coffee brands with a high level of preference among young urban consumers (Goodstats Survey, 2024). Overall, it emphasizes that the existence of Kopi Kenangan in Purwokerto is not incidental, but has become part of the coffee consumption patterns of the local community.

The main characteristic of Kopi Kenangan lies in the combination of brand strength, consistency of product quality, and effective marketing strategy. Compared to other local coffee brands such as Janji Jiwa, Fore, and Kulo, Kopi Kenangan shows a competitive brand performance nationally. Based on the brand's performance report, Kopi Kenangan was able to occupy the top two positions in Indonesia's local coffee market share during the 2021–2024 period. These advantages indicate that Kopi Kenangan has a significant differentiation in product dimensions and brand image, potentially affecting consumer purchasing behavior Rahmawati et al., (2025).

Tabel 1. Brand Performance of Indonesian Local Coffee 2021–2024

| Merek | 2021 | 2022 | 2023 | 2024 |
|---------------|-------|-------|-------|-------|
| Janji Jiwa | 39,5% | 38,3% | 39,5% | 44,8% |
| Kopi Kenangan | 36,7% | 42,6% | 39,7% | 39,0% |
| Fore | 6,4% | 6,5% | 7,5% | 6,9% |
| Kulo | 12,4% | 10,2% | 6,3% | 5,4% |

Source : (Top Brand Award, 2024)

The table shows that Kopi Kenangan is consistently ranked second among local Indonesian coffee brands. Despite experiencing a slight decline in market share in 2024, Kopi Kenangan still maintains a strong competitive position compared to other brands. This indicates that certain factors, such as Lifestyle, Brand Image, Service Quality, and Product Quality play an important role in influencing consumer purchase decisions.

Based on the phenomenon and characteristics of Kopi Kenangan, it can be concluded that consumer purchase decisions are not formed simply, but are influenced by various marketing and psychological factors. Therefore, this study focuses on Lifestyle, Brand Image, Service

Quality and product quality as the main factors that are suspected to influence the purchase decision of Kopi Kenangan, especially in consumers in the Purwokerto area.

According to Kottler & Keller, (2016) Purchasing decisions are the result of the process of consumer evaluation of various alternatives before determining product choices. In the context of coffee products, consumers consider the suitability of the benefits of the product with the needs and consumption experience obtained. Peter & Olson, (2018) explain that purchase decisions are influenced by cognitive and affective factors that interact with each other in consumers. Purchase decisions are the result of a complex and multidimensional consideration process Aziz et al., (2025).

Mawardy et al., (2023) state that lifestyle reflects individual patterns of activity, interests, and opinions that influence daily consumption behavior. In the modern coffee industry, lifestyle is often associated with social habits and consumer preferences towards certain brands. Meliani, et al (2021) explain that consumers with modern lifestyles tend to choose products that match their self-image and evolving trends. Referring to study carried out by Afiana et al., (2022); Meliani, et al (2021); Shofia & Soebiantoro, (2023) that lifestyle has a significant positive impact. However, it is different from the findings of Mawardy et al., (2023); Nihayah & Rosyidi, (2024); Ulya et al., (2024); Fahmi, (2023) who stated that lifestyle does not have a significant influence on purchase decisions.

Another factor that also influences the purchase decision is the brand image, as stated by Rahmani & Bursan, (2022) Is a positive brand image will help buyers in making the choice to buy a product because the characteristics of a product show its ability to meet their needs, which results in a favorable association related to the brand. This can be seen in Kopi Kenangan, where a positive image makes customers feel more confident because the product can meet their needs so as to establish a positive connection with the brand, as indicated by research Afiana et al., (2022) ;Rahmani & Bursan, (2022); Vianita et al., (2025); Finthariasari et al., (2022) brand image has a significant positive impact on purchase decisions in contrast to the study conducted by Kartika, (2021); Wardani & Maskur, (2022); Desfitriady & Erpurini, (2023) brand image does not affect purchase decisions.

Service quality also plays a key role in purchasing decisions, where Vianita et al., (2025) stated that Service Quality is an action taken by a company in the form of an invisible aspect that can be felt by customers, in Kopi Kenangan. The prompt, friendly, and stable service makes customers feel comfortable, thus encouraging them to come back. This shows that service quality has a vital role in creating a good experience for Kopi Kenangan consumers. Referring to the research of Afiana et al., (2022), Sandra & Prawoto (2024); Akbar et., al, (2023); Prabowo et al., (2021) service quality has a positive and significant impact on purchasing decisions.but researchers by Sasti et al., (2023); Febrianto & Sumaryanto, (2024); Pratiwi et al., (2025) service quality does not have an impact on purchase decisions.

Product quality also plays a role in maintaining the company's competitiveness, as stated by Ardisyahputra & Tarigan, (2025) Saying that to be capable to rivaling with competitors, the company needs to provide the best products to customers by continuing to improve quality, to survive in the increasingly fierce competition of coffee shops, Kopi Kenangan needs to consistently preserve and enhance the standard of the products. Consumers choose Kopi Kenangan not only because of the brand, but also because of the quality of the coffee taste and the consistency of the product, so quality improvement is an important factor to remain competitive. Referring to Yulinda et al., (2021); Enre et al., (2020); Ardisyahputra & Tarigan (2025); product quality has been demonstrated to exert a beneficial effect on purchasing

decisions. However, different results are shown in Marlius & Noveliza, (2022); Ambarita & Wasino, (2024); Kartika, (2021); Ashara et al., (2025); The quality of the product exerts no impact on the purchase decision.

The difference in findings from this study shows that the results of the study show that there is still room for more in-depth research. The research to be carried out is part of the development of previous research researched by Afiana et al., (2022) and added product quality variables from the investigation carried out by Yulinda et al., (2021) as factors considered to influence purchase decisions. The difference between this study and the previous one lies in the object and characteristics of the respondents. The object studied in this study is Kopi Kenangan, while the respondents are focused on consumers who have purchased and consumed Kopi Kenangan products. Thus, the purpose of this study is to examine how the impact of Lifestyle, Brand Image, Service Quality, and Product Quality on Kopi Kenangan Purchase Decisions in Purwokerto. It is anticipated that the findings of this research may add insights in the field of marketing, especially in understanding consumer behavior in the beverage sector, as well as provide practical recommendations for Kopi Kenangan in improving its marketing strategy and service quality.

Literature Review

Affective theory emphasizes the emotional response of consumers to a marketing stimulus. These responses relate to the feelings, attitudes, and emotions that arise when consumers interact with a brand or product. According to (Peter & Olson, 2018), the affective aspect can be a feeling of likes or dislikes that affect consumers' attitudes towards a brand. In the context of this research, what is included in affective theory is lifestyle and brand image, because both are related to consumer perception, self-image, and emotions in choosing products.

Cognitive theory focuses on the mental processes and rational judgments of consumers in making purchasing decisions. This process includes the consumer's thinking, understanding, and evaluation of the information received before making a choice. (Peter & Olson, 2018) explains that the cognitive aspect involves consumer confidence in the quality, benefits, and value of a product. In this study, the variables of service quality and product quality are included in cognitive theory because both require rational evaluation of consumers based on experience and information obtained.

According to Kottler and Keller (2016), Purchasing decision is a phase in which consumers finally decide to buy a product or service after going through several steps, namely identification of needs, search for information, assessment of options, decision making to buy, and behavior after purchase, according to Yulinda et al., (2021) The decision to buy is a process in which a person decides whether to buy something or not to make a purchase. This decision resulted from a series of activities carried out previously. There are several indicators according to Yulinda et al., (2021) including: 1) stability in the product, 2) habit of buying products, 3) recommending to others, 4) making repurchases.

Kottler and Keller, (2016) define lifestyle as an individual's way of life as manifested in their activities, interests, and views (Activities, Interests, and Opinions/AIO). Lifestyle reflects how a person spends their time, the things they consider important, and the way they see themselves and the world around them. Mawardy et al., (2023) Lifestyle is related to the way a person lives their life, the way they spend money, and the way they allocate time. Personality reflects the consumer from an internal perspective, which displays distinctive patterns in the

way they think, feel, and see things. Some of the indicators of Lifestyle according to Sumarwan (2014) and have been researched by Shofia, & Soebiantoro, (2023) include Activity, Interest, Opinion. Referring to study by Afiana et al., (2022), Meliani et al., (2021); Shofia & Soebiantoro (2023) Lifestyle has a significant positive effect on purchase decisions.

H1 : Lifestyle has a positive effect on the purchase decision.

Ambarita & Wasino, (2024) Brand Image includes everything that customers feel, think, and know about the brand. This reflects the way consumers assess their identity, reputation, and experience with the products and services provided, which affects their views before deciding to make a purchase, Kotler and Keller (2016), brand image represents the perception and conviction held by customers have about a brand, which can be seen from the associations that come to the consumer's mind. Brand image reflects the way consumers view, judge, and feel a brand based on their experiences, information, and interactions. it may be inferred that brand image is the perception and assessment of consumers towards a brand based on the experiences and associations they have. there are several indicators of brand image according to Firmansyah (2019) and have been researched by Zahroh & Dwijayanti, (2020) Covering 1) Brand Association Strengths 2) Brand Association Strengths 3) Brand Association Uniqueness. Suling in research (Afiana et al., 2022), (Rahmani & Bursan, 2022); Vianita et al., (2025); (Finthariasari et al., 2022) brand image has a significant positive effect on purchase decisions.

H2 : Brand Image Has a Positive Effect on Purchase Decisions.

Kottler and Keller (2016) define service quality as a combination of the nature along with the attributes of a good or service intended to meet the desires of consumers, Service Quality shows how effectively a company can provide services that meet or even exceed customer expectations, which ultimately results in satisfaction and a good experience. Consumers will like services that meet their expectations in other words, if the company can offer optimal service, it can have a big impact on consumers' decisions to buy or not to buy Sopiyan, (2022). There are 5 indicators according to Vianita et al., (2025), namely (Tangibles), (Reliability),(Responsiveness),(Assurance),(Empathy). The results of previous research according to Afiana et al., (2022); Sandra & Prawoto,(2024); Akbar et al .,(2023); Prabowo et al.,(2021); The quality of service has a positive and significant impact on purchasing decisions

H3: Service Quality Has a Positive Effect on Purchase Decisions.

According to Kottler & Keller (2016), product quality is the extent to which a product is able to fulfill its intended purposes, which includes durability, reliability, accuracy, ease of use, and other supporting features. Product quality shows the extent to which a product can meet demands and provide satisfaction for customers. Product quality represents the condition of a product that is measured based on its suitability with predetermined standards and conformity with consumer desires, The better a product is in meeting consumer desires and expectations, the higher the evaluation of the product's standard conducted by the buyer. This will strengthen trust and make the decision to buy stronger. Product quality indicators according to Bravo Moncayo (2020) and have been researched by Sandra & Prawoto, (2024) include sweetness, bitterness, acidity, taste intensity, coffee aroma, temperature. The results of previous research according to Refer to study carried out by Yulinda et al., (2021), Enre et al., (2020); Ardisyahputra & Tarigan, (2025); The quality of the product has a positive effect on the purchase decision.

H4: Product quality has a positive impact on purchasing decisions.

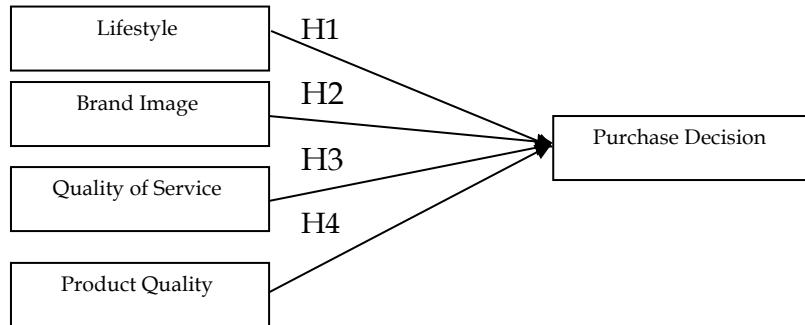


Figure 1. Conceptual Framework

RESEARCH METHOD

This research was conducted on consumers of coffee in Purwokerto. The population in this study could not be determined definitively, so purposive sampling techniques were used, the selection of respondents based on certain criteria, namely all Purwokerto people who have bought and consumed coffee at least 1 time. The number of samples was calculated using the Lemeshow, Caniago & Rustanto, (2022) formula obtained by 96 respondents, then 30% were added by Sugiyono, (2023) and Christopher et al., (2022) to anticipate inappropriate data so that the final number used was 125 respondents. This study used a questionnaire in the form of closed-ended questions on the Likert scale. Data processing and analysis were carried out using the SPSS version 25 application which included instrument tests, classical assumption tests, multiple regression analysis, and hypothesis testing through t-tests and f-tests.

Tabel 2. Respondent Characteristics

| Features | Frequency | Presentase % |
|---------------------------------|------------|--------------|
| Male | 42 | 33,6% |
| Female | 83 | 66,4% |
| Total | 125 | 100% |
| 17 - 20 year | 25 | 20% |
| 21 - 30 year | 98 | 78,4% |
| 31 - 40 year | 2 | 1,6% |
| Total | 125 | 100% |
| South Purwokerto | 29 | 23,2% |
| East Purwokerto | 47 | 37,6% |
| North Purwokerto | 18 | 14,4 % |
| West Purwokerto | 31 | 24,8% |
| Total | 125 | 100% |
| Rp 1.000.000 - Rp.2.000.000 | 73 | 58,4% |
| > Rp. 2.000.000 - Rp. 3.000.000 | 34 | 27,2% |
| > Rp. 3.000.000 - Rp. 4.000.000 | 7 | 5,6% |
| > Rp. p 4.000.000 | 11 | 8,8% |
| Total | 125 | 100% |
| Student | 3 | 2,4% |
| College student | 107 | 85,6% |
| Employees/Servant | 10 | 8% |
| Self-employed | 5 | 4% |

| | | |
|---------------------------------|------------|-------------|
| Total | 125 | 100% |
| <i>Source: Processing, 2025</i> | | |

Based on Table 2, Characteristics of respondents, the majority are female with a percentage (66.4%), most of the participants are aged 21-30 years (78.4%) and domiciled in East Purwokerto (37.6%). In terms of income or pocket money, the most respondents were in the category of IDR 1,000,000-IDR 2,000,000 (58.4%) and had the status of college student (85.6%) This finding shows that most of the participants are students with lower middle income levels.

Descriptive Statistic Analysis

Tabel 3. Descriptive statistic analysis

| | N | Minimum | Maximum | Mean |
|------------|------------|----------------|----------------|--------------|
| GH.1 | 125 | 1 | 5 | 3.88 |
| GH.2 | 125 | 2 | 5 | 3.98 |
| GH.3 | 125 | 1 | 5 | 4.15 |
| GH.4 | 125 | 2 | 5 | 3.94 |
| GH.5 | 125 | 1 | 5 | 4.14 |
| GH.6 | 125 | 2 | 5 | 4.26 |
| GH | 125 | 11 | 30 | 24.35 |
| BI.1 | 125 | 2 | 5 | 4.13 |
| BI.2 | 125 | 2 | 5 | 4.30 |
| BI.3 | 125 | 2 | 5 | 3.98 |
| BI.4 | 125 | 1 | 5 | 4.14 |
| BI.5 | 125 | 2 | 5 | 4.09 |
| BI.6 | 125 | 2 | 5 | 4.22 |
| BI | 125 | 11 | 30 | 24.86 |
| KPL.1 | 125 | 1 | 5 | 4.22 |
| KPL.2 | 125 | 1 | 5 | 4.20 |
| KPL.3 | 125 | 2 | 5 | 4.29 |
| KPL.4 | 125 | 2 | 5 | 4.23 |
| KPL.5 | 125 | 1 | 5 | 4.14 |
| KPL.6 | 125 | 2 | 5 | 4.30 |
| KPL.7 | 125 | 2 | 5 | 4.19 |
| KPL.8 | 125 | 1 | 5 | 4.15 |
| KPL.9 | 125 | 2 | 5 | 4.17 |
| KPL.10 | 125 | 1 | 5 | 4.18 |
| KPL | 125 | 16 | 50 | 42.07 |
| KPR.1 | 125 | 1 | 5 | 4.14 |
| KPR.2 | 125 | 1 | 5 | 4.10 |
| KPR.3 | 125 | 2 | 5 | 4.16 |
| KPR.4 | 125 | 2 | 5 | 4.04 |
| KPR.5 | 125 | 2 | 5 | 4.16 |
| KPR.6 | 125 | 2 | 5 | 4.18 |
| KPR.7 | 125 | 2 | 5 | 4.23 |
| KP | 125 | 16 | 40 | 29.02 |
| KP1 | 125 | 1 | 5 | 4.26 |
| KP2 | 125 | 2 | 5 | 4.24 |
| KP3 | 125 | 1 | 5 | 3.99 |
| KP4 | 125 | 2 | 5 | 4.08 |

| | | | | |
|-----------|------------|-----------|-----------|--------------|
| KP5 | 125 | 2 | 5 | 4.08 |
| KP6 | 125 | 2 | 5 | 4.22 |
| KP.7 | 125 | 1 | 5 | 4.02 |
| KP.8 | 125 | 1 | 5 | 4.14 |
| KP | 125 | 16 | 40 | 33.04 |

Source: Processing, 2025

Based on the results of the descriptive assessment of purchase decision variables, the highest item in KP1 was 4.26, while the item was 3.99. Lifestyle variable, the highest item GH6 is 4.26, while the lowest item GH1 is 3.88. Variable Brand Image, the highest item is BI2 is 4.30, while the item is BI3 3.98. The variable quality of service, the highest item at KPL6 is 4.30 while the lowest item is KPL5 is 4.14. The product quality variable is the highest item at KPR7 4.23 while the lowest item is KPR4 with a value of 4.04.

Test Instruments

Validity and Reliability Test

Tabel 4. Validity and Reliability test

| Variable | Indicator | R count | R table | Reliability Test (Cronbac's Alpha) |
|-----------------|---------------|---------|---------|---------------------------------------|
| Lifestyle | GH.1 | 0,752 | 0,175 | 0,855 |
| | GH.2 | 0,801 | | |
| | GH.3 | 0,770 | | |
| | GH.4 | 0,765 | | |
| | GH.5 | 0,762 | | |
| | GH.6 | 0,716 | | |
| Brand Image | BI.1 | 0,768 | 0,175 | 0,860 |
| | BI.2 | 0,748 | | |
| | BI.3 | 0,814 | | |
| | BI.4 | 0,767 | | |
| | BI.5 | 0,754 | | |
| | BI.6 | 0,754 | | |
| Service Quality | KPL.1 | 0,785 | 0,175 | 0,946 |
| | KPL.2 | 0,857 | | |
| | KPL.3 | 0,790 | | |
| | KPL.4 | 0,805 | | |
| | KPL.5 | 0,841 | | |
| | KPL.6 | 0,814 | | |
| | KPL.7 | 0,818 | | |
| | KPL.8 | 0,828 | | |
| | KPL.9 | 0,823 | | |
| | KPL.10 | 0,846 | | |
| Product quality | KPR.1 | 0,773 | 0,175 | 0,895 |
| | KPR.2 | 0,781 | | |
| | KPR.3 | 0,786 | | |
| | KPR.4 | 0,761 | | |
| | KPR.5 | 0,813 | | |
| | KPR.6 | 0,787 | | |
| | KPR.7 | 0,798 | | |

| | | | | |
|-------------------|------|-------|-------|-------|
| Purchase decision | KP.1 | 0,771 | 0,175 | 0,922 |
| | KP.2 | 0,713 | | |
| | KP.3 | 0,858 | | |
| | KP.4 | 0,821 | | |
| | KP.5 | 0,812 | | |
| | KP.6 | 0,822 | | |
| | KP.7 | 0,779 | | |
| | KP.8 | 0,860 | | |

Source: Processing, 2025

The results of the validity test with R table (0.175) all of the above statement items are considered valid. The reliability test showed a reliable result with a Cronbach alpha value of 0.70.

Classic Assumption Test

Normality Test

Tabel 5. Normality Test

| Test | Value |
|-----------------------------|---|
| N | 125 |
| Monte Carlo sig. (2-tailed) | Sig. 0,342 |
| | 99% Confidence Interval Lower Bound 0,330 |
| | Upper Bound 0,354 |

Source: Processing, 2025

According to Table 5. The normality test using the Monte Carlo method with a GIS value of $0.342 > 0.05$ shows normal distributed data.

Multicollinearity Test

Tabel 6. Multicollinearity test

| Variable | Tolerance | ViF | Remarks |
|-----------------|-----------|-------|-------------------------------|
| Lifestyle | 0,257 | 3.894 | There is no Multicollinearity |
| Brand image | 0,183 | 5.458 | There is no Multicollinearity |
| Service Quality | 0,309 | 3.237 | There is no Multicollinearity |
| Product quality | 0,200 | 4.999 | There is no Multicollinearity |

Source: Processing, 2025

According to table 6. The tolerance value > 0.10 and the VIF value < 10.00 show that the model in this study is free from multicollinearity.

Heteroskedasticity Test

Tabel 7. Uji Heteroskedasticity

| Variable | Sig Value | Remarks |
|-----------------|-----------|-----------------------------------|
| Lifestyle | 0,623 | Heteroskedasticity does not occur |
| Brand image | 0,290 | Heteroskedasticity does not occur |
| Service Quality | 0,303 | Heteroskedasticity does not occur |
| Product quality | 0,361 | Heteroskedasticity does not occur |

Source: Processing, 2025

According to table 7. The value of sig > 0,05 shows that there is no heteroskedasticity with the above results that all variables meet the criteria because sig values > 0.05

Model Fit Test

Coefficient of Determination (R^2)

Tabel 5. Coefficient of determination

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------|----------|-------------------|----------------------------|
| 1 | 0.918 | 0.843 | 0.837 | 2.172 |

Source: Processing, 2025

According to table 8. The value of R = 0.918, the value of R square 0.843 shows that the influence contributed by lifestyle variables, brand image, service Quality and product quality is 84.3%, while the remaining 15.7% is influenced by other variables.

F test

Tabel 9. F test

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|-----|-------------|---------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 3030.595 | 4 | 757.649 | 160.574 | .000 ^b |
| | Residual | 566.205 | 120 | 4.718 | | |
| | Total | 3596.800 | 124 | | | |

Source: Processing, 2025

Based on the results of the table above, the F test has a sig value of 0.000 < 0.05, which means that the model in this regression is feasible and fit.

T Test (Hypothesis)

Tabel 10. T test

| Model | Unstandardized Coefficients | | Standardized Coefficients Beta | t | Sig. |
|-----------------|-----------------------------|------------|-----------------------------------|--------|------|
| | B | Std. Error | | | |
| (Constant) | -189 | 175 | | -1.081 | .282 |
| Lifestyle | 0.363 | 0.77 | 0.339 | 4.739 | .000 |
| Brand image | 0.178 | 0.092 | 0.164 | 1.933 | .056 |
| Service Quality | 0.061 | 0.067 | 0.060 | 0.916 | .362 |
| Product quality | 0.447 | 0.087 | 0.416 | 5.133 | .000 |

Source: Processing, 2025

Lifestyle has a significant positive effect on Purchase Decisions

The value of the lifestyle coefficient (B1) of 0.363 indicates a positive relationship, the calculated t value of 4.739 > t table of 1.979 significance of 0.000 < 0.05. Thus, the hypothesis that states that lifestyle has a positive and significant effect on the Purchase Decision, can be interpreted as **Ha is accepted and H0 is rejected**

Brand image has no significant effect on purchasing decisions

The value of the coefficient (B2) of the brand image is 0.178 t calculated as $1.933 < t$ table 1.979. the significance of $0.056 > 0.050$. The results of the analysis show that the brand image does not have an impact and is not significant on the purchase decision even though the direction is positive, it can be interpreted that **Ha is rejected and Ho is accepted**.

The Service Quality does not have a significant effect on the purchase decision

The value of the coefficient (B3) of service quality $0.061 < t$ calculate $0.916 < t$ table 1.979. significance $0.362 > 0.050$. Service quality has no effect and is not significant to the Purchase Decision even though the direction is positive, it can be interpreted that **Ha is rejected and Ho is accepted**.

Product Quality has a significant positive effect on purchasing decisions

The value of the product quality coefficient (B4) is $0.447 > t$ calculated by $5.133 > t$ table 1.979 significance of $0.000 < 0.05$. Thus the hypothesis that states that product quality has a positive and significant effect on the Purchase Decision, can be interpreted as **Ha is accepted and Ho is rejected**

DISCUSSION

The Influence of Lifestyle on Purchase Decisions

Lifestyle to Purchase Decision includes a category of affective theory that shows individual feelings, emotions, and expressions when choosing products that suit their style. Based on the results of this study can be shown with the highest answer I believe that Kopi Kenangan is able to compete with other coffee brands, which shows that consumers judge Kopi Kenangan according to a modern and competitive lifestyle. However, with the lowest respondent answer, which means that I often spend time with friends at Kopi Kenangan to relax or work, therefore some consumers do not always make Kopi Kenangan a place to hang out, but rather the choice of products that support their activities and image. The results of this study explain that Lifestyle has a positive and significant influence on purchasing decisions. This findings is consistent with studies carried out by Afiana et al., (2022); Meliani et al., (2021); Shofia & Soebiantoro (2023) who stated that Lifestyle has a positive and significant influence on purchasing decisions.

The Influence of Brand Image on Purchase Decisions

Brand image is included in affective theory, consumers judge a brand not only for its function but also based on likes, trust, and pride in the brand. This study showed that respondents had the highest answers where the name and logo of Kopi Kenangan were easily recognizable and remembered, which shows that visually and identity, Kopi Kenangan has been strong in the minds of consumers. However, respondents gave the lowest answer regarding the quality of Kopi Kenangan's products compared to competitors, indicating that a good brand image alone is not enough to influence a purchase decision. The findings of this study reveal that brand image does not have a significant effect on purchasing decisions even though it has a positive direction. This accords with research undertaken by Kartika, (2021); Wardani & Maskur, (2022); Desfitriady & Erpurini (2023) who show that brand image has no effect on purchase decisions.

The Influence of Service Quality on Purchase Decisions

Service quality is included in cognitive theory, because it includes the thinking process and rational assessment of consumers on the services they receive. Good quality of service, which includes speed, accuracy, friendliness, and consistency, can result in a good experience that encourages customers to make a repeat purchase. Respondents gave the highest rating on the service Quality variable, where customer requests and queries are handled quickly by staff. This shows that the customer is quite happy with the speed of the response provided. Conversely, the lowest answer Kopi Kenangan Employees are always ready to serve customers, which indicates that service consistency has not been felt to the maximum. This condition indicates that the quality of service is not strong enough to be a determining factor in the purchase decision-making process. This study explains that the quality of service has no influence and is not significant on the purchase decision, even though the direction of the influence is positive. This is consistent with Sasti et al., (2023); Febrianto & Sumaryanto, (2024); Pratiwi et al., (2025) service quality does not have a significant effect on purchase decisions.

The effect of product quality on Purchase Decisions

Product Quality is included in the cognitive theory of consumers making rational judgments of the advantages and benefits of the product. In this cognitive framework, consumers tend to evaluate the taste, aroma, appearance, and consistency of the product before finally deciding to buy it. Respondents gave a high value, where the serving temperature of Kopi Kenangan improved the overall taste of the coffee, indicating that consumers felt good sensory qualities of the product. However, there was the lowest answer from respondents indicating that the sour taste of Kopi Kenangan gave a distinctive taste image, indicating that some respondents still did not fully see a particular taste as an advantage, although the influence of product quality in general was maintained. This study shows that product quality affects purchasing decisions. This is consistent with the findings from Yulinda et al., (2021); Shirley & Shirley (2024); Tobing & Setiawan, (2020) Product quality has a significant positive effect on purchase decisions.

CONCLUSION

The results of the study of lifestyle and product quality had a significant positive impact on the purchase decision of Kopi Kenangan, while Brand Image and Service Quality had no effect on the decision to purchase kopi Kopi Kenangan. This means that consumers' purchasing choices are more influenced by the suitability of their lifestyle with existing products and how they perceive the quality of the product, compared to the brand image or services provided. These findings indicate that consumers prioritize product compatibility with their personal needs and preferences. This study has limitations, including the use of questionnaires that are subjective, the number of respondents is limited, and the scope of variables that only focuses on internal factors. Therefore, further research it is advisable to include a greater number of participants and add variables such as promotion, price, and customer experience so that this study becomes more comprehensive and has a wider generalization power.

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